

Logic Models and Measurement

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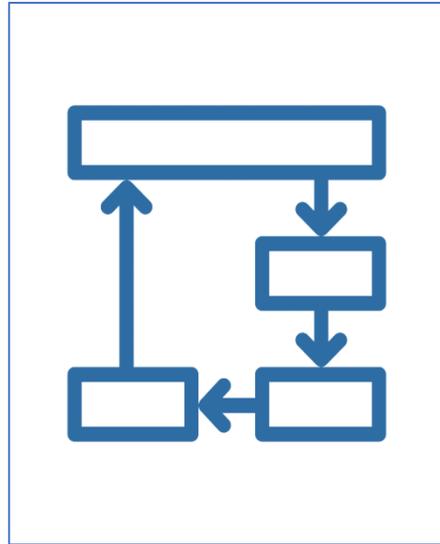
Overview of Workshops

- **Today:** Logic Models and Measurement
- **October 18:** How to Create Effective Surveys
- **November 1:** How to use Excel to Analyze Data

Today

- Introductions
- Logic Models
- A sample logic model
- Measurable outputs and outcomes
- Ways to measure

What is a Logic Model?



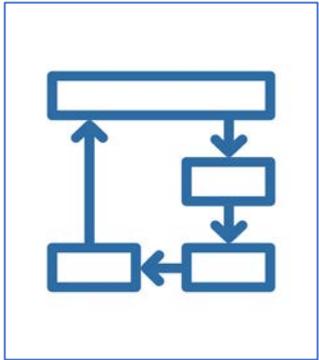
It's a diagram

What is a Logic Model?



A diagram that shows how your program is supposed to work

- Specifies program activities
- Shows how activities reach target populations
- List short, intermediate, and longer term outcomes
- Shows causal linkages



Logic Model

Other things you might include.

- Inputs – resources that you have to work with
- Environment – context you are working in
- Rationale – your theory about why this will work
- Assumptions

You can use different
diagram formats

Terms in Logic Models

Inputs – resources that you have to work with

Outputs – Activities + participation

(Activities that have reached participants)

Outcomes – results/changes

Columns  going left to right

INPUTS	ACTIVITIES	OUTPUTS	Short Term OUTCOMES	Medium Term OUTCOMES	Long Term OUTCOMES
Resources that you have to work with	Program services that you do.	Activities or services that have reached recipients.	Short term changes in recipients	Intermediate term changes in recipients	Longer term changes in recipients

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Key concept: a Logic Model is supposed to show how one thing causes another.

Example

A K-8 school identified poor student outcomes for several reasons including:

- Student truancy
- Inconsistent homework completion
- Child behavior problems during and after school

During parent conferences, parents said they had tried but weren't always successful at holding their children to expectations about school.

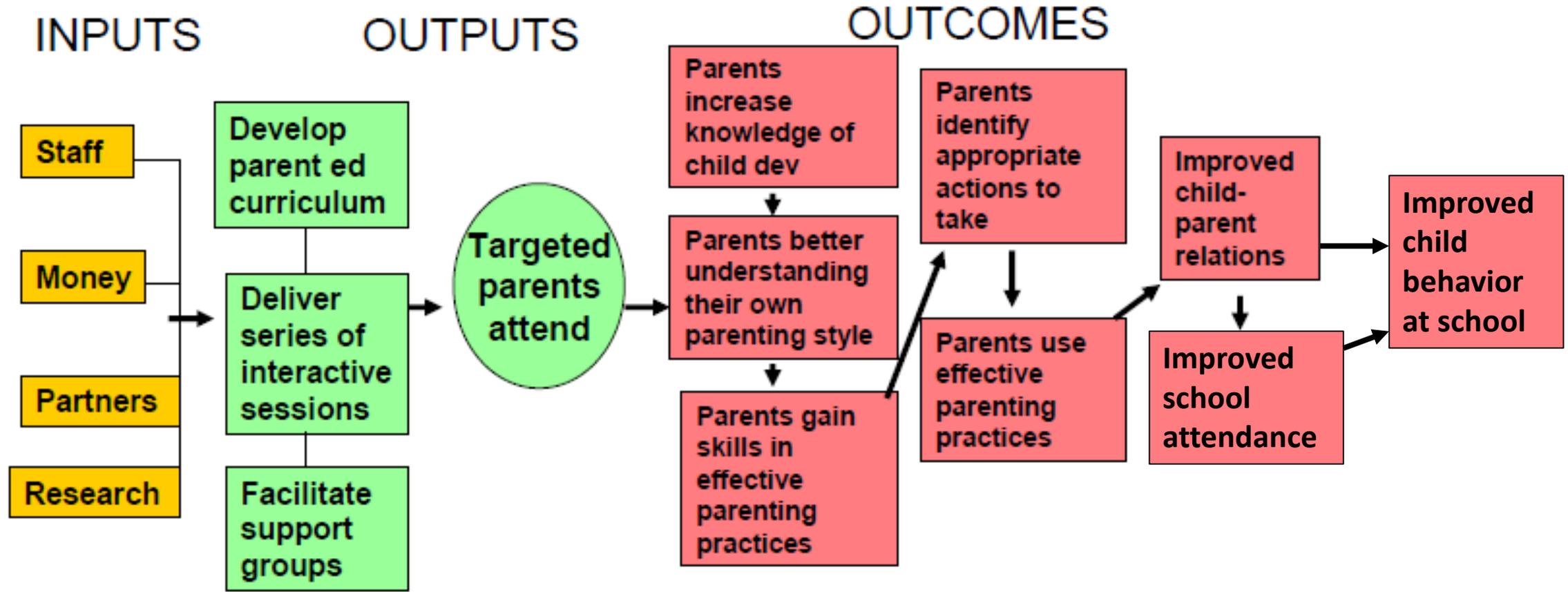
Example

School officials and community members decided to offer a parenting education program.

They researched Evidenced-based programs and selected a good model for their community.

- Logic model – column format
- Logic model – flow chart format

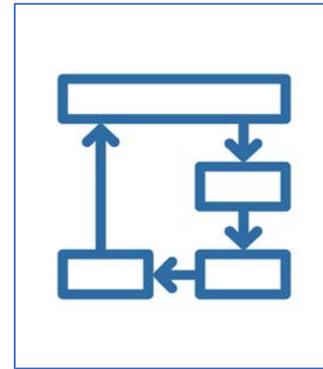
Same logic model in a flow-chart format





Logic Model

Why take the time
to do this?



Let's suppose this program didn't work.

What do I mean by "didn't work"?

- What was the problem?
- What were the goals?

Where would you look to identify flaws or areas to strengthen?

New Example

- **Problem:** A rural community, Las Palomas, Arizona, has seen an increase in teens doing negative behaviors and crimes including disrespect at school, drinking, vandalism, theft, graffiti, fights, and pregnancies.
- **Action:** Community and school leaders observed that teens don't have enough to do. They researched evidence-based programming for youth, and developed plans to offer pro-social activities for teens.
- **Goal:** Reduce numbers of school referrals, crimes committed by teens, teen arrests, and teen pregnancies.
- **Activities:** basketball, local band performances, dances, junior rodeo events, and fashion show. Partners include a local church and the high school.

Logic Model

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Las Palomas Logic Model

INPUTS	ACTIVITIES	OUTPUTS	Short Term OUTCOMES	Medium Term OUTCOMES	Long Term OUTCOMES
School facilities Church facilities Volunteers					Reduced # of: School referrals Teen crimes Teen arrests Teen pregnancies

Las Palomas Logic Model

INPUTS	ACTIVITIES	OUTPUTS	Short Term OUTCOMES	Medium Term OUTCOMES	Long Term OUTCOMES
<p>School facilities</p> <p>Church facilities</p> <p>Volunteers</p>	<ul style="list-style-type: none"> Plan and schedule activities. Recruit & train volunteers. Market activities to youth. Hold scheduled activities. Collect data 	<p>Schedule of activities.</p> <p>Trained volunteers</p> <p>Marketing materials distributed.</p> <p>Youth attend activities.</p> <p>Database of records</p>	<p>Youth spend time in positive activities.</p> <p>Youth make friends with positive peers.</p> <p>Youth have ties to positive adults.</p>	<p>Adults mentor youth.</p> <p>Youth & adults create youth-led leadership teams for activity areas.</p> <p>Increased youth bonding with school & community.</p>	<p>Reduced # of:</p> <p>School referrals</p> <p>Teen crimes</p> <p>Teen arrests</p> <p>Teen pregnancies</p>

Las Palomas leaders:

We're going to need money to do this.



Donors and Grant Funders:

A lot of groups need money.

If we give you money, what will result?



How to write measurable objectives

Outputs -- Activities + participation

Activities or services that have reached recipients.

Outcomes

In what way are people (or other targets) different from the way they were before – because of this program?

Measurable Objectives

OUTPUTS - Elements to include:

- What will take place
- For whom (e.g., teens age 13-17 living in Las Palomas, AZ)
- By how much
- By when
- As measured by

Sometimes called “Process Objectives”

Measurable Objectives

OUTCOMES - Elements to include:

- What will be different than it was before
- For whom (e.g., teens age 13-17 living in Las Palomas, AZ)
- By how much
- By when
- As measured by

Sometimes called “Outcome Objectives”

Practice Writing Objectives

Form small groups of three people.



WRITE:

- One Process Objective (choose an output)
- One Outcome Objective (choose an outcome)

Cheat sheet provided.

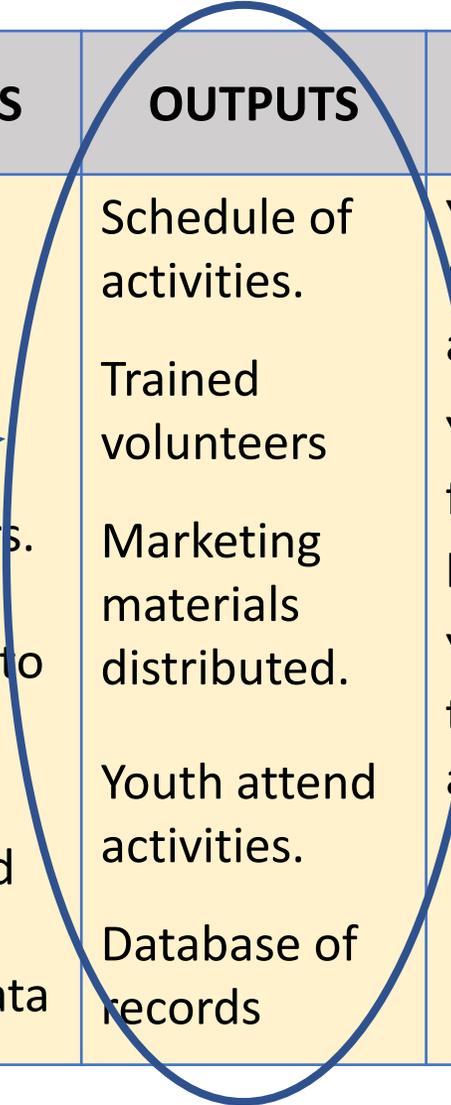
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Las Palomas Logic Model

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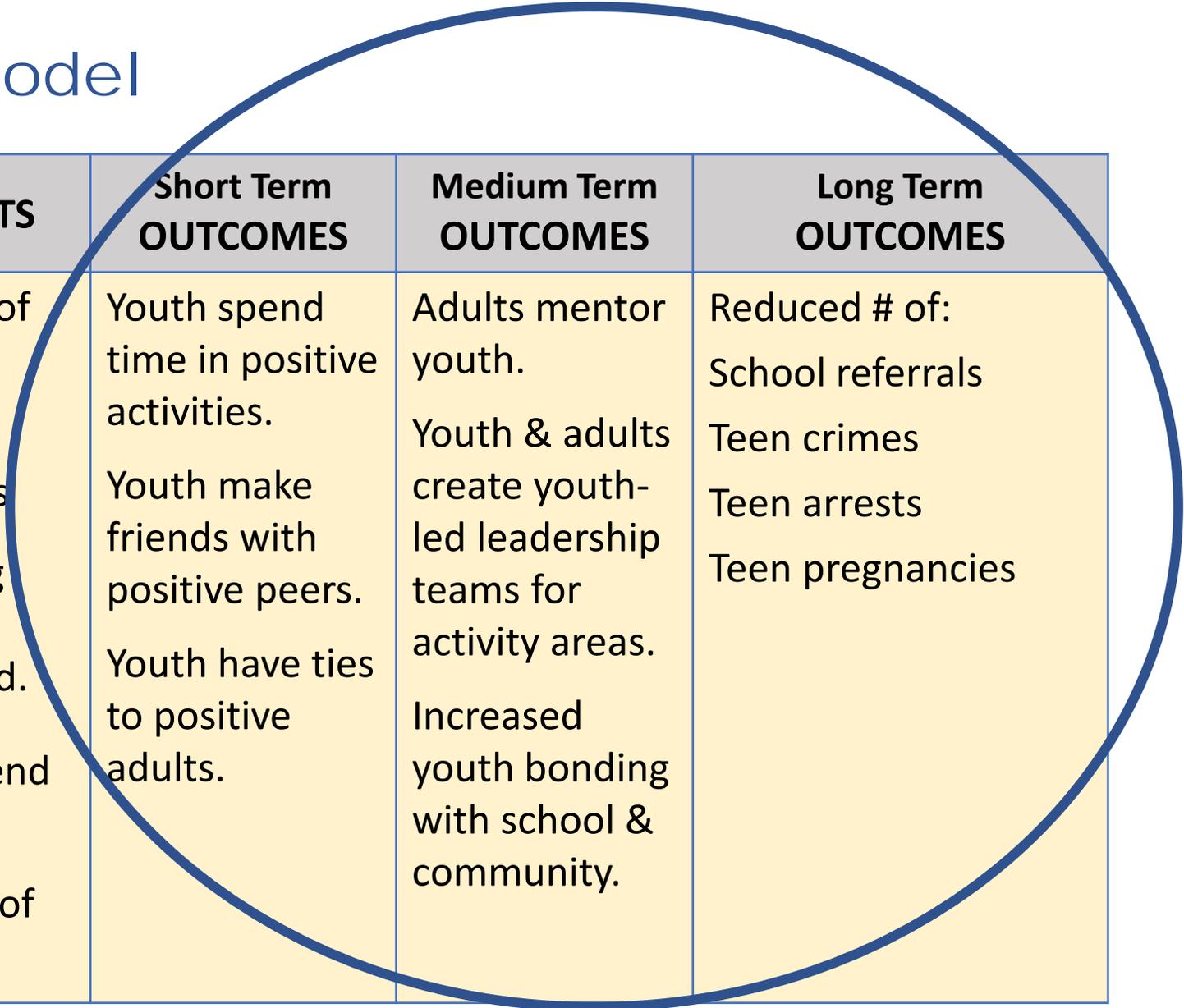
Outside Agency:
DELIVERABLES



Las Palomas Logic Model

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Outside Agency:
PUBLIC BENEFIT



Evaluation – did things happen as we hoped and planned?



True or false

Program = Survey
Evaluation



Program Evaluation

How to measure the things in your logic model

- Define what's important to measure.
- Have a plan for how this information will be used.
- Decide what's feasible to measure.
- Decide on measurement methods, tools, schedules.

Define what's important to measure

- You already started this process when you wrote measurable objectives.
- Program Fidelity – did the program get implemented as designed.
 - It's not an Output or an Outcome, but is an important "Process Evaluation" topic.
 - Especially important if you used an evidence-based model.

Las Palomas Logic Model

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What are ways to measure things in the logic model

- Service delivery records
- Observation
- Other 3rd party records
- Written survey
- Interviews

Ways to measure things in the logic model

Service Records

- Sign-in sheets
- Case notes

Observation

- Take photos
- Use checklists

Other records

- School records
- Law enforcement data

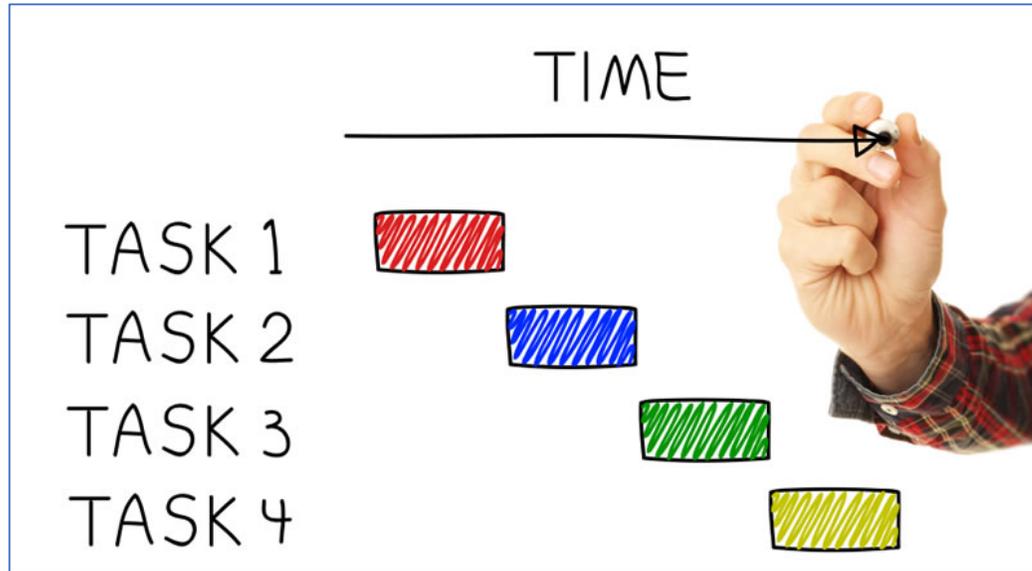
Written survey

- Paper
- Online

Interviews

- Individual; group
- In-person
- Phone

Program Evaluation Plan



- What do you want/need to measure
- Measurement methods
- Specific tools/instruments
- Analysis metrics
- Measurement schedule
- Data entry and analysis
- Who is responsible

Next workshop

How to create
effective client surveys



Resources

University of Wisconsin-Extension

Program Development and Evaluation

<https://fyi.uwex.edu/programdevelopment/logic-models/>

W.K. Kellogg Foundation

Logic Model Development Guide

<https://www.wkkf.org/resource-directory/resource/2006/02/wk-kellogg-foundation-logic-model-development-guide>

Thank you!



Please complete the workshop feedback survey before you leave!