

# Welcome to...

## What's the Logic Behind Logic Models?

After getting settled, please respond to the questions around the room with a set of **sticky dots** and a **marker**.

We will begin shortly!



Central Virginia Grant  
Professionals Association  
*A chapter of the national Grant Professionals Association*

# What's the Logic Behind Logic Models?

Grant Professionals Association  
National Capital Area & Central Virginia Conference

George Mason University  
September 18, 2017

Developed & Facilitated by  
Sharp Insight, LLC



# Who we are

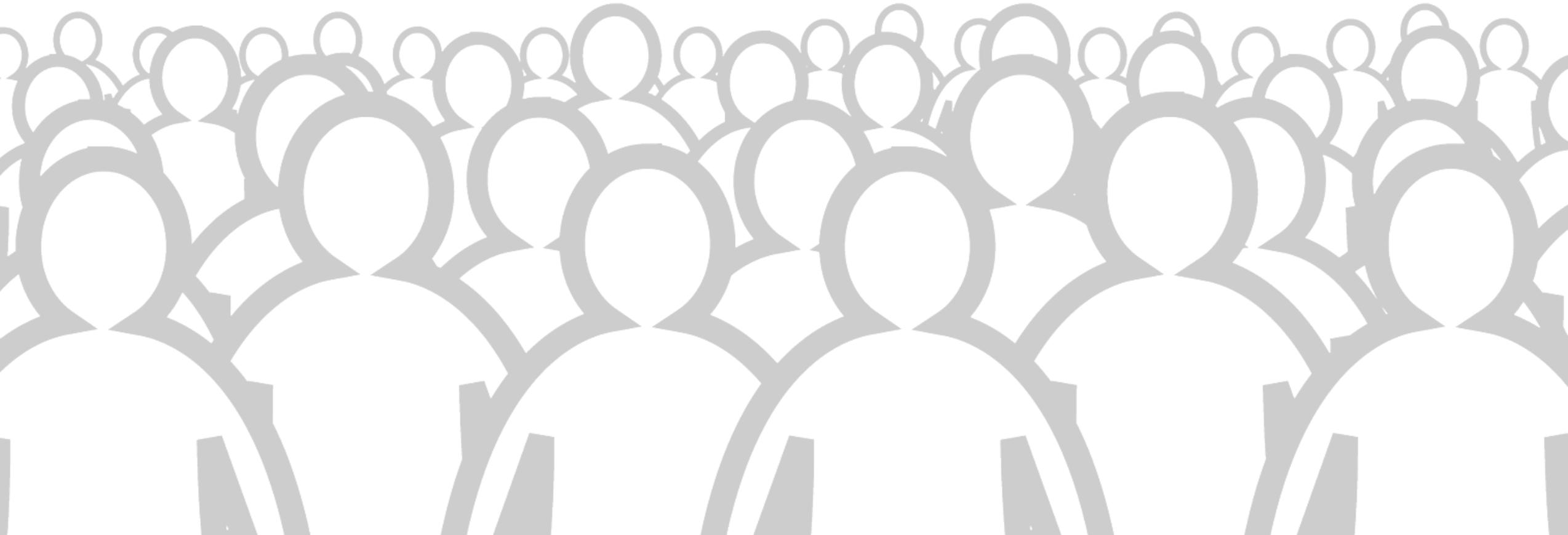


EVALUATION FOR MISSION-DRIVEN ORGANIZATIONS

Sharplnsight 

# Who You Are

What have we learned about our group today?



# Today's Objectives

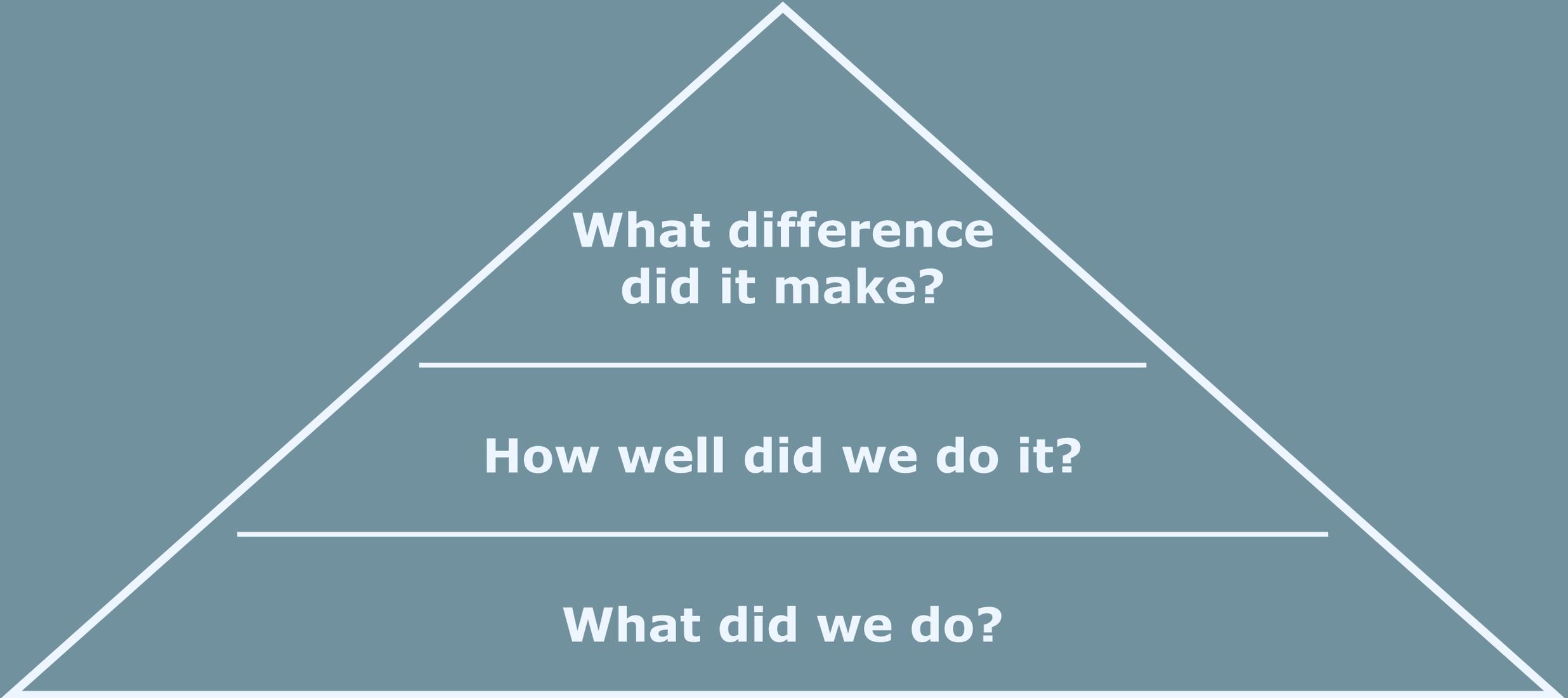
By the end of our session, we will be better able to:

- Describe what evaluation is and why it matters
- Define the various components of a logic model
- Identify logic model and evaluation resources

# Objective 1

Describe WHAT evaluation is  
and WHY it matters

# Evaluation 101



**What difference  
did it make?**

**How well did we do it?**

**What did we do?**

# Why Evaluate?

What **BENEFITS** does evaluation bring to the work of your organization or the organizations you support through grant writing?



# Mission-Money Matrix



# Assigning Robotic Babies to Teenage Girls Found to Increase Pregnancy and Birth Rates

By RUTH MCCAMBRIDGE | August 31, 2016

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➕ MORE

## A Cautionary Tale

August 26, 2016  
Wall Street Journal

<https://nonprofitquarterly.org/2016/08/31/assigning-robotic-babies-to-teenage-girls-found-to-increase-pregnancy-and-birth-rates/>



**And still,  
we  
continue  
to learn!**

<https://nextcity.org/daily/entry/evaluation-youth-internship-programs-succeed>

## Evaluation Shows Limits of Youth Internship in D.C., Baltimore

BY OSCAR PERRY ABELLO | AUGUST 29, 2017



**Line up  
by...**



**STEP ONE:**  
**(1 Minute)**

Introduce yourself to your  
new colleague.

**STEP TWO:**  
**(2 Minutes)**

Think of a program within your own organization OR within an organization you know well through your grant writing.

Briefly take turns discussing:

**WHAT does this program do?**

**STEP THREE:  
(2 Minutes)**

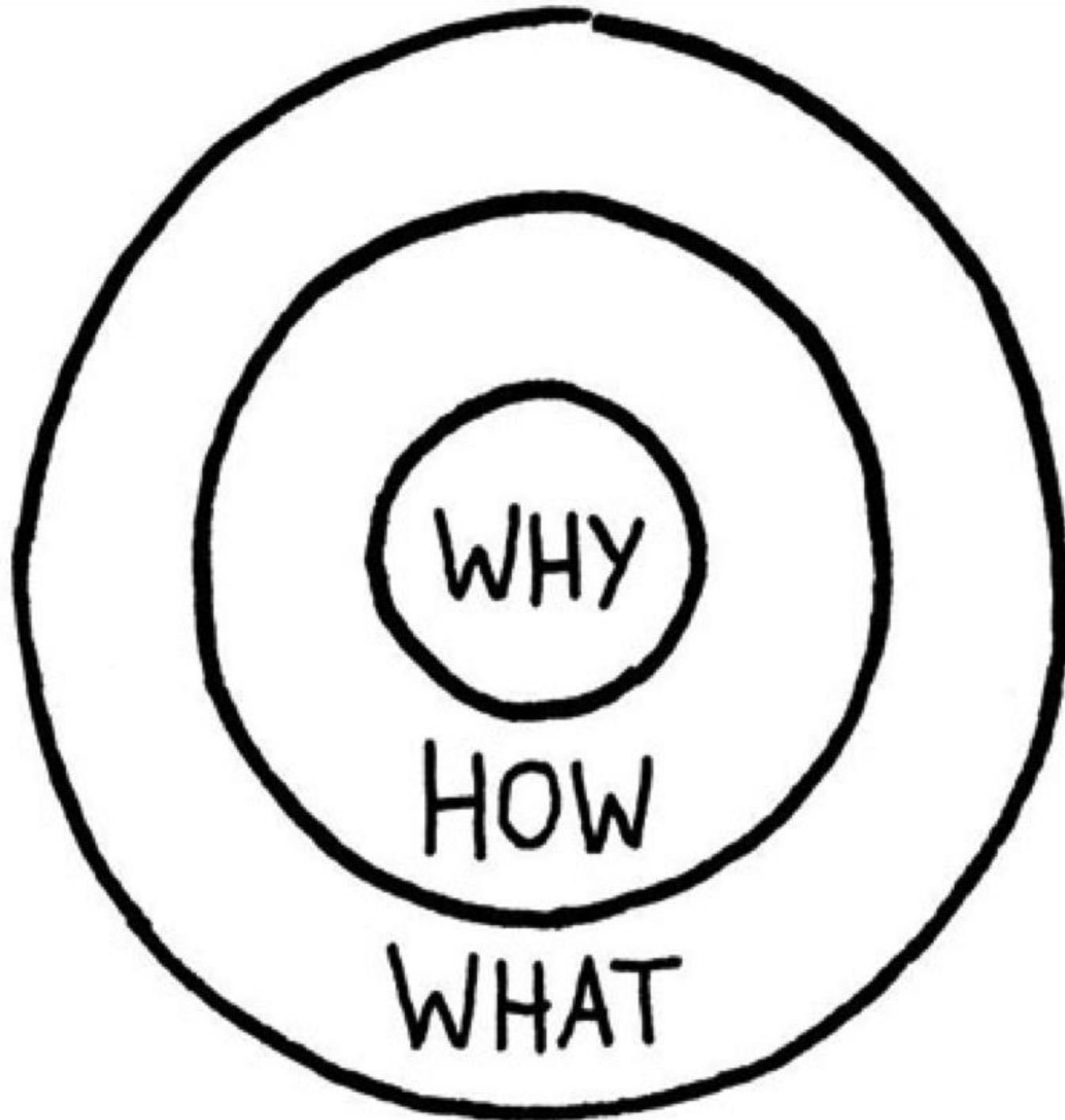
Now briefly take turns discussing:

**WHY does this program matter?**

**How, if at all, were your two brief  
conversations different?  
(WHAT vs. WHY)**



**Focus  
on the  
WHY**



# Why Evaluate?

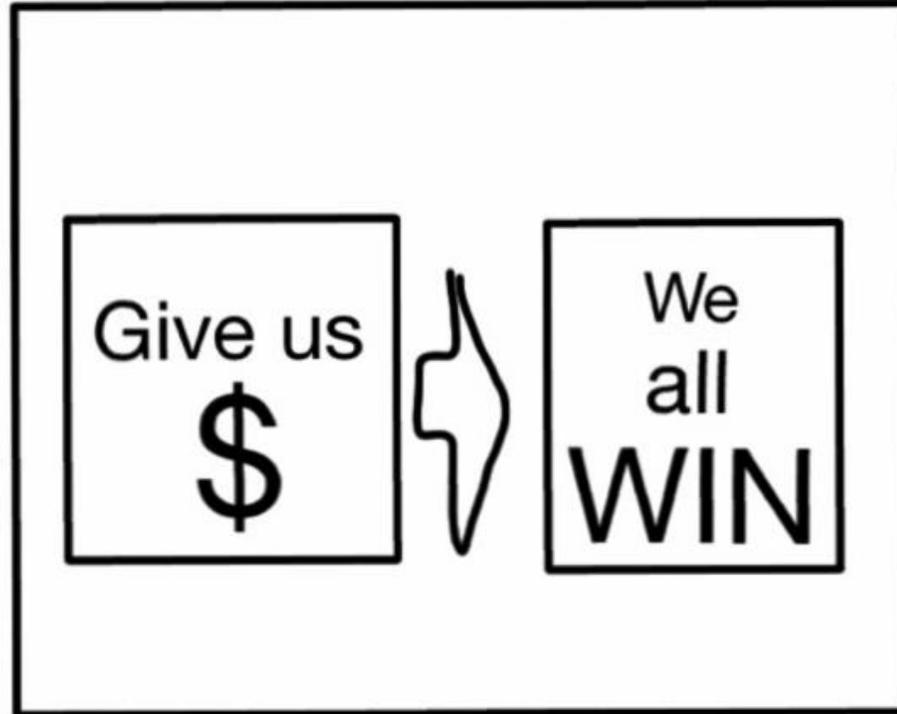
**EVALUATION** plays a central role in organizations' efforts to connect **WHAT** they do & **WHY** it matters.

## **Objective 2**

**Define the various components of a logic model**

# Create a "logic model"

## Logic Models 101



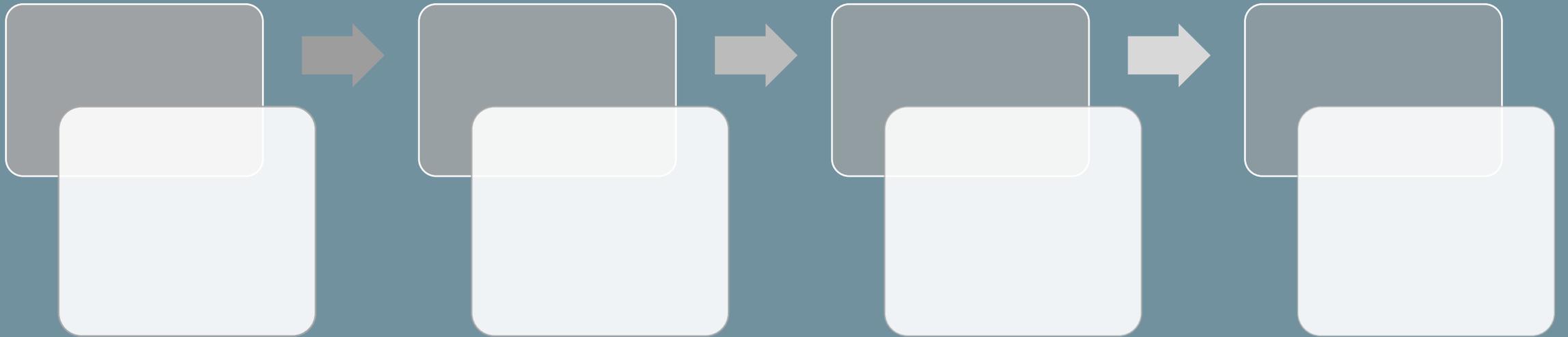
Here is our new simplified logic model



# The Logic Model Puzzler

In just a moment, your group will be given its own Logic Model Puzzler. Your job is to work together to assemble your puzzle correctly.

# The Logic Model Puzzle



# What is a logic model?

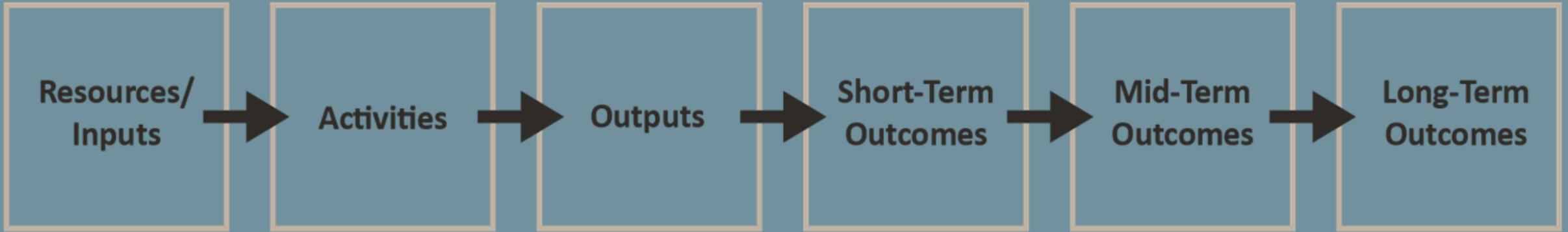
*“A set of claims about how a program produces something of value – from inputs to outcomes.”*

- Peter Frumkin

# The Logic Model Puzzler

<b>INPUTS</b>	<b>ACTIVITIES</b>	<b>OUTPUTS</b>	<b>OUTCOMES</b>
<b>What resources do we need?</b>	<b>What do we do?</b>	<b>What do we deliver or produce?</b>	<b>What difference does it make?</b>
For example: <ul style="list-style-type: none"><li>▪ Staff &amp; Volunteers</li><li>▪ Community Partners</li><li>▪ Funding, supplies</li><li>▪ Evidence-based theories and practices</li></ul>	For example: <ul style="list-style-type: none"><li>▪ Programming</li><li>▪ Health Services</li><li>▪ Capacity building</li><li>▪ Monitoring &amp; Evaluation</li></ul>	For example: Number (#) of: <ul style="list-style-type: none"><li>▪ Sessions held</li><li>▪ Referrals made</li><li>▪ Individuals served</li><li>▪ Advocacy letters sent</li></ul>	For example: Change in... <ul style="list-style-type: none"><li>▪ Knowledge</li><li>▪ Attitudes / beliefs</li><li>▪ Skills</li><li>▪ Behavior</li><li>▪ Status</li></ul>

# Logic Model



<b>What do you NEED?</b>	<b>What do you DO?</b>	<b>What do you DELIVER?</b>	<b>What DIFFERENCE does it make?</b>
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**YOUR PLANNED WORK**

**YOUR INTENDED RESULT**

# Outputs vs. Outcomes

## OUTPUTS

*What does our  
program DELIVER?*

*(Often described as a NUMBER of...)*

## OUTCOMES

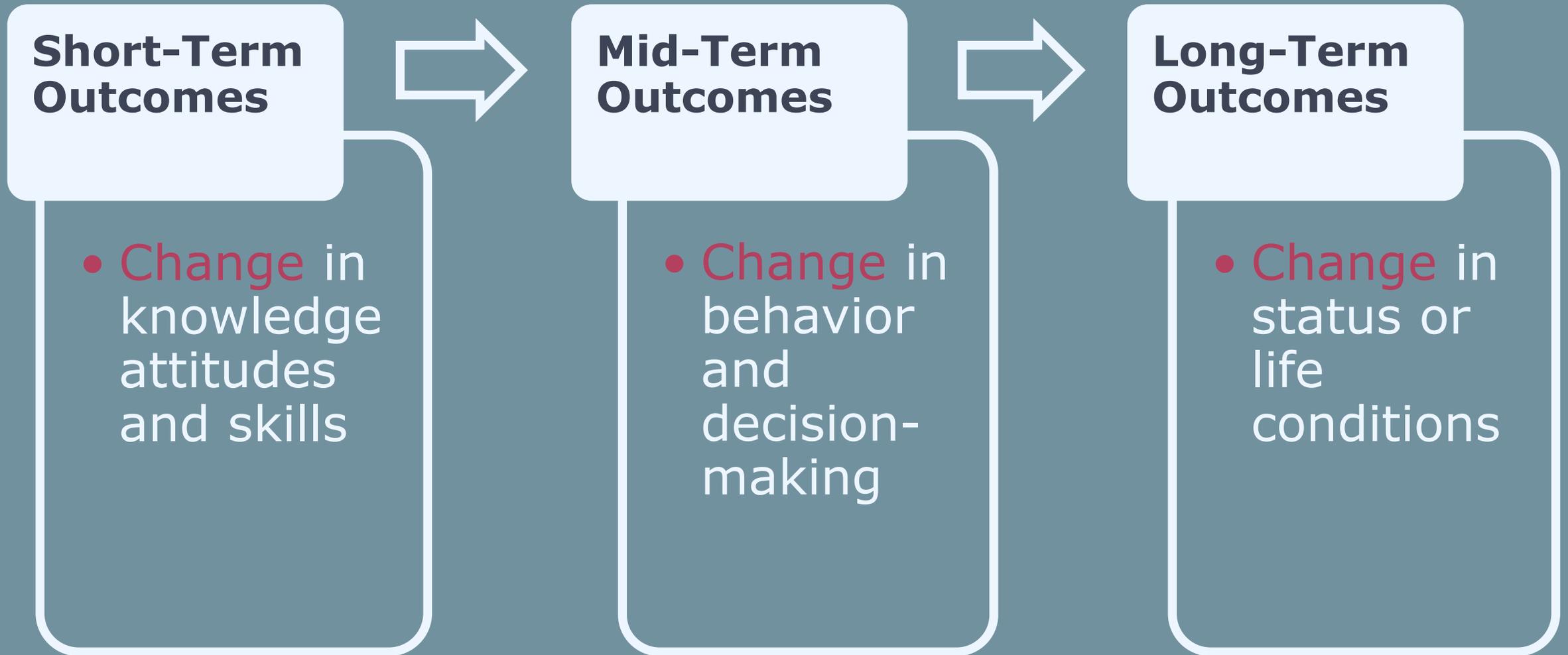
*What DIFFERENCE  
does it make?*

*(Often described as a CHANGE in...)*

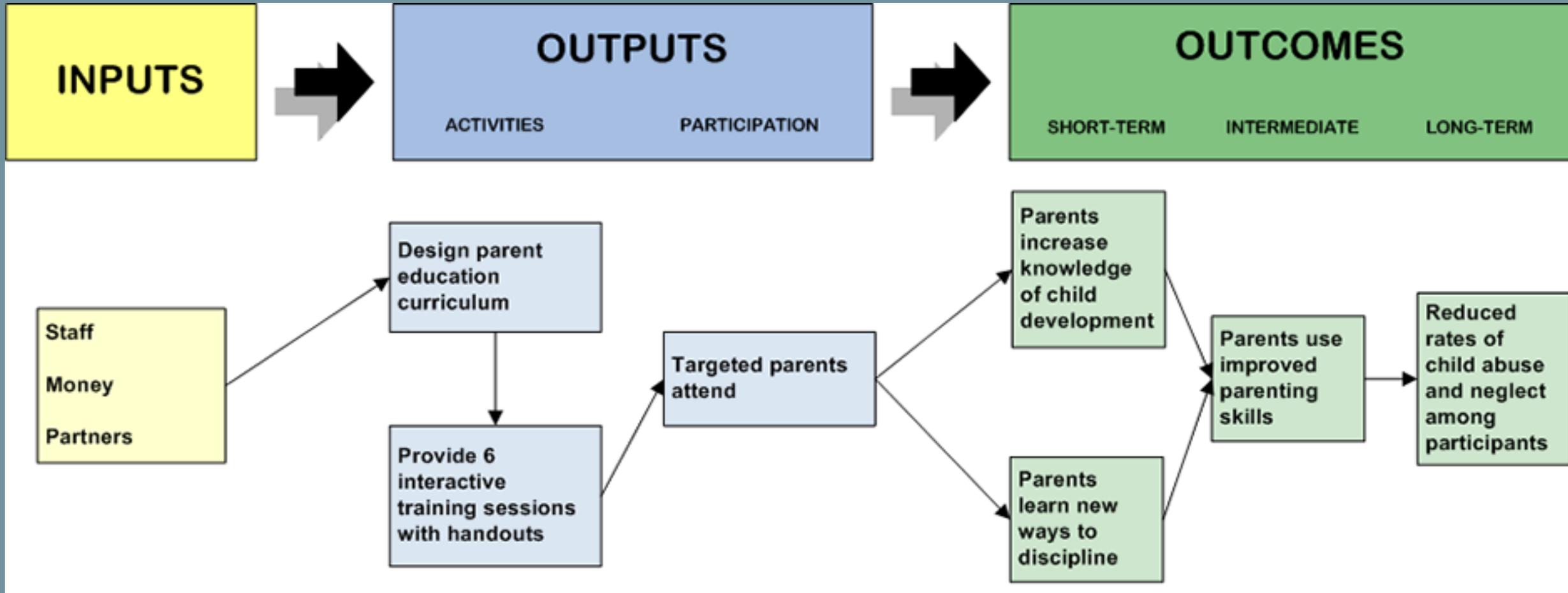
**Why is it important for organizations to collect BOTH output and outcome data?**



# A bit more about outcomes...



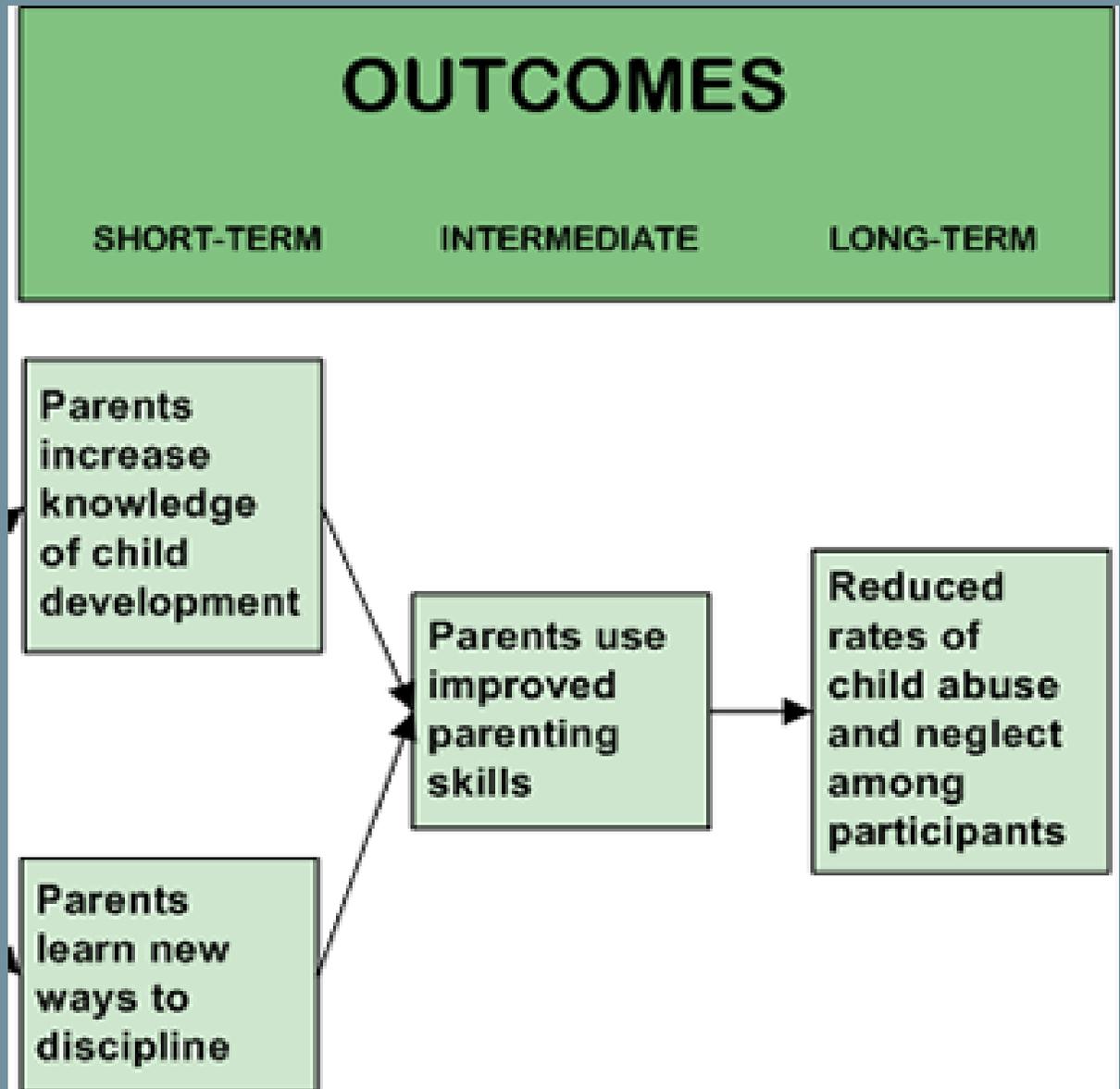
# Logic Model Example: Parenting Program



# Logic Model Example: Parenting Program



Which words  
indicate  
**CHANGE?**

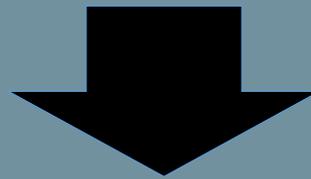


In practice, what's the connection  
between LOGIC MODELS and  
EVALUATION?



# From Logic Models to Evaluation Plans

<b>INPUTS</b>  What do we need?	<b>ACTIVITIES</b>  What do we do?	<b>OUTPUTS</b>  What do we deliver?	<b>OUTCOMES</b> Short Term   Mid-Term   Long-Term  What difference does it make?
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<b>OUTPUTS &amp; OUTCOMES</b>	<b>S.M.A.R.T. INDICATORS</b> How will we know it?	<b>TIMELINE</b> When should we collect data?	<b>DATA SOURCES</b> Who will have this information?	<b>DATA COLLECTION METHODS &amp; TOOLS</b> How will we gather the information?
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# Sample Evaluation Plan

<b>OUTPUTS &amp; OUTCOMES</b>	<b>INDICATORS</b> <i>How will we know it?</i>	<b>TIMELINE</b> <i>When should we collect data?</i>	<b>DATA SOURCES</b> <i>Who will have this information?</i>	<b>DATA COLLECTION METHODS &amp; TOOLS</b> <i>How will we gather the information?</i>
<p>Parents increase knowledge of child development.</p>	<p>From the beginning to the end of the course, <math>\geq 80\%</math> of parents will increase their child development knowledge level on the +Parenting Assessment.</p>	<p><b>Baseline:</b> Weeks 1 &amp; 2</p> <p><b>Exit:</b> Weeks 11 &amp; 12</p>	<p>+Parenting Program Participants</p>	<p>Online implementation of the +Parenting Baseline &amp; Exit Assessments</p>

**To increase likelihood for success, when drafting LOGIC MODELS and EVALUATION PLANS, consider output and outcome indicators that...**

- Your program can reasonably **influence**
- Your participants can reasonably **achieve**
- Your staff can reasonably **measure**
- Someone before you has **already** considered

# Objective 3

Identify logic model and evaluation resources

# Kellogg Foundation

## Logic Model Development Guide

<http://www.wkkf.org/knowledge-center/resources/2006/02/wk-kellogg-foundation-logic-model-development-guide.aspx>



# Innovation Network

## Logic Model Workbook

[http://www.innonet.org/client\\_docs/File/logic\\_model\\_workbook.pdf](http://www.innonet.org/client_docs/File/logic_model_workbook.pdf)



**United Way**

# Measuring Program Outcomes: A Practical Approach

[https://www.nrpa.org/uploadedFiles/nrpa.org/Professional\\_Development/Accreditation/COAPRT/Measuring\\_Program\\_Outcomes-UW.pdf](https://www.nrpa.org/uploadedFiles/nrpa.org/Professional_Development/Accreditation/COAPRT/Measuring_Program_Outcomes-UW.pdf)



# Partnership for After School Education (PASE)

## Afterschool Youth Outcomes Inventory

[http://www.afterschoolnetwork.org/sites/main/files/file-attachments/outcomesinventory\\_8nov10\\_final.pdf](http://www.afterschoolnetwork.org/sites/main/files/file-attachments/outcomesinventory_8nov10_final.pdf)



# PerformWell

## Identify Outcomes

<http://www.performwell.org/index.php/identify-outcomes>



**What evaluation and logic model  
resources do YOU find most  
useful in your work?**



# Today's Objectives

By the end of our session, we will be better able to:

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# Reflection

**On a piece of scrap paper, please jot down:**

**What is one key “take-away”  
from today’s session?**



# Thank You!

## We look forward to your feedback.

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SharpInsight 



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