Logic Model of Extension's Work with America Saves Week (10/7/08)

Situation	Inputs	Activities	Outputs	Outcomes		
				Short Term	Medium Term	Long Term
The Cooperative Extension Service is a partner in the America Saves Week effort. The effort's aims are to increase awareness about the need to build wealth, reduce debt, save and plan for the future – aims that are common to Extension's aims.	Inputs to Extension's efforts are the time of planners at the national, state and local levels. These planners organize efforts to put America Saves Week and the effort's priorities in front of end users and increase the number of savers. Resources include the many guides and tools, such as an organizational marketing plan (see url below), and informational resources on personal financial management found on www.extension.org.	Extension activities regarding promotion of ASW include the development and distribution of promotional materials (either directly to clientele or through the media), the building of coalitions, holding workshops, collecting names of savers and the amount they hope to save, and distributing press releases. Efforts also include raising awareness of fellow educators about ASW and its educational possibilities as well as training on how to deliver a local ASW program.	The end user is the primary contact, with motivation to increase the number of contacts and changes in behavior. We also reach fellow educators as well as interested people and organizations who can facilitate an ASW effort, such as local decision makers and influencers, policy makers and agencies.	Outcomes of Extension activities in the short term include increased awareness of money management issues, learning about how to save and why, changed attitudes to personal resource management and increased skill. Other outcomes achieved regard the learning and awareness of partners and colleagues about the effort, and increasing the number of savers enrolled.	Outcomes in the medium term are behavioral changes regarding money management of end user clientele, with the result of improved decision making about money management, reduced debt and increased savings.	Outcomes in the long term are improved financial security of the public and the improved social conditions associated with financial security.

America Saves Week Organizational Marketing Plan: http://www.americasaves.org/national/ASW_organization.asp

Prepared by Cole Ehmke, University of Wyoming, October 7, 2009. For more information, visit www.americasaves.org and www.csrees.usda.gov/financialsecurity.
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Logic Model of Extension's Work with America Saves Week 2009

- **Logic Model of Extension's Efforts on America Saves Week**
- **Situation:** The Cooperative Extension Service is a partner in the America Saves Week effort. The effort's aims are to increase awareness about the need to build wealth, reduce debt, save and plan for the future – aims that are common to Extension's aims
- **Inputs**
- Inputs to Extension's efforts are the time of planners at the national, state and local level. These planners organize efforts to put ASW and the effort's priorities in front of end users and increase the number of savers.
- Resources include the many guides and tools, such as an organizational marketing plan, available at http://www.americasaves.org/national/ASW_organization.asp and. Another informational resource on personal financial management is eXtension.org.
- Associated with the work of Extension employees is the physical infrastructure of Extension offices, equipment and support staff, as well as local and state partners, such as the media and local organizations.
- **Outputs**
- **Activities**
- Extension activities regarding promotion of ASW include the development and distribution of promotional materials (either directly to clientele or through the media), the building of coalitions, holding workshops, collecting names of savers and the amount they hope to save. Efforts also include raising awareness of fellow educators about ASW and its educational possibilities as well as training on how to deliver a local ASW program.
- **Who we Reach**
- The end user is the primary contact, with motivation to increase the number of contacts and changes in behavior. We also reach fellow educators as well as interested people and organizations who can facilitate an ASW effort, such as local decision makers and influencers, policy makers and agencies.
- **Outcomes**
- **Short term**
- Outcomes of Extension activities in the short term include increased awareness of money management issues, learning about how to save and why, changed attitudes to personal resource management and increased skill. Other outcomes achieved regard the learning and awareness of partners and colleagues about the effort.
- **Medium term:**
- Outcomes in the medium term are behavioral changes regarding money management of end user clientele, with the result of improved decision making about money management, reduced debt and increased savings.
- **Long term**
- Outcomes in the long term are improved financial security of the public and the improved social conditions associated with financial security.