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Logic Models in Participatory Evaluation

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Logic Models in Participatory Evaluation

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Session Objectives



- Describe the core components of a logic model
- Distinguish between inputs, outputs, short-term and long-term outcomes, and impact and apply them within your own programmatic setting(s)
- Identify ways in which logic models can inform evaluation design
- Identify key stakeholders to involve in program evaluation through logic model design
- Describe methods for eliciting and incorporating participatory feedback in the development and refinement of logic models

Definitions

(American Heritage Dictionary)



- Logic:
 - *the principles of reasoning*
 - *the relationship of elements to each other and a whole*
- Model:
 - *small object representing another, often larger object (represents reality, isn't reality)*
 - *preliminary pattern serving as a plan*
 - *tentative description of a system or theory that accounts for all its known properties*

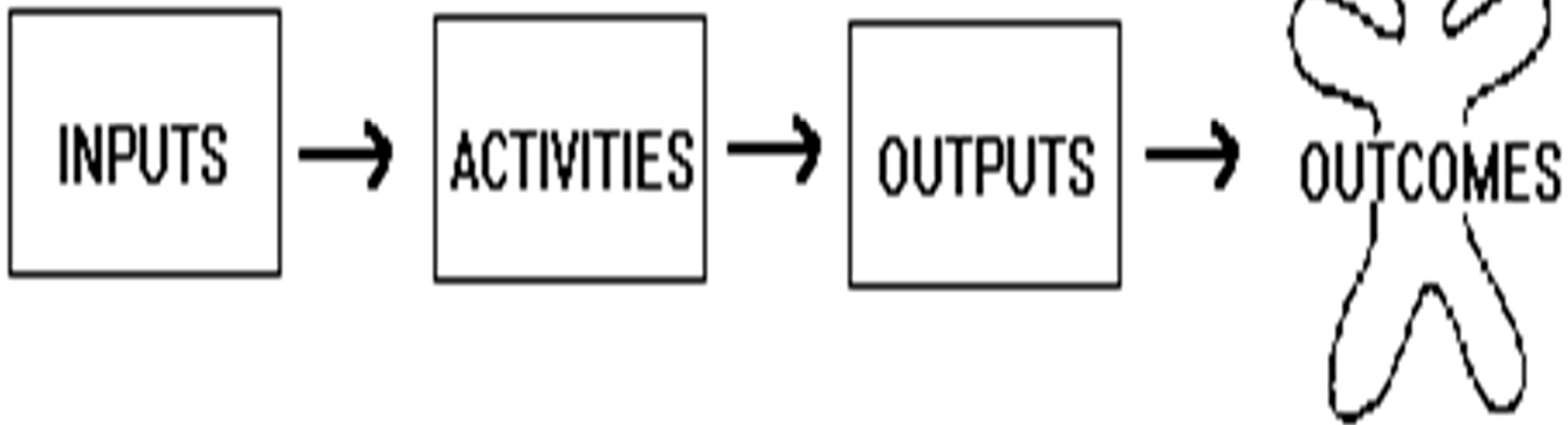
(U. of Wisconsin-Extension)

Logic Models

(United Way)



Program Outcome Model

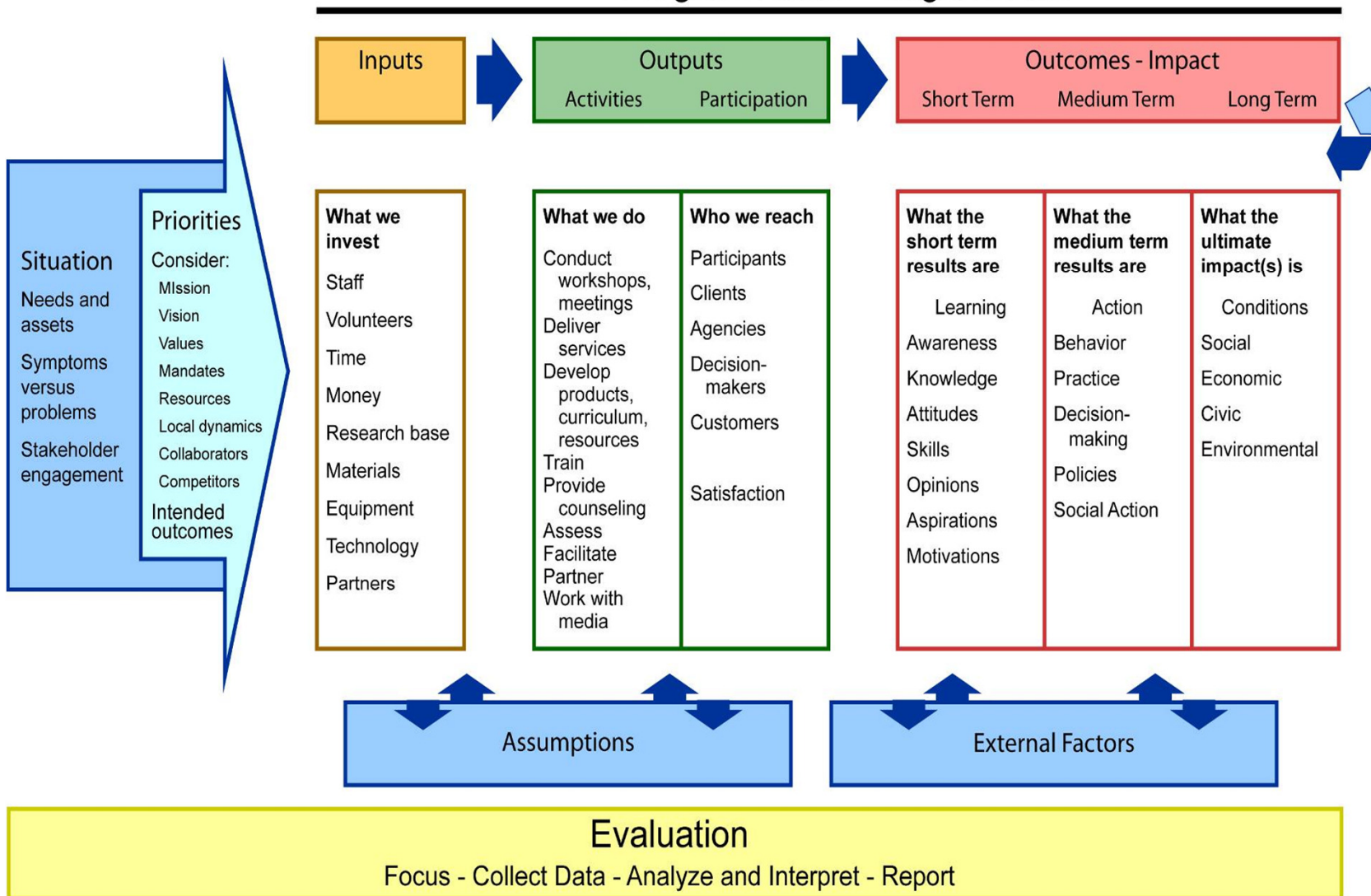


Logic Models

University of Wisconsin-Extension, Program Development and Evaluation

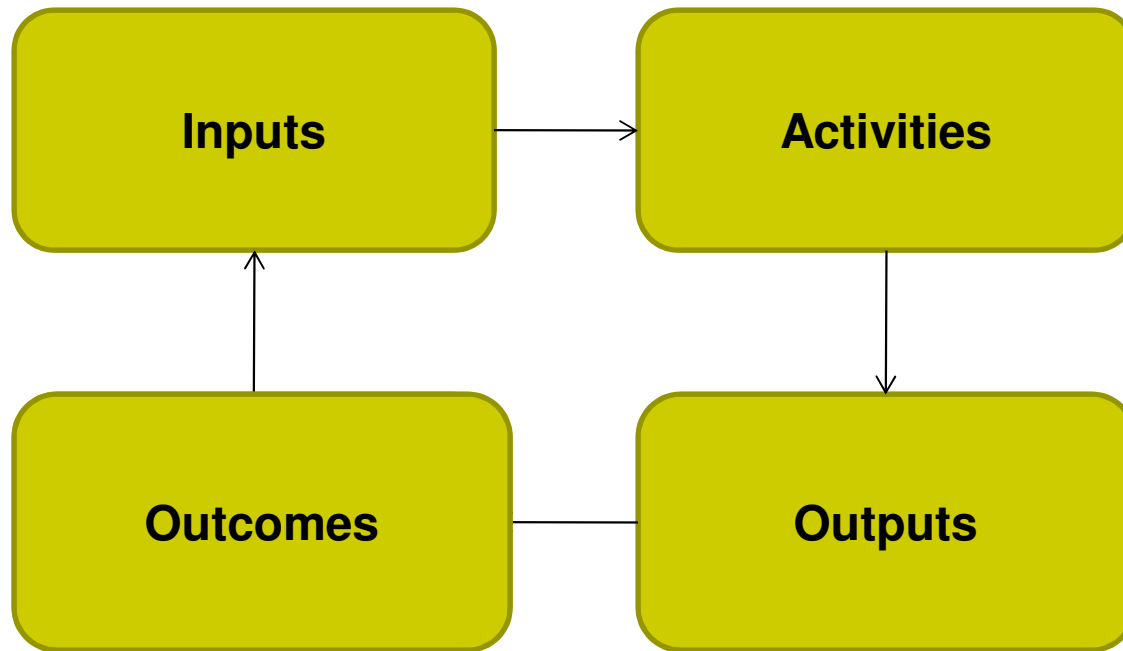


Program Action - Logic Model





Logic Models: Feedback Loop

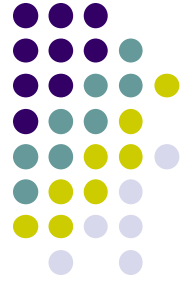


Why Use a Logic Model?



- Due to their pictorial nature, systematic thinking and planning is required to describe program
- Helps create a shared understanding of program goals, activities, and outcomes

Why Use a Logic Model?



- In ***Program Design and Planning***, a logic model serves as a tool to develop program strategy and to clearly explain and illustrate program concepts for key stakeholders, including funders
- In ***Program Implementation***, a logic model serves to focus a management plan that helps you identify and collect data needed to monitor and improve programming
- In ***Program Evaluation and Strategic Reporting***, a logic model presents program information and progress toward goals in ways that inform key stakeholders

Logic Models: Program Inputs

(United Way)



- **Inputs:** *Resources dedicated to or consumed by the program*
 - money
 - staff and staff time
 - volunteers and volunteer time
 - facilities
 - equipment and supplies

Logic Models: Program Activities

(United Way)



- **Activities:** *What the program does with the inputs to fulfill its mission*
 - feed and shelter homeless families
 - provide job training
 - educate the public about signs of child abuse
 - counsel pregnant women
 - create mentoring relationships for youth

Logic Models: Program Outputs

(United Way)



- **Outputs:** *Direct products of program activities*
 - number of classes taught
 - number of counseling sessions conducted
 - number of educational materials distributed
 - number of hours of service delivered
 - number of participants served

Logic Models: Program Outcomes



- **Outcomes:** *Benefits for participants during and after program activities*
 - Short-term (focus on *Learning*)
 - new knowledge, increased skills, changed attitudes or values, aspirations, motivations
 - Long-term (focus on *Behavior*)
 - practices, actions, behaviors, policies
- **Impact:** *Change in condition based on outcomes*
 - quality of life, economic status, environmental status

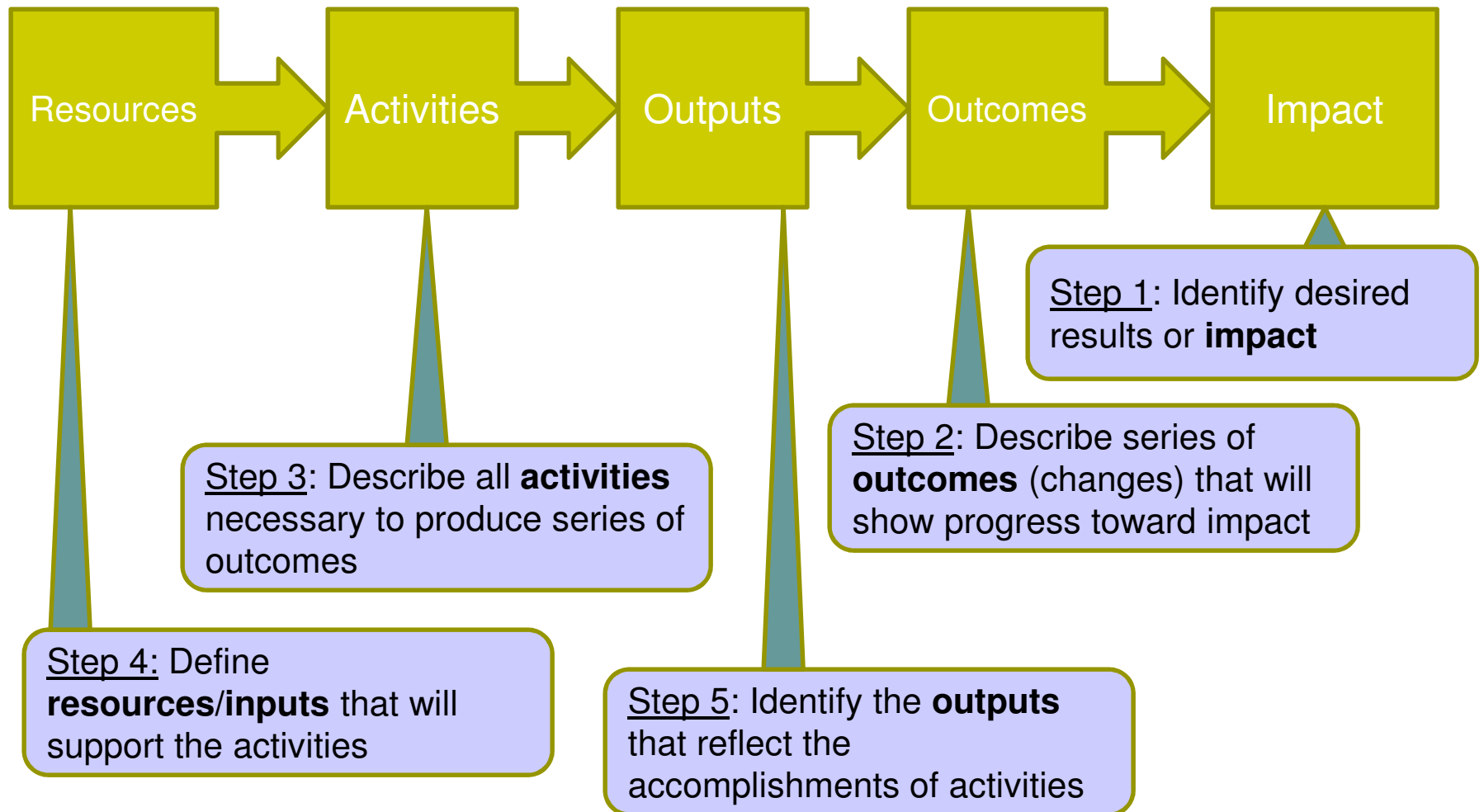
Approaches



- “If-then” method
 - Delineates conditions needed for next steps (consequences) in LM occur
- “Reverse logic” method
 - Begin with desired long-term outcome, and work backward through defining other components
- Mixed method



Modeling Steps



Model Quality



- **Specific:** content is connected to outcomes
- **Measureable:** content can be both quantified and qualified
- **Action oriented:** content selected to generate change in awareness, knowledge, skill, or behavior
- **Realistic:** content is plausible and feasible
- **Timed:** content specifies duration and illustrates time-dependent sequence of outcomes and results

Exercise



Resources/Inputs In order to accomplish our set of activities we will need the following:	Activities In order to address our problem or issue we will conduct the following activities:	Outputs We expect that once complete or under way, these activities will produce the following evidence of service delivery:	Short- & Long-Term Outcomes We expect that if completed or ongoing, these activities will lead to the following changes in 1-3 then 4-6 years:	Impact We expect that if completed these activities will lead to the following changes in 7-10 years:



Types of evaluation

- Formative evaluation
 - “When the cook tastes the soup”
 - Used chiefly for program improvement (how can the program be more effective)
 - Can be used to examine logical connection between process and outcomes
- Summative evaluation
 - “When the guests taste the soup”
 - Used chiefly for accountability (did the program do what it was supposed to do)



Logic Models in Evaluation

- Process indicators
 - Gauge progress against outputs
 - “What the program does”
- Outcome indicators
 - Gauge progress toward results
 - “What the program achieves”

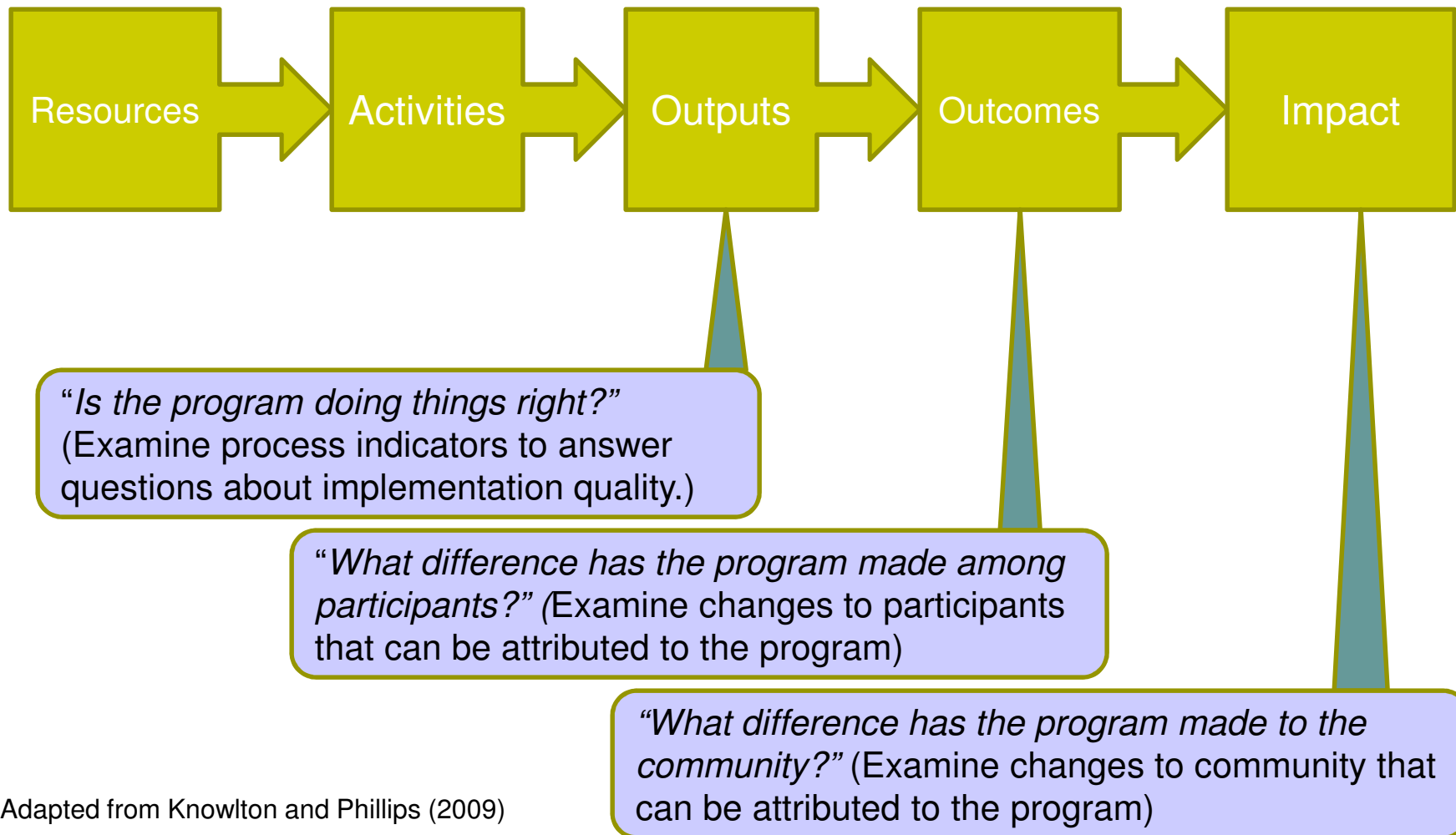
Logic Models in Evaluation



- Graphically depict program model to inform evaluation
- Graphically depict evaluation model to inform program
- Illustrate relationship between planned or actual activities and results
- Facilitate communication between evaluators and evaluation consumers (stakeholders)



Logic Models in Evaluation



Adapted from Knowlton and Phillips (2009)



Logic Models in Evaluation

Who are Evaluation Consumers?

- Consumers
- Community Members
- Funding Organizations
- Service Providers
- Board of Directors

Steps for Participatory Logic Models



1.) Establish working group

- Who should be involved?
- What do they “bring to the table”?
- What incentives are there to participate?

2.) Convene group and discuss purpose of constructing logic model

- Review and summarize relevant literature, reports, and data sources
- If necessary, develop mission/vision statement for group

3.) Provide overview of logic modeling process

- Review definition of terms, outline steps in LM development
- Determine how consensus process will proceed
- What structures (if any) are needed to facilitate process?
 - Working groups
 - Timelines

Steps for Participatory Logic Models



4.) Decide on approach

- “if-then” method
- “reverse logic” method
- mixed method

5.) Brainstorm ideas for each logic model component

- Consideration given to all stakeholders’ suggestions
- Weigh pros and cons of each suggestion
- Group suggestions, if necessary, by topic area within each component

6.) Determine contents of each logic model component

- Components finalized through consensus process
- Perform checks to assure links across the LM components
- Final model should represent program goal(s), but does not need to provide unnecessary detail

Bibliography and Resources



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