

Logic Models

Logic models are all about connections. Connections between where you are and where you are going, connections between resources, activities and outcomes, and connections between what you plan to do and what you intend to achieve. A logic model graphically displays your program elements and the connections among them and makes it easier to explain what you intend to do to potential funders, other stakeholders and your community. A logic model improves your program and increases the likelihood of success by organizing and systematizing program planning, management and evaluation. Logic models are also powerful consensus building and communication tools.

What is a Logic Model?

There are various definitions of what constitutes a logic model, but at its core, a logic model connects your planned work to your intended results.

- Basically a logic model is a systematic and visual way to present and share your understanding of the relationships among the resources you have to operate your program, the activities you plan to do, and the changes or results you hope to achieve.
- Logic Models are a framework for describing the relationships between investments, activities, and expected changes.

Why should I develop and use a Logic Model?

Logic models are very useful tools throughout the process of designing, implementing, managing and evaluating programs. They require time for thoughtful consideration and discussion among stakeholders, but the investment pays off in many ways.

A logic model will:

- Strengthen your program by identifying assets, weaknesses and gaps in program logic
- Help find the best scenario by exploring multiple possibilities
- Allow for adjustments and corrections as your program unfolds
- Assist in decisions about allocating limited resources
- Build understanding and promote consensus, buy-in and teamwork
- Help clarify what should be evaluated and when
- Improve your ability to communicate with multiple audiences – stakeholders, potential funders, community members
- Increase your program's marketability and attractiveness to funders

The bottom line -- a logic model will increase your program's likelihood of success.

SAMPLE – Program Evaluation Model

Agency Name: Keeping Kids Safe

Program Name: School and Community Violence Prevention Project

Resources	Activities	Outputs	Outcomes	Goal
<ul style="list-style-type: none"> • Staff • Violence prevention Curriculum • Case management services • Partnerships: University, counseling centers, sheriff's department, school district, local bank, etc. • XYZ Foundation support • X number of annual individual donors • X number of volunteers providing X number of hours per month/year 	<ul style="list-style-type: none"> • Delivery of violence prevention curriculum in the schools (pre-K thru 4th grade) • Intensive violence prevention groups to high-risk youth • Intensive outreach services to families with high-risk youth • DARE (Drug Abuse Resistance Education) • Family empowerment project services to families 	<ul style="list-style-type: none"> • 4-6 hours of violence prevention education for 1,890 students (pre-K thru 4th grade) • 480 students to receive intensive prevention training in 10-week groups of 6-20 students each • 185 at-risk families receive intensive outreach services • 60 at-risk families receive family empowerment project services 	<ul style="list-style-type: none"> • Improvement in healthy peer social communication as measured by . . . • Reduction of violent behaviors in school climate as measured by . . . • Increase in healthy behavioral patterns in handling stress as measured by . . . • Consumer satisfaction as measured by . . . 	<ul style="list-style-type: none"> • Violence Prevention
<p>Resources are the ingredients of your program</p>	<p>Activities are what you do.</p>	<p>Outputs are how many you do.</p>	<p>Outcomes are what you cause to change</p>	<p>The Goal is the overriding purpose of your program.</p>

Logic Model Development Program Implementation Template – Exercise 1 & 2

RESOURCES	ACTIVITIES	OUTPUTS	SHORT- AND LONG-TERM OUTCOMES	IMPACT
<p><i>In order to accomplish our set of activities we will need the following:</i></p>	<p><i>In order to address our problem or asset we will accomplish the following activities:</i></p>	<p><i>We expect that once accomplished these activities will produce the following evidence or service delivery:</i></p>	<p><i>We expect that if accomplished these activities will lead to the following changes in 1–3 then 4–6 years:</i></p>	<p><i>We expect that if accomplished these activities will lead to the following changes in 7–10 years:</i></p>
<ul style="list-style-type: none"> • IRS 501(c)(3) status • Diverse, dedicated board of directors representing potential partners • Endorsement from Memorial Hospital, Mytown Medical Society, and United Way • Donated clinic facility • Job descriptions for board and staff • First year's funding (\$150,000) • Clinic equipment • Board & staff orientation process • Clinic budget 	<ul style="list-style-type: none"> • Launch/complete search for executive director • Board & staff conduct Anywhere Free Clinic site visit • Board & staff conduct planning retreat • Design and implement funding strategy • Design and implement volunteer recruitment and training • Secure facility for clinic • Create an evaluation plan • Design and implement PR campaign 	<ul style="list-style-type: none"> • # of patients referred from ER to the clinic/year • # of qualified patients enrolled in the clinic/year • # of patient visits/year • # of medical volunteers serving/year • # of patient flyers distributed • # of calls/month seeking info about clinic 	<ul style="list-style-type: none"> • Memorandum of Agreement for free clinic space • Change in patient attitude about need for medical home • Change in # of scheduled annual physicals/follow-ups • Increased # of ER/physician referrals • Decreased volume of un-reimbursed emergencies treated in Memorial ER 	<ul style="list-style-type: none"> • Patient co-payments supply 20% of clinic operating costs • 25% reduction in # of uninsured ER visits/year • 300 medical volunteers serving regularly each year • Clinic is a United Way Agency • Clinic endowment established • 90% patient satisfaction for 5 years. • 900 patients served/year