



**Training, Awareness & Education Team**  
**Logic Model #2 – (Goal 2, Objective 2a)**

**The Problem Statement:** The dredging and pipeline industries do not have a joint communications strategy for informing and educating the public and end users of the hazards related to dredging near underwater pipelines.

**The Goal Statement:** Develop a coordinated and collaborative public relations campaign to raise awareness and market the products of the Best Practices Team.

Planned Work		Intended Results	
Resources	Activities	Outputs	S.M.A.R.T. Outcomes
In order to accomplish our set of activities, we will need the following:	In order to address our problem, we will conduct the following activities:	We expect that once completed or underway these activities will produce the following outputs:	We expect that if completed or ongoing these activities will lead to the following changes in 1-3 years, 4-6 years, & 7-10 years. (Specific, Measurable, Action-Oriented, Realistic & Timed)
Examples:  Staff? Funding? Time? Equipment? Materials? Research? Facilities? Digital Marketing? Partnerships with Other Organizations?	<ol style="list-style-type: none"> <li>1. <b>What</b> are the activities?</li> <li>2. <b>Who</b> is the leader of each activity?</li> <li>3. <b>Who</b> are the team members?</li> <li>4. <b>How</b> will the activities take place?</li> <li>5. <b>Where</b> will the activities take place?</li> <li>6. <b>When</b> are the activities expected to be accomplished?</li> </ol>		<p><b>Short-Term Outcomes – Changes in Attitudes, Behaviors, Knowledge, Skills, Status, or Level of Functioning</b></p> <p><b>Long-Term Outcomes – Build on Short-Term Outcomes</b></p> <p><b>Impact – Future Social Change (might include improved conditions, increased capacity, and/or changes in the policy arena)</b></p>

Assumptions:

External Factors:

