

**Animals & Animal Products
Planning & Program Evaluation Logic Model 2008**

Inputs Resources & Activities	If, then	Methods	If, then	Target Audience(s) Participation	If, then	Short-Term Outcomes	Medium-Term Outcomes	If, then	Long-Term Outcomes
<ul style="list-style-type: none"> Conduct educational meetings, workshops, farm visits to educate agricultural producers. Conduct tours, field days and demonstrations Conduct one-on-one consultations Publish educational materials Conduct mass media efforts (radio, TV, etc.) Conduct train-the-trainer education Partner with industry (when appropriate) Design and conduct practical and applied research to improve the efficiency of growth, reproduction, health and management of livestock, forages, aquaculture, and poultry 	<p align="center">➔</p>	<p>Direct Methods</p> <ul style="list-style-type: none"> Group Discussion Education Class Workshop One-on-One Intervention Demonstrations <p>Indirect Methods</p> <ul style="list-style-type: none"> TV Media Programs Newsletters Public Service Announcement Other 1 (Mass Media) 	<p align="center">➔</p>	<ul style="list-style-type: none"> Agricultural producers Non-farm private landowners Aquaculture producers Small pond owners Agricultural businesses/Allied industry personnel Consultants Breeder managers Hatchery Managers Commercial poultry producers Commercial poultry companies Other researchers Students Extension specialists Teaching faculty Research funding personnel and agencies Policy and decision makers Public 	<p align="center">➔</p>	<p>Indicators:</p> <ul style="list-style-type: none"> Number of livestock producers who increased knowledge or gained awareness related to livestock production management practices Number of industry personnel who gained knowledge or increased awareness related to livestock & poultry production information/practices Number of clientele who reported knowledge gained related to aquaculture 	<p>Indicators:</p> <ul style="list-style-type: none"> Number of livestock producers who adopted a new practice Number of livestock producers who initiated or improved their record keeping Number of practices or technology adoptions by poultry producers Number of clientele who adopted new aquaculture practices Number of practices or technology adoptions by allied poultry industry personnel Number of livestock producers who changed a management practice. 	<p align="center">➔</p>	<p>Indicators:</p> <ul style="list-style-type: none"> Arkansas cash receipts from farm marketing (\$1,000) related to livestock, dairy and poultry Enterprises Arkansas cash receipts from farm marketing (\$1,000) related to aquaculture enterprises Business start Ups

EXTERNAL
INFLUENCES



Data Collection Plan:

1. Who? (will collect data & enter into AIMS or AES Survey)
2. How? (survey method/instrument?)
3. When? (When will the data be collected & entered?)