

**Logic Model for GLBET Outreach Committee  
February 2004**

**OBJECTIVES**

- Effective outreach/communications for Great Lakes Basin and GLBET issues

**RESOURCES**

- Comprehensive set of key messages for use by all GLBET members in outreach/communications
- Funding or in-kind services from GLBET members, partners, stakeholders for outreach products and activities

**ACTIVITIES**

- GLBET, with help of outreach team, develops priority messages/activities which will inform both team projects and team outreach efforts
- GLBET, with help of outreach team, surveys key stakeholders on their needs, priorities for team and for GL basin issues

**OUTPUTS**

- Appropriate outreach tools and tactics based on key messages and team priorities
- Clear sense of what stakeholders want and how they can help

**SHORT-TERM OUTCOMES**

- Set of key messages to communicate regarding GL conservation and GLBET activities
- Concept/outline for long-term communications campaign

**MID-TERM OUTCOMES**

- Beginning steps in undertaking communications campaign
- Suite of products such as brochures, videos, fact sheets, etc.

**LONG-TERM OUTCOMES**

- Effective and sustainable communications and outreach program in place for GLBET
- Increased participation and support for GL Basin issues—from the media, Congress, other key stakeholders, also within our own group

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