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Office of Institutional Research *and* Effectiveness

How to Use and Create a Logic Model

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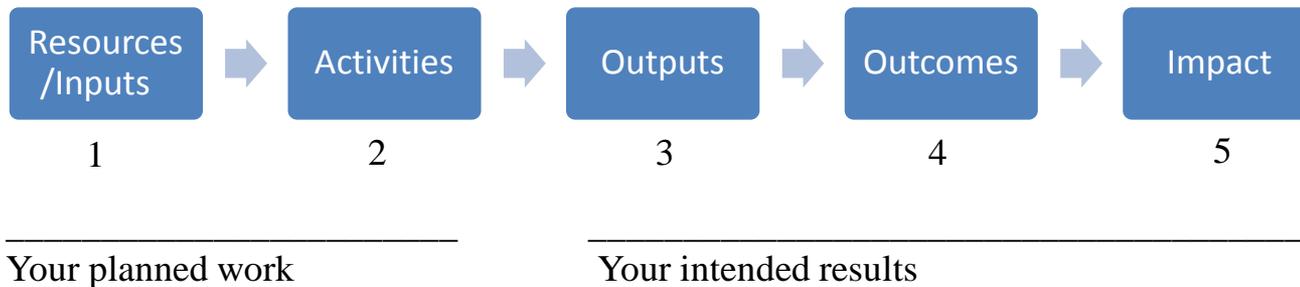
Training Objective

Participants will increase their knowledge of logic models,
understand the key parts of a logic model,
and learn how the parts are connected in order to
depict a theory of change and impact.



What is a logic model?

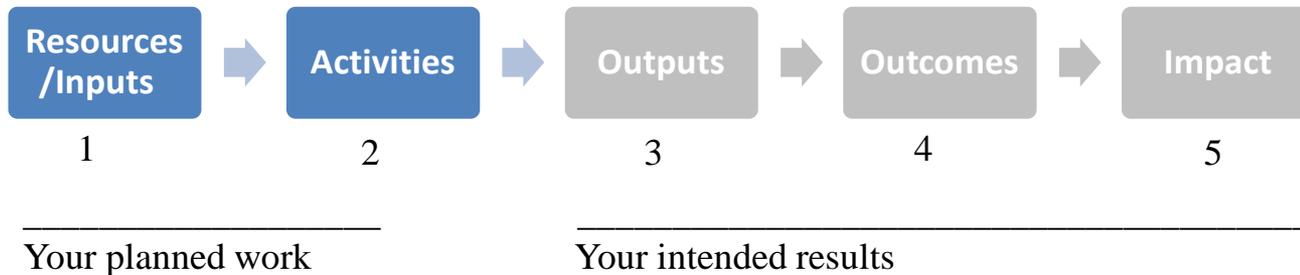
- Systematic and visual way to present and share your understanding of the relationships among the resources you have to operate your program, the activities you plan, and the changes or results you hope to achieve



- Results in effective programming and offers greater learning opportunities, better documentation of outcomes, and shared knowledge about *what works* and *why*



Components of a logic model

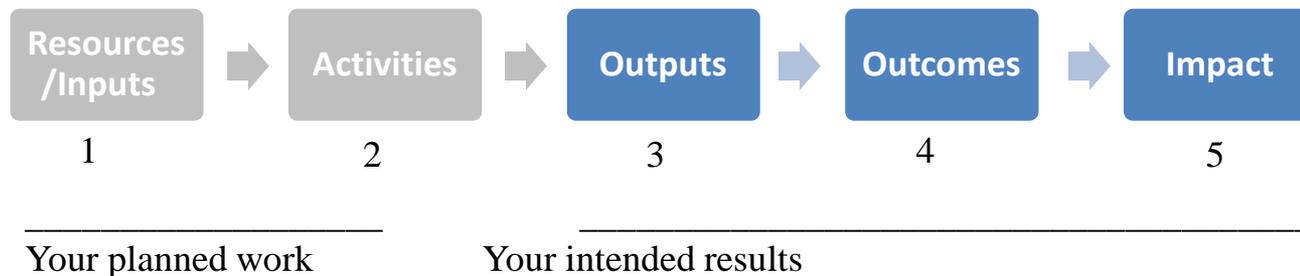


Your planned work

- **Resources:** include the human, financial, organizational, and community resources a program has available to direct toward doing the work
- **Program activities:** are what the program does with the resources; activities are the processes, tools, events, technology, and actions that are an intentional part of the program implementation



Components of a logic model

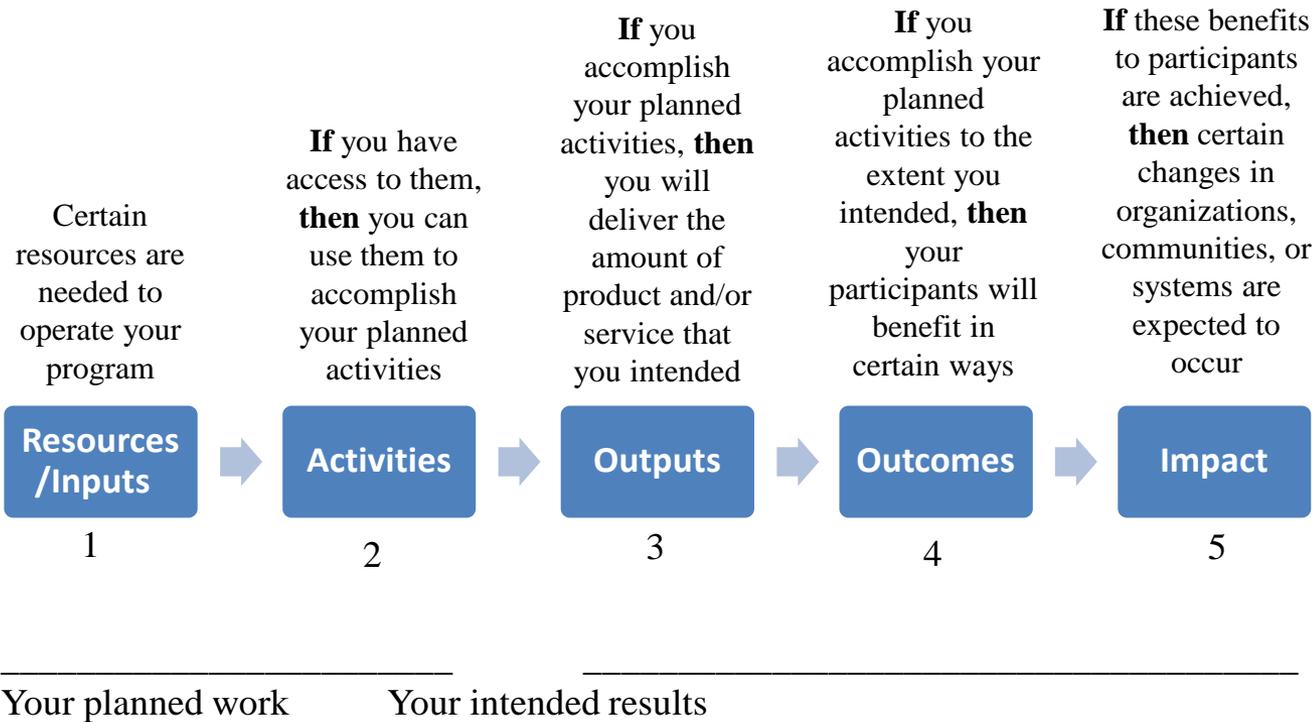


Your intended results

- **Outputs:** are the direct products of program activities desired results
- **Outcomes:** are the specific changes in program participants' behavior, knowledge, skills, status and level of functioning
- **Impact:** is the fundamental intended or unintended change occurring in organizations, communities or systems as a result of program activities within in 7 to 10 years



How to read a logic model





Logic model purpose and practical application

- Provide stakeholders with a road map describing the sequence of related events connecting the need for the planned program with the program's desired results
 - Mapping a proposed program helps you visualize and understand how investments can contribute to achieving your intended program goals and can lead to program improvements
- Brings program concepts and dreams to life
 - Lets stakeholders try an idea on for size and apply theories to a model or picture of how the program would function



Why use a logic model?

Logic models are useful because...

- they are pictorial in nature
- they require systematic thinking and planning to better describe programs
- they are flexible and point out areas of strength and/or weakness
- they allow you to adjust approaches and change courses as program plans are developed



Developing a Basic Logic Model for Your Program

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

Outcomes and impacts should be **SMART**:
Specific, **M**easureable, **A**ction-oriented, **R**ealistic, **T**imed



Short- and Long-term Outcomes

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

Short-term outcomes are specific changes in things like attitudes, behaviors, knowledge, skills, status, or level of functioning expected to result from program activities. These are usually expressed at an individual level.

Long-term outcomes are also specific changes in attitudes, behaviors, knowledge, skills, status or level of functioning expected to result from program activities. They usually build on progress expected by the short-term outcomes.



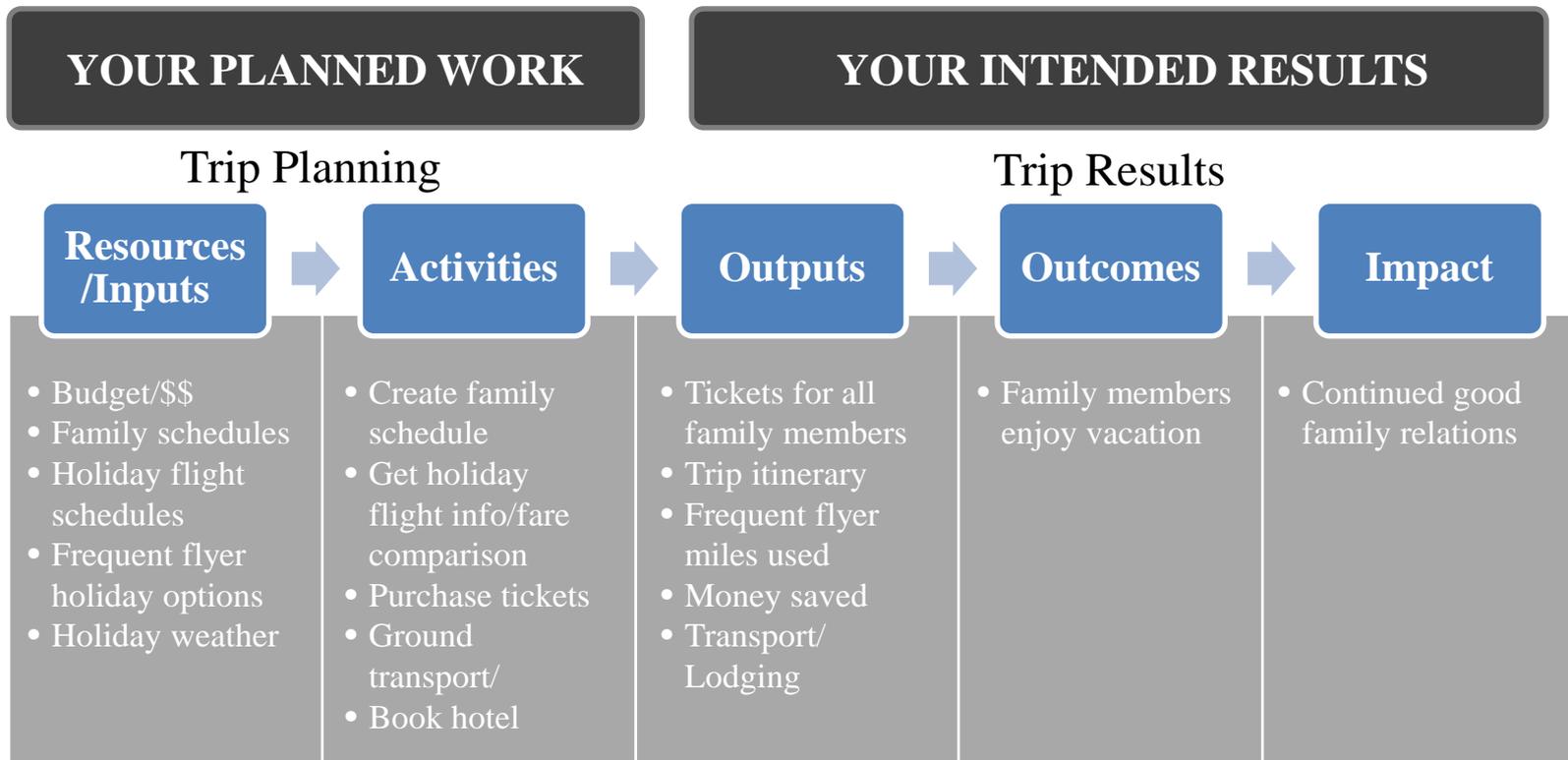
Logic Model Impacts

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

Impacts are the kinds of organizational, community, or system level changes expected to result from program activities and which might include improved conditions, increased capacity, and/or changes in the policy area.



Example – Logic model of a family trip





Example 2 – Cookie Baking Logic Model

Situation: Co-workers are hungry for chocolate chip cookies.

YOUR PLANNED WORK

YOUR INTENDED RESULTS

Baking Planning

Baking Results

Resources /Inputs

Activities

Outputs

Outcomes

Impact

- Recipe
- Cookie baker/oven
- Cookie sheet
- Chocolate Chips
- Butter
- Sugar
- Eggs
- Flour
- Vanilla

- Look up recipe(s)
- Go to grocery store
- Purchase baking equipment (if needed)
- Preheat oven
- Combine ingredients
- Make dough
- Bake dough

- Cookies!
- Present cookies on plate
- New recipe (if changes were made)
- Lessons learned

- Your co-workers eat the cookies
- Your co-workers like the taste
- Satiated co-workers
- Dirty kitchen

- Happy co-workers
- Continued good work relationships



References

- W.K. Kellogg Foundation
Logic Model Development Guide
- Ellen Taylor-Powell, PhD and Ellen Henert
Developing a logic model: Teaching and
training guide
University of Wisconsin-Extension