

## Case study: Communicating project goals with logic models

**A logic model is not only an effective planning tool, it also can be a great way to clearly and concisely communicate your project's goals, objectives, resources, and outcomes to the larger team and your stakeholders, as an interdisciplinary, multi-organization team based from the San Francisco Bay Area demonstrated.**

### **OUR COAST, OUR FUTURE: PLANNING FOR SEA LEVEL RISE AND STORM HAZARDS IN THE SAN FRANCISCO BAY AREA**

The *Our Coast, Our Future* project focused on creating highly-visible decision support tools to help stakeholders anticipate vulnerability to storms and sea level rise in a densely-populated region that is already on the leading edge of sea level rise research and adaptation. The team's coordinator and the collaboration lead wanted to create a succinct statement about the project, so that the stakeholders they had engaged in the process could see how the project fit into the complex and dynamic coastal management situation in California.

#### **Project team's strategy**

They created a [draft logic model](#) and presented it to the project's advisory committee at its kickoff meeting. The logic model illustrated the project's vision and the broad scope of expertise and resources represented by the team. This visual representation of the project's goals and assets was helpful in engaging the advisory committee and building their enthusiasm for the project. The experience of creating the logic model also helped the team clarify and solidify the milestones and final products they were working toward.

#### **Key advice**

Consider developing a logic model with your team during the planning stage of your project. Creating one can help clarify a project's vision, goals, objectives, and outcomes, and serve as an effective communication tool for team members and stakeholders.

To learn more about this project that was initiated in 2012, visit their [Project Page](#).

To access other case studies and resources for conducting collaborative science projects, visit: [A Guide to Collaborative Science](#) -

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