CSU Extension Issue Canvas

This can be used by individuals and program teams to think through and document key aspects of the program planning process in order to ensure clarity of purpose and to maximize impact. Some elements of the canvas may be more applicable to your situation than others. Use what is beneficial.

<table>
<tr><td rowspan="2">Issue:</td><td rowspan="2">Problem statement: (Brief description of the specific problem you are addressing)</td><td rowspan="2">Brief description of planned activities (outputs):</td><td>Key indicators: (Up to 3 that show unique value to key stakeholders)</td><td>How will data be collected and reported for each indicator?</td></tr>
<tr><td>(1)</td><td>(1)</td></tr>
<tr><td rowspan="4">How have you utilized a diverse network to plan programming on this issue?</td><td rowspan="2">Goal/intended outcome: (Be clear on whether you are aiming for a change in knowledge/awareness /skills/attitudes (KASA), behavior, condition, etc.)</td><td rowspan="3">Theory of change: (How will your outputs result in achievement of your intended outcome? Cite/link to research/evidence if possible.)</td><td>(2)</td><td>(2)</td></tr>
<tr><td>(3)</td><td>(3)</td></tr>
<tr><td>Target audience:</td><td colspan="2">Evaluation plan: (Who will be evaluated, when (after-only, pre-post, etc.), and how (i.e. online survey)?)</td></tr>
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