

PROJECT DESIGN: 4 KEY COMPONENTS

A complete project design lays out the **WHY, WHAT, WHO, WHERE, WHEN, and HOW** of your project

1

THEORY OF CHANGE

How and why a project will address a cause of a problem to improve the situation

THINK: “If we do X, then Y.”



Avoid causal leaps (e.g., “if residents increase their knowledge, then we will eliminate hunger”) and instead ensure that the desired outcome logically follows from your project focus.

EXAMPLE: If residents in our county increase their knowledge of food production and consumption, then they will reduce food waste.



2

GOAL

The ultimate outcome the project aims to achieve

THINK: What is the positive change that will result once the project is implemented?



Be clear on **who** (small farmers, young women of color, older residents without four-year degrees, etc.) would be targeted in your intervention and **where** (county-wide? certain neighborhoods?)

EXAMPLE: A reduction in food waste in our county



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3

WORKPLAN

A set of activities the project team will carry out to achieve its goal

THINK: What needs to happen in what sequence to achieve our goal? For each activity, who will do what specific tasks and when will they do them?



Focus on **what you as community members can do** in the limited time you'll have to implement your project.

Ensure each team member is responsible for at least one key activity in your workplan

After Together Eastern County	Lead	Supported by	MSE Lead Budget %	Week Beginning														
				5/1	5/15	5/20	5/27	6/3	6/10	6/17	6/24	6/30	7/5					
3. Foundational Research: Develop understanding about current ecosystem and the gaps in the pathways for job seekers																		
3.1 Research what can job seekers benefit from already about the job market (such as existing job centers and employers), and the issues facing job seekers.	Emily	Barbara		■	■													
3.2 Research / document what is a living wage job to support basic standard of living in Caroline County and what might be providing for it (e.g. are foodbank?)	Emily	Barbara			■	■	■	■										
3.3 Meet with chamber of commerce to generate a list of target businesses that support living?	Barbara	Caroline				■	■											
3.4 Identify list of local employers and of property management groups that we want to interview (this may require other see start interviews)	Barbara	Emily					■	■	■	■								
3.5 Determine a workforce development program needs	Emily	Bar		■	■													

4

MEASURES OF SUCCESS

Used to assess the extent to which the project team has achieved its desired outcomes

For each desired project outcome, identify:

An indicator: the metric you will use

A target: what success (as a # or %) would look like

A data collection plan: how you will collect the data



Ensure the desired outcomes and targets are realistic given your workplan

EXAMPLE OF DESIRED OUTCOME

More job opportunities for immigrants and non-immigrants in rural areas in the Eastern Shore

EXAMPLE OF DESIRED INDICATOR

Number of new jobs created in Eastern Shore over the duration of the project

EXAMPLE OF DESIRED TARGET

Increase of 3% relative to previous 6 months

EXAMPLE OF DATA COLLECTION PLAN

Contact Maryland Department of Labor and/or immigrants we engage in our focus groups

