OUTCOMES = DESIRED GOALS

An OUTCOME can be described as something you vision or dream accomplished, the steps you take to reach that vision or dream, a desired direction on where you would like your community or program to go, something that enhances changes in knowledge or behavior for your community, or a description of what you would like achieved in the mid-term or long-term future!

EXAMPLE
A Cleaner and Safer Community

EXAMPLE
Increased Community Understanding of Air Quality

OUTPUTS = PROOF

In Order to achieve you’re Outcomes (goals), you must show your work with your OUTPUTS (proof). An output is something that is tangible, something you can touch, hold in your hand, and something that you can show as proof!

EXAMPLE
Meeting Agendas

EXAMPLE
Newsletters