



Logic Models

The Basics of the Planning Process







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Logic Model

- What is it?
- Why is it useful to me?
- What goes in the boxes?





The Logic Model

- Framework for describing the relationships between:
 - the investments we make and the programs we facilitate
 - the results or outcomes we achieve
- Common approach for integrating planning, implementation, evaluation and reporting
- Illustrates the purpose of our work and establishes a plan that when maintained will grow with our organization





What is a logic model?

- Logical chain of connections showing what the program is to accomplish
- A series of “if-then” relationships
- A picture of a program
 - snap shot of the program to share with stakeholders or potential stakeholders
- Program “best practices”
 - utilized to connect the efforts of multi-site programs that serve a wide audience





The Logic Model

- Model for identifying intentional outcomes to guide program execution and evaluation
- Creates a measure for success based on existing state, regional & national guidelines
- Multi-Level Logic Model
 - National Goals
 - State/Land Grant Strategies
 - Local Program Plans





Multiple logic models

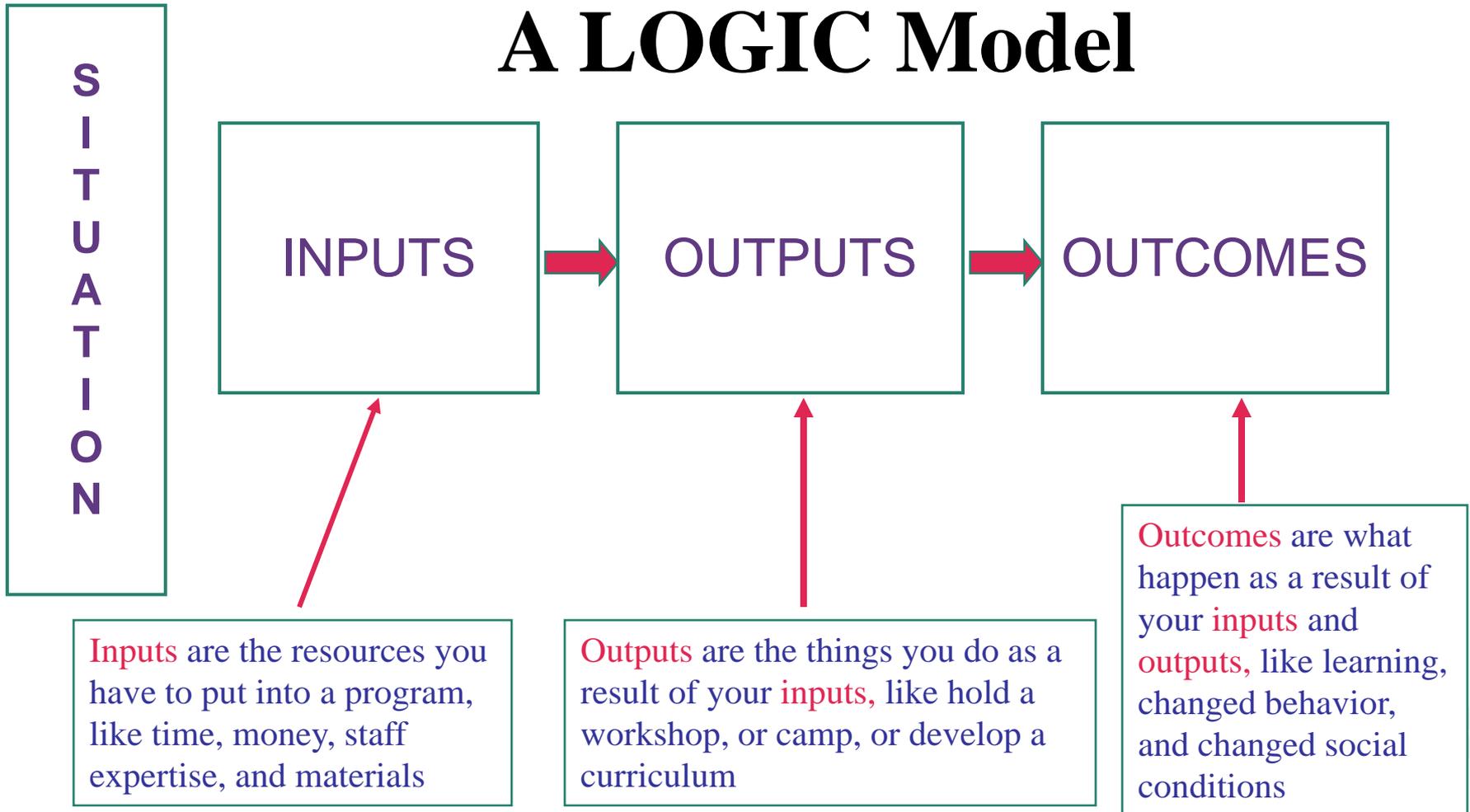
Multiple models may be needed to describe and explain complex initiatives or systems.

1. Multi-level programs: A series of linked models that depict varying levels such as national-state-county levels OR, institution-division-unit levels
2. Multi-component programs: A series of models to depict various components (goals, sites, target populations) within a comprehensive initiative





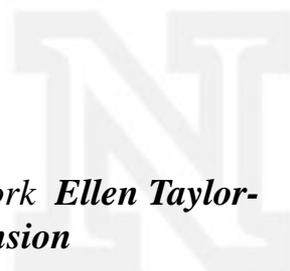
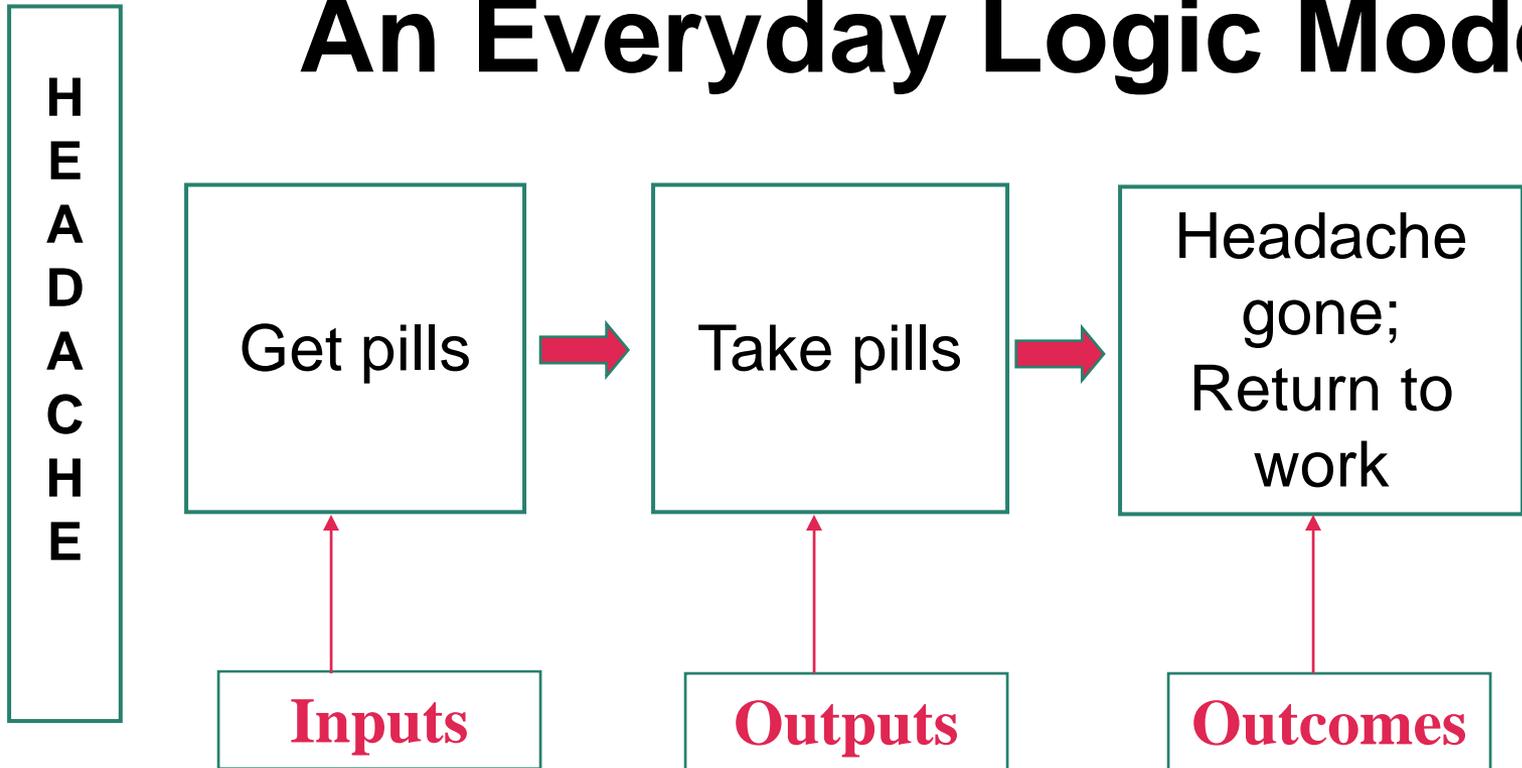
A LOGIC Model



Adapted from and used with permission of: The Logic Model: A Program Performance Framework Ellen Taylor-Powell, Evaluation Specialist Cooperative Extension University of Wisconsin-Extension

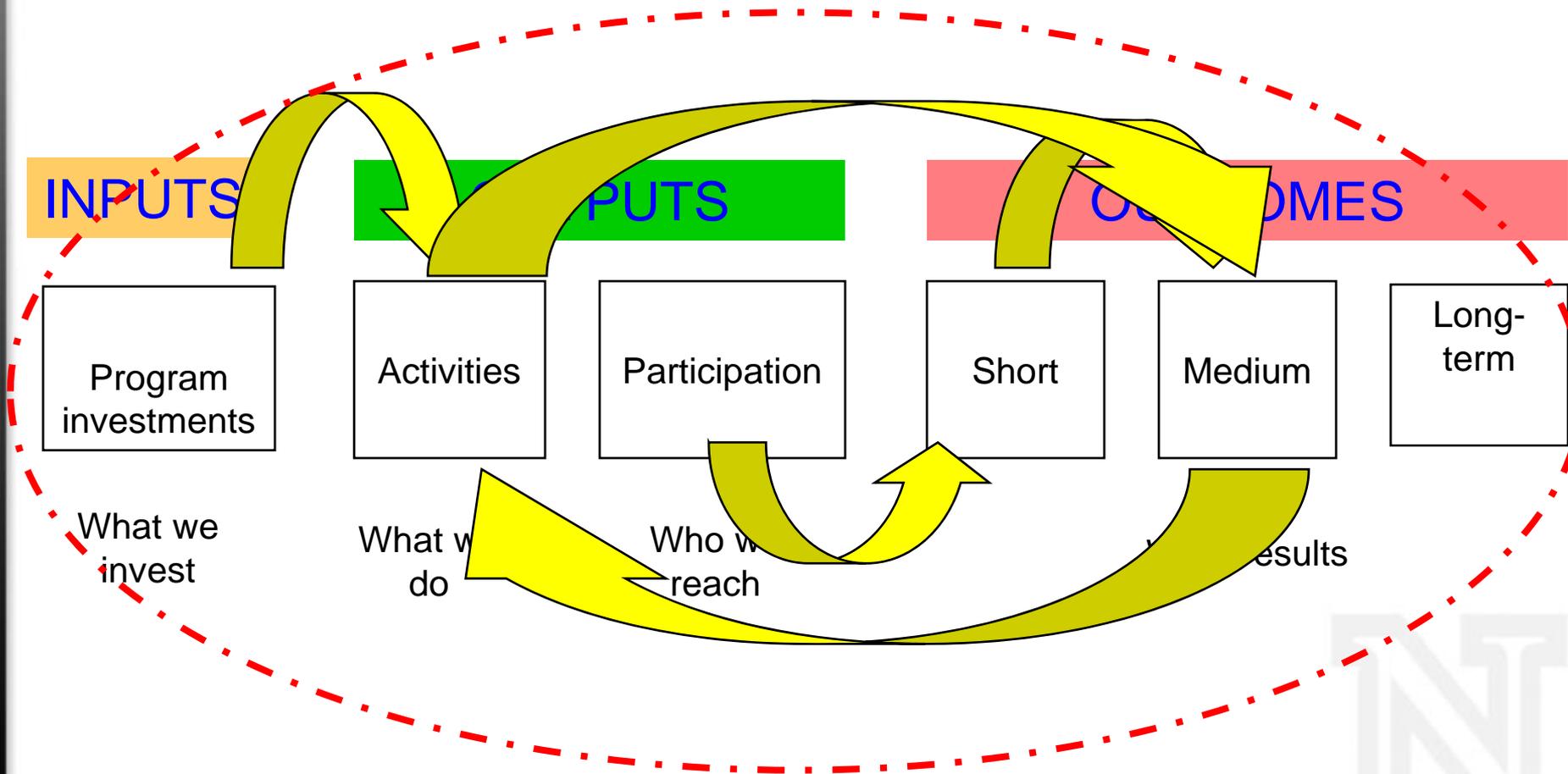


An Everyday Logic Model





Programs are not directly linear and will evolve during the process.





So, why bother? What's in this for you?

“This seems like a lot of work.”

“Where in the world would I get all the information to put in a logic model?”

“I’m a right brain type of person – this isn’t for me.”

“Even if we created one, what would we do with it?”





Common Challenges

- Utilizing consistent terminology among the discipline areas represented on your team
- Articulating a seamless, value-added approach that is shared among the group
- Providing clarity for reviewers who may not be familiar with the content area





What we are finding:

- Provides a common language
- Helps us differentiate between “what we do” and “why we do it”
- Increases understanding about program
- Guides and helps focus work
- Leads to improved planning and management
- Increases intentionality and purpose
- Provides coherence across complex tasks, diverse environments





What we are finding:

- Enhances team work
- Guides prioritization and allocation of resources
- Motivates staff
- Helps to identify important variables to measure; use evaluation resources wisely
- Increases resources, opportunities, recognition
- Supports replication





Getting started

- Determine purpose of logic model
- Set boundaries for logic model
- Define your situation
- Gather your resources
- Explore research, knowledge base, what others are doing/have done
- Work with a team to put the pieces together
- Accept that models will evolve





What Goes In the Boxes...

- Situation – what is driving your work?
 - Mission/Vision
 - Stakeholders Expectations
 - Limitations or Problems
- Inputs
 - Existing resources to address the situation





What Goes In the Boxes...

- Outputs
 - The work you do
programs/classes/curriculum/research
 - Who we reach - Audience
 - What we do - Activities
 - What we create - Products





What Goes In the Boxes...

- Outcomes
 - Learner Achievements or Attainments
 - Impact is not about the achievement of a new program, a new facility, a new curriculum, research findings, etc – those are what we do....outcomes illustrate why we do those things.
 - Short Term, Intermediate, Long Term





What Goes In the Boxes...

- Outcomes
 - Short Term
 - Learning
 - Awareness/Knowledge/Attitudes/Skills
 - Intermediate
 - Action
 - Behavior Change/Practice/Decisions
 - Long Term
 - Impact on Conditions
 - Social/Economic/Civic/Environmental





What Goes In the Boxes...

- Assumptions
 - Additional Points of Consideration
 - Premises that Support the Relationships of the Outcomes
- Environment/External Factors
 - Variables that effect the project cannot be changed by the managers





What Goes In the Boxes...

- Evaluation
 - Reporting Goals
 - Process Indicators/Benchmarks
 - Impact Indicators – Measure the Outcomes





Breakout Session

- Beginning with End in Mind
 - Defining your situation
 - Output vs. outcome
 - Identify and draft potential outcomes for your proposals





Credits

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Logic Models

Beginning with the End in Mind





Beginning with the End in Mind

- Defining your situation
- Output vs. outcome
- Identify and draft potential outcomes for your proposals





Ultimate Destination

- Where do we need to go?





Situation: what is driving your work?

- Mission/Vision
- Program Priorities
- Stakeholders Expectations
- Limitations or Problems
- Results of a Needs Assessment





Output vs. Outcome

- Output – what your organization will do and or achieve
- Outcome – what participants will learn, understand, do etc.





Outputs

- Performance Measures
- Process or product accomplishments:
 - Enrollment
 - Retention
 - Number of Workshops/Classes
 - Curriculum
 - Articles





Outcomes

- Intentional focus for our work
- Express the benefits to the learner
 - Attitudes evolved
 - Skills learned
 - Knowledge gained
 - Behaviors changed





Writing Outcomes

Good outcomes are:

- Learner/client focused
- Realistic
- Measurable
- Clear
- Logical, they relate and link together
- They answer the question “why”.





An Outcome Based Approach

Primary Questions

- What needs to be known?
- What needs to be changed or done?
- How does this impact the conditions of your situation?

Secondary Questions

- By whom, by when and how?
- By whom, by when and how?
- What does this look like? What will we be able to hear and see that will indicate the situation has changed?

