

Glossary of Terms

Vision Statement: An inspirational articulation of the hopes and dreams for our community.

Goal: The state of affairs that a plan is intended to achieve.

Measurable Outcome: A quantifiable state, or condition, that describes the benefits for participants, i.e. new knowledge, increased skills changed attitudes or values, modified behaviors, improved conditions, or altered status.

Strategy: A plan, method or series of activities for obtaining a specific goal or outcome.

Indicator: Measurable evidence of meeting a goal; visible signs that the outcomes are achieved.

Theory of Change: A theory that defined all the building blocks is interchangeable referred to as outcomes, results, accomplishments, or preconditions and is depicted on a map known as a pathway of change or change framework.

Pathway: The sequence that must occur with outcomes in order to reach the long-term goal. Most initiatives have multiple pathways which lead to the long-term goal.

Precondition: All outcomes are called preconditions because they are conditions that must exist in order for the next outcome in the pathway to be achieved. They are precursors and requirements for the accomplishment of the next outcome.

Backwards Mapping: The process of beginning with the goal in mind and working backwards.

Justification: Statements about why we expect one set of outcomes to lead to another.

Leverage Points: Points at which activities can be concentrated to achieve the maximum return.