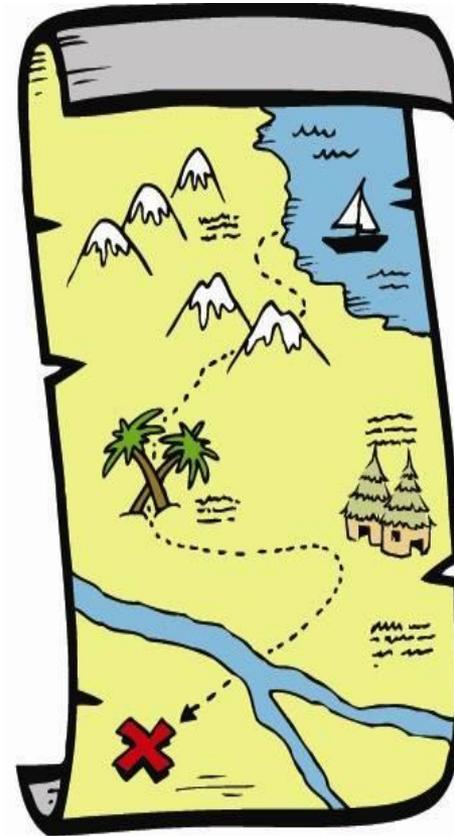


Developing a Logic Model



Many
people say
a logic
model is a
road map





***Where are you going?
How will you get there?
What will show that you've
arrived?***

*“If you don’t know
where you are going,
how are you gonna’
know when you get
there?”*

Yogi Berra

A logic model is...

- A depiction of a program showing what the program will do and what it is to accomplish.
- A series of “so that” relationships that, if implemented as intended, lead to the desired outcomes
- The core of program planning and evaluation

Logic model may also be called...

- Theory of change
- Program action
- Model of change
- Conceptual map
- Outcome map
- Program logic

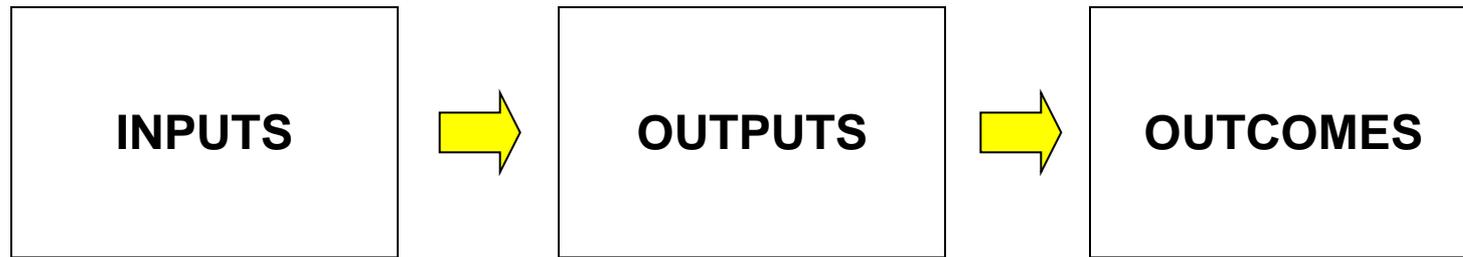


What's the benefit?

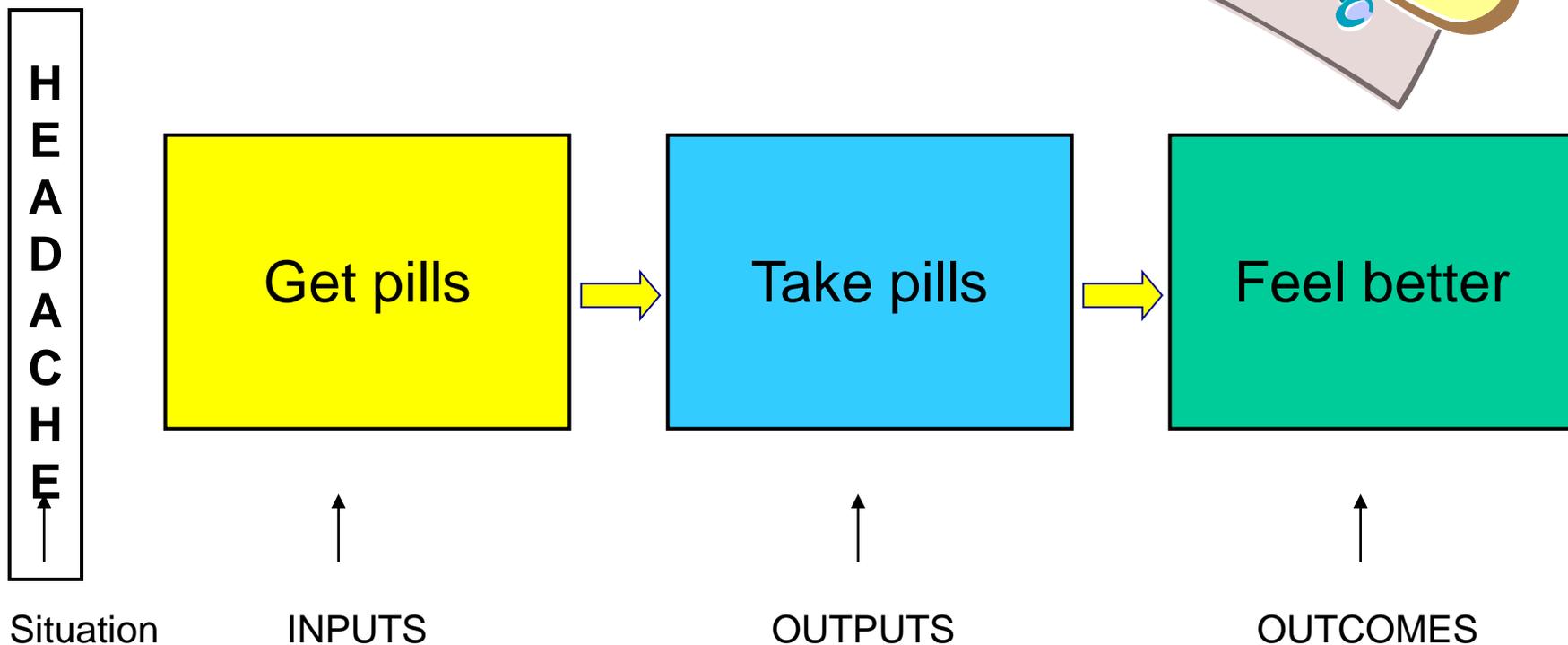
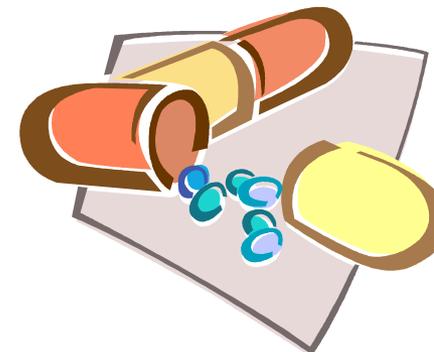


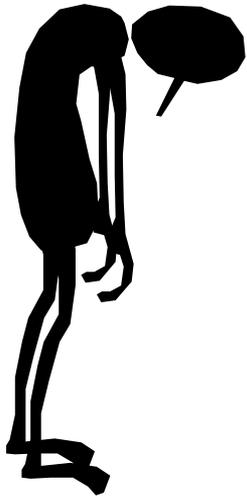
- Focus on and be accountable for what matters – OUTCOMES
- Provides common language
- Makes assumptions EXPLICIT
- Supports continuous improvement
- Promotes communications

Simplest form



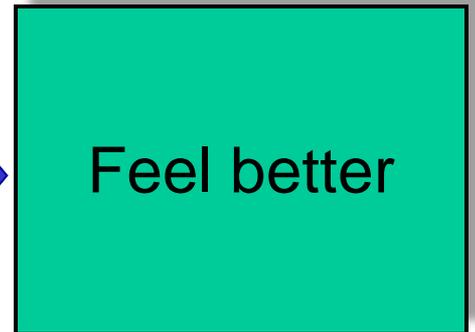
Everyday example



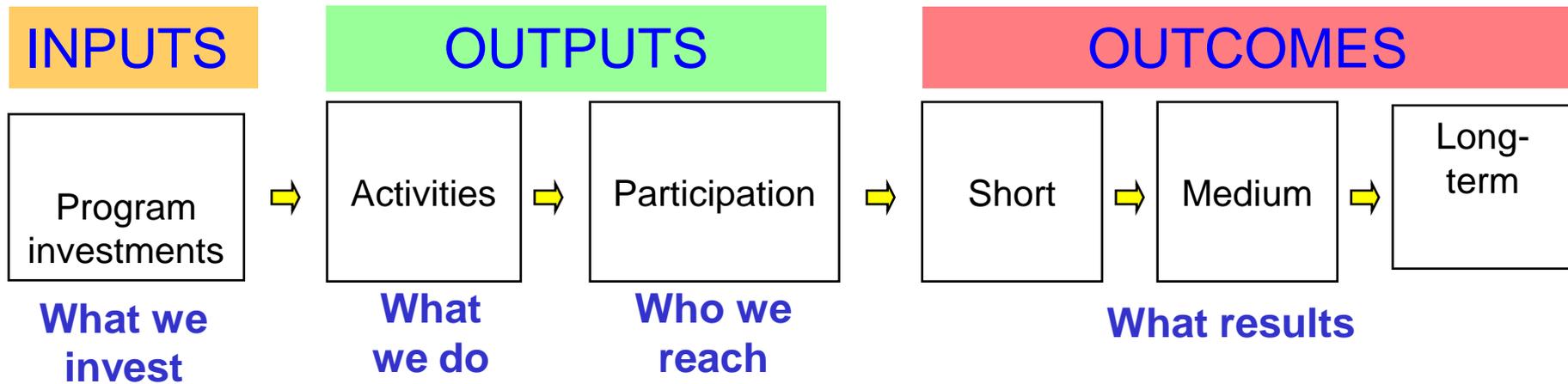


Everyday example

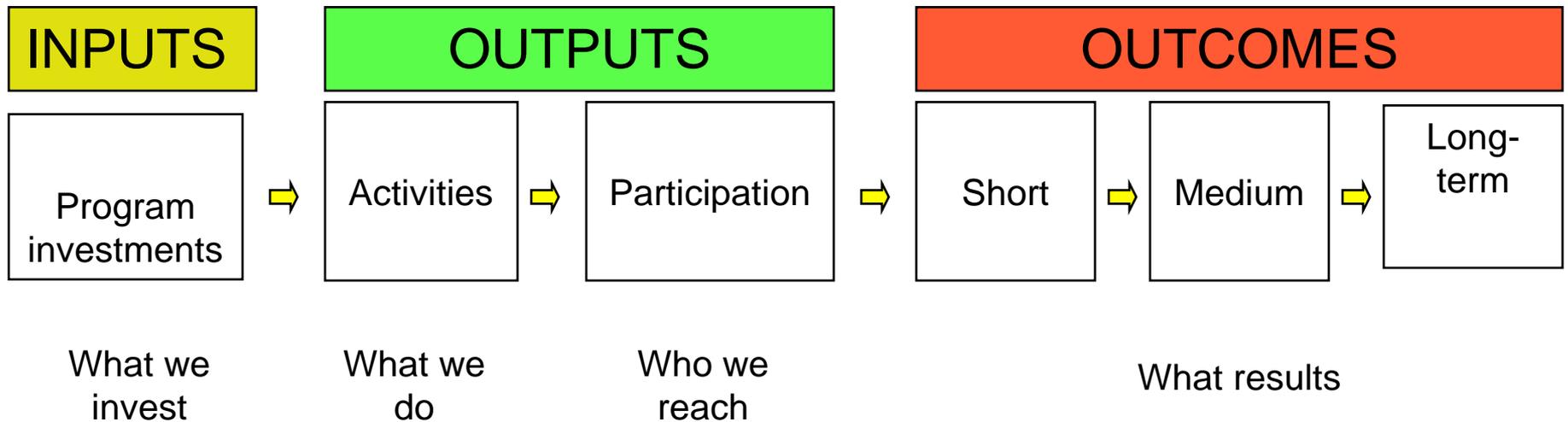
H
U
N
G
R
Y



Logical chain of connections showing what the program is to accomplish



A bit more detail



SO WHAT??

What is the VALUE?

Inputs

What we invest

Staff

Volunteers

Time

Money

Research base

Materials

Equipment

Technology

Partners

OUTPUTS

What we do

Who we reach

ACTIVITIES

- Train, teach
- Deliver services
- Develop products and resources
- Network with others
- Build partnerships
- Assess
- Facilitate
- Work with the media
- ...

PARTICIPATION

- Participants
- Clients
- Customers
- Agencies
- Decision makers
- Policy makers

Satisfaction

OUTCOMES

What results for individuals, families, communities.....

SHORT

Learning

Changes in

- Awareness
- Knowledge
- Attitudes
- Skills
- Opinion
- Aspirations
- Motivation
- Behavioral intent

MEDIUM

Action

Changes in

- Behavior
- Decision-making
- Policies
- Social action

LONG-TERM

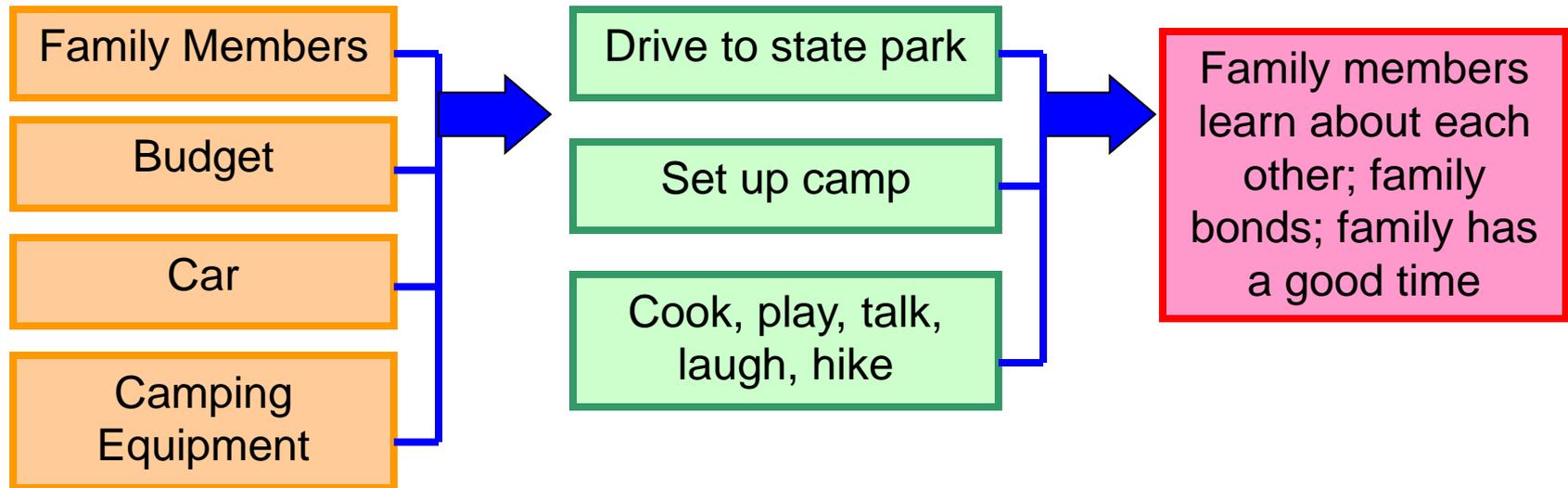
Conditions

Changes in

Conditions
Social (well-being)
Health
Economic
Civic
Environmental

CHAIN OF OUTCOMES

Every day logic model – Family Vacation



INPUTS

OUTPUTS

OUTCOMES

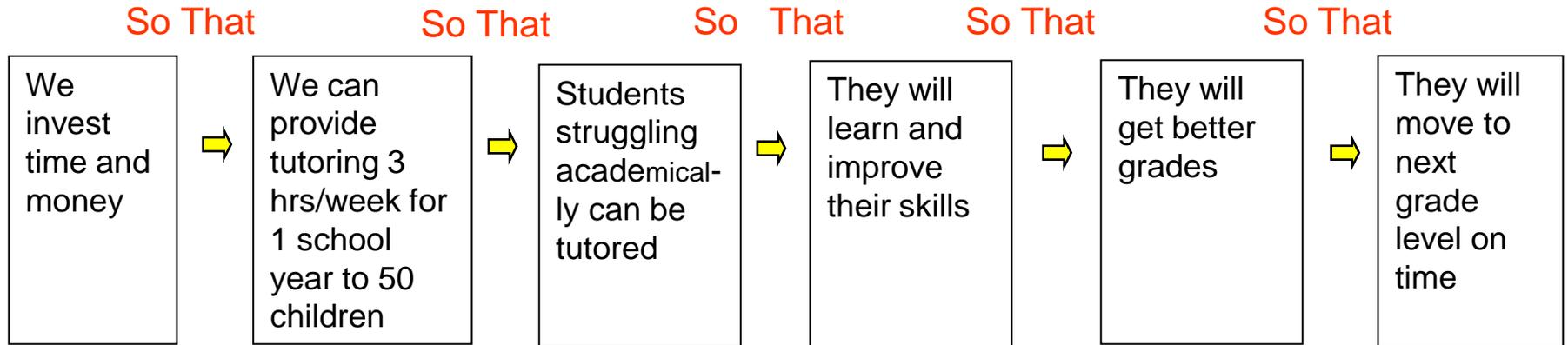
So That relationships

Underlying a logic model is a series of
'So-That' relationships that express the
program's **theory of change**



How will activities lead to desired outcomes? A series of so that relationships

Tutoring Program Example



Logic model of a training workshop

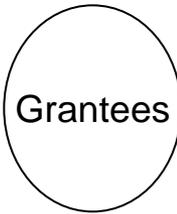
Situation: Funder requires grantees to include a logic model in their funding request; grantees have limited understanding of logic models and are unable to fulfill the funding requirement

INPUTS

Trainer
Funds
Equipment
Research base
Training curriculum

OUTPUTS

3 hour training
•Interactive activities
•Group work
•Practice
•Q and A



-Participants will increase knowledge of logic models
-Participants will increase ability to create a useful logic model of program
-Participants will increase confidence in using logic models



OUTCOMES

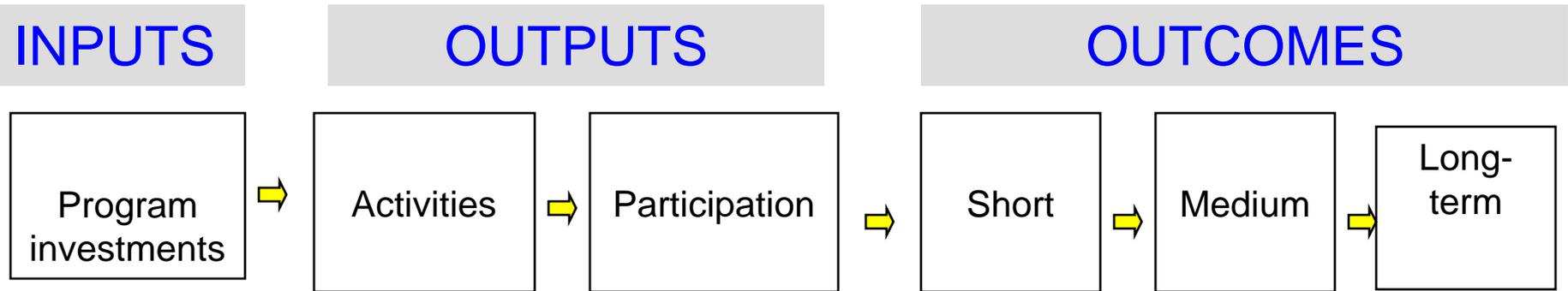
Create meaningful logic models → Fulfill requirement of funder
↓
Use logic models in own work → Improved planning
↓
Improved evaluation

Logic Model helps with Evaluation

Provides the program description that guides our evaluation process

- Helps us match evaluation to the program
- Helps us know what and when to measure
 - Are you interested in process and/or outcomes?
- Helps us focus on key, important information
 - Prioritize: where will we spend our limited evaluation resources?
 - What do we really need to know??

Match evaluation questions to program



Evaluation questions:

What questions do you want to answer?

e.g., accomplishments at each step; expected causal links; unintended consequences or chains of events set into motion

Indicators:

What evidence do you need to answer your questions?

Identify indicators

How will you know it when you see it?

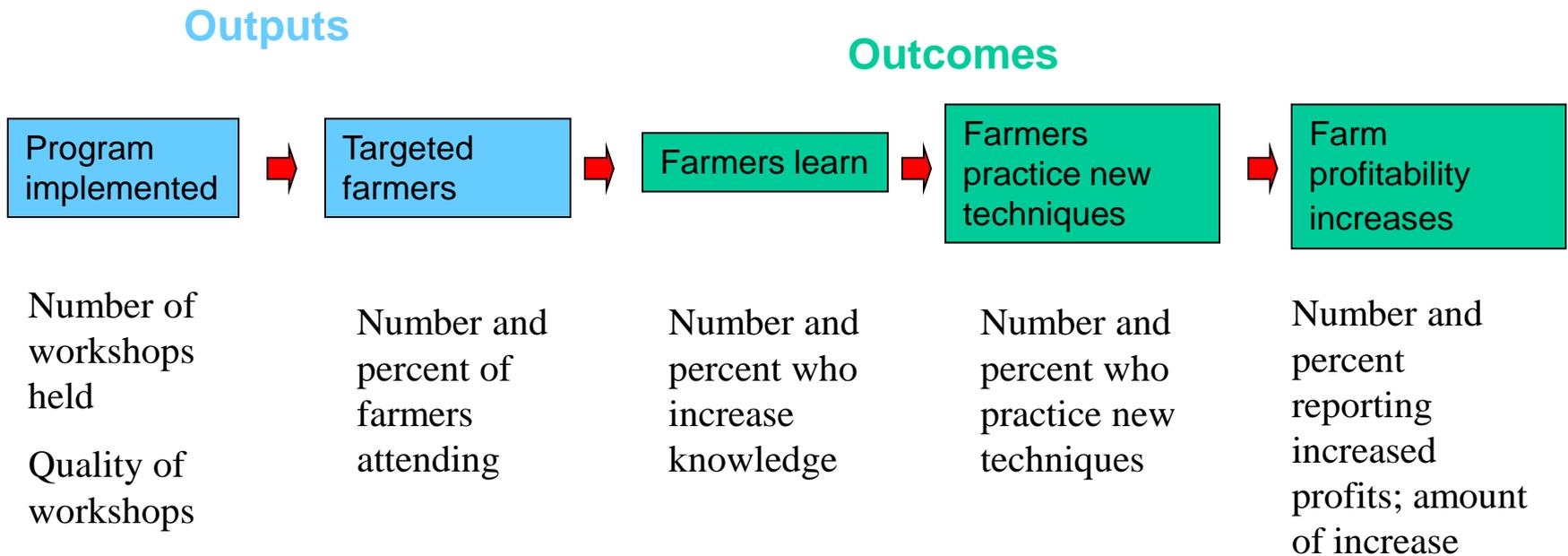
What will be the evidence?

What are the specific indicators that will be measured?

Often expressed as #, %

Can have qualitative indicators as well as quantitative indicators

Logic model with indicators for **Outputs** and **Outcomes**



Typical activity indicators to track

- Amount of products, services delivered
 - #/type of customers/clients served
 - Timeliness of service provision
 - Accessibility and convenience of service
 - Location; hours of operation; staff availability
 - Accuracy, adequacy, relevance of assistance
 - Courteousness
 - Customer satisfaction
- E.g.:
- # of clients served
 - # of consultations
 - # of workshops held
 - # of attendees
 - # of referrals
 - Quality of service

Methods of data collection

SOURCES OF INFORMATION

- Existing data
 - Program records, attendance logs, etc
 - Pictures, charts, maps, pictorial records
- Program participants
- Others: key informants, nonparticipants, proponents, critics, staff, collaborators, funders, etc.

DATA COLLECTION METHODS

- Survey
- Interview
- Test
- Observation
- Group techniques
- Case study
- Photography
- Document review
- Expert or peer review