LOGIC MODELING
What is a logic model?

A picture. Graphic and text that illustrates the relationship between a program’s activities and its intended outcomes and results.

- We use these resources...
- For these activities...
- To produce these outputs...
- So that these customers can change their ways...
- Which leads to these outcomes...
- Leading to these results!
**Short-term Changes**
in learning, knowledge, attitude, skills, understanding

**Intermediate Changes**
in behavior, practice or decisions.

**Long-term Change**
in condition.

**External Influences**
Factors outside of your control (positive or negative) that may influence the outcome and impact of your program/project.

**Assumptions**
The beliefs you have about the program, the people involved, the context and the way you think the program will work.
What are logic models used for?

• Planning tool
• Program design
• Communication tool
• Implementation tool
• Measurement design
• Evaluation design
What are the benefits of logic models?

• Illustrates the logic or theory of the program or project.
• Focuses attention on the most important connections between actions and results.
• Builds a common understanding among staff and with stakeholders.
• Establish a framework for measurement and evaluation and informs program design.
• Finds “gaps” in the logic of a program and works to resolve them.
When can logic models be used?

Work with grantees:
• Ensure grantee compliance and accurate reporting of activities, outputs and outcomes

During planning to:
• clarify program strategy
• identify appropriate outcome targets (and avoid over-promising)
• negotiate roles and responsibilities

During advocacy to:
• justify why the program will work
• explain how resource investments will be used

During staff and stakeholder orientation to:
• explain how the overall program works
• show how different people can work together
• define what each person is expected to do

During implementation to:
• provide an inventory of what you have and what you need to operate the program or initiative
• make mid-course adjustments
HOW DO WE DEVELOP ONE?

Logic Models
Basic Anatomy of a Logic Model

INPUT → ACTIVITY → OUTPUT → OUTCOME → IMPACT

Degree of Control
Internal vs External
Degree of Inclusion
WHAT DO THEY LOOK LIKE?

Logic Models
Sample Logic Model

Example: One component of a comprehensive parent education and support initiative

Situation: During a county needs assessment, majority of parents reported that they were having difficulty parenting and felt stressed as a result

Inputs:
- Staff
- Money
- Partners
- Research

Outputs:
- Develop parent ed curriculum
- Deliver series of interactive sessions
- Facilitate support groups

Targeted parents attend

Outputs:
- Parents increase knowledge of child dev
- Parents better understand their own parenting style
- Parents gain skills in effective parenting practices

Outcomes:
- Parents identify appropriate actions to take
- Parents use effective parenting practices
- Improved child-parent relations
- Strong families

Assumptions:

External factors:
Smoking Reduction Program

**Final outcomes**
- Reduced illness and death

**Outcomes**
- Reduced smoking

**Intermediate outcomes**
- National laws restricting smoking
- Changed attitudes towards smoking
- More knowledge about the hazards of smoking
- Local activists working on smoking issues
- Local laws restricting smoking

**Outputs**
- Stakeholder advocacy coalition formed
- Media campaign
- Pamphlets and posters regarding smoking
- Support for local activist to work on smoking issues

**Activities**
- Sufficient consultation with stakeholders
- Information collected on causes and solutions to smoking
- Media campaign designed
- National lobbying campaign developed
- Local advocates support system developed

**Inputs**
- Sufficiently skilled staff
- Appropriate office facilities
- Sufficient funding
- Sufficient access to international research information
**Impact**
Children mature with the skills and resources necessary to be healthy, contributing, & self-sufficient adults.

**Outputs**
- 20 hours of weekday programming
- 100% of students create plans for success with family
- 100% of students will celebrate milestones & holidays
- 10 hours of weekend programming
- 100% of seniors apply to college
- 100% of students with a GPA under 3.0 will receive tutoring
- 70% will have one-on-one tutoring
- Monthly and quarterly sessions for alums

**Outcomes**

<table>
<thead>
<tr>
<th>Initial Under 1 year</th>
<th>Intermediate 1 to 5 years</th>
<th>Long-term 5+ years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve life skills</td>
<td>Stays in school</td>
<td>Financially self-sufficient</td>
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<tr>
<td>Set goals</td>
<td>Has healthy relationships</td>
<td>Lead others out of poverty</td>
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<tr>
<td>Create action items</td>
<td>Graduates high school</td>
<td>Attains goals &amp; dreams</td>
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<td>to develop talents &amp;</td>
<td>Enrolls in college or post-secondary degree</td>
<td>Prepared for a productive career</td>
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<td>dreams</td>
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<td>Improve decision</td>
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<td>making skills</td>
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<td>Reduce risky</td>
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<td>behaviors</td>
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<td>Build positive</td>
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<td>relationships</td>
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<td>Build leadership</td>
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<tr>
<td>skills</td>
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<tr>
<td>Understand broad</td>
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<td>range of careers</td>
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<tr>
<td>Increase critical</td>
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<tr>
<td>thinking skills</td>
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<tr>
<td>Make healthy lifestyle choices</td>
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<tr>
<td>Improve cultural</td>
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<tr>
<td>awareness</td>
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<tr>
<td>Understand pathway</td>
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<td>to college &amp; career</td>
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<tr>
<td>Improve academic</td>
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<td>performance</td>
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<td>Increase sense of</td>
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<td>belonging</td>
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<td>Improve sense of</td>
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<td>safety and security</td>
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**Activities**
- AfterSchool
- Goal Planning for Success (GPS)
- ExtraHours
- Student & College Needs Fund
- College Dreamers
- Alum Programming
- Celebrations
- Summer Camp
- Tutoring

**Inputs**
- Staff Funding
- Volunteers Donors
- Board In-kind Items
- School Partnerships In-kind Services
- Business Partnerships CYD Bus Computers
- Studio Data
- Food Parents

**Reach**
Children living in low-income areas who are at-risk for not living up to their potential.
SOME TEMPLATES AND FORMS

Logic Models
Worksheet

Your Planned Work

Your Intended Results
## Logic Model: Streamlined Model & Worksheet

<table>
<thead>
<tr>
<th>Program</th>
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<tbody>
<tr>
<td><strong>What did we buy?</strong></td>
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<tr>
<td>Note: typically an output – may be something we regularly get from administrative data – more frequent than annual in most cases</td>
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<tr>
<td><strong>What happened?</strong></td>
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<td>Note: typically an outcome – may be more proximal based on timeline of funding – may be available annually or more frequently</td>
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<tr>
<td><strong>What is the long term impact?</strong></td>
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<tr>
<td>Note: typically annual, possibly national in scope – may be a health outcome</td>
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**What did we buy?**

**What happened?**

**What is the long term impact?**

**Why are we doing this?**
Logic Model: Matrix

<table>
<thead>
<tr>
<th>Resources/ Inputs</th>
<th>Activities</th>
<th>Outputs</th>
<th>Beneficiaries</th>
<th>Immediate (Change in Attitude)</th>
<th>Intermediate (Change in Behavior)</th>
<th>End (Change in Condition)</th>
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External Influences:
We use these resources ...
... 1.0

For these activities ...
... 2.0

To produce these outputs ...
... 3.0

So that the customers can know/create/do these ways.
... 4.0

Which leads to these behaviors ...
... 5.0

Leading to these results!
... 6.0