Creating a Logic Model:
Strategies and Promising Practices

Brittany Keegan, Ph.D.
VCU Wilder School of Government and Public Affairs
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What is a Logic Model?

A logic model can help us…

- Plan our activities and programs

- Bring stakeholders together

- Visually understand and communicate:

    Our goal(s) and purpose

    What we're investing

    The resources we need

    What we will do

    What we hope to achieve

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OVERARCHING GOAL: **LOGIC MODEL DATE:**

INPUTS	→	OUTPUTS		→	OUTCOMES	
Mobilized Resources		Activities and Interventions	Specific processes to measure		Short-term outcomes and measures	Long-term outcomes reflecting program objectives
Enter the people and things to be called into action (now or in the very near future) that will directly contribute to meeting the goal. This would include partners, structures, funding, and any practical or instrumental resources. Stick to the ones that are relevant to the activities and interventions planned.		Enter the key activities and interventions planned, as of today.	What tells you the activities and interventions are being done correctly and reaching their intended target(s)? Enter them here as a list of potential process measures.		Enter the changes that are expected to be seen – in real life – after the activity or intervention reaches its intended target. Try to think of short-term indicators that are specific to that activity, to help you understand its unique effect amongst other activities being done.	Enter the downstream changes that are expected to occur after the short-term changes cumulate or trigger other mechanisms of action. Focus on those that you can monitor and are directly relevant to your set of program objectives.

ASSUMPTIONS (root cause analyses, prior learning/experience)

Enter *a few key pieces of information* that lead you to believe that the activities and interventions planned are the right ones. Be aware that your assumptions can change as new information is acquired through learning and quality improvement, so don't be afraid to revise these as you go.

EXTERNAL FACTORS (barriers/facilitators)

Consider the context of the work, such as the local history, culture, and environment (both political and natural). Develop a *short list of relevant barriers and facilitators*. Some of them you might consider to be unpredictable or beyond your control, but others might later be amenable to change and should be kept under watch.

REMEMBER: THIS IS JUST A SHAPSHOT OF YOUR CURRENT UNDERSTANDING OF HOW THINGS OUGHT TO WORK!

Adapted from University of Wisconsin Extension Program Development and Evaluation resources: http://www.uwex.edu/ces/pdande/evaluation/evallogicmodel.html

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Breaking it Down

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The Overarching Goal

- What do you ultimately want to accomplish?

- Who decides the goal?

    Commission members?

    Members of the public?

    Others?

The Overarching Goal

- The overarching goal statement should be:

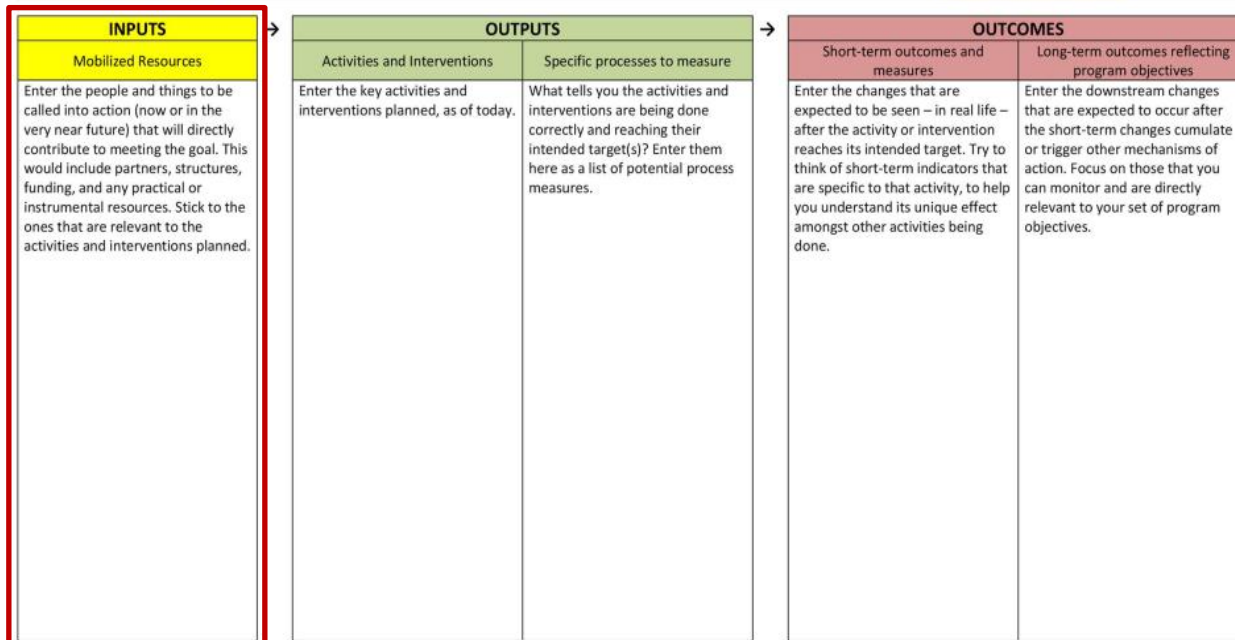 Specific / easily understood

  Actionable

  Realistic

  Relevant to the target population

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Inputs

- Past, present, and near future

- Resources can include:

    Time (paid and volunteer)

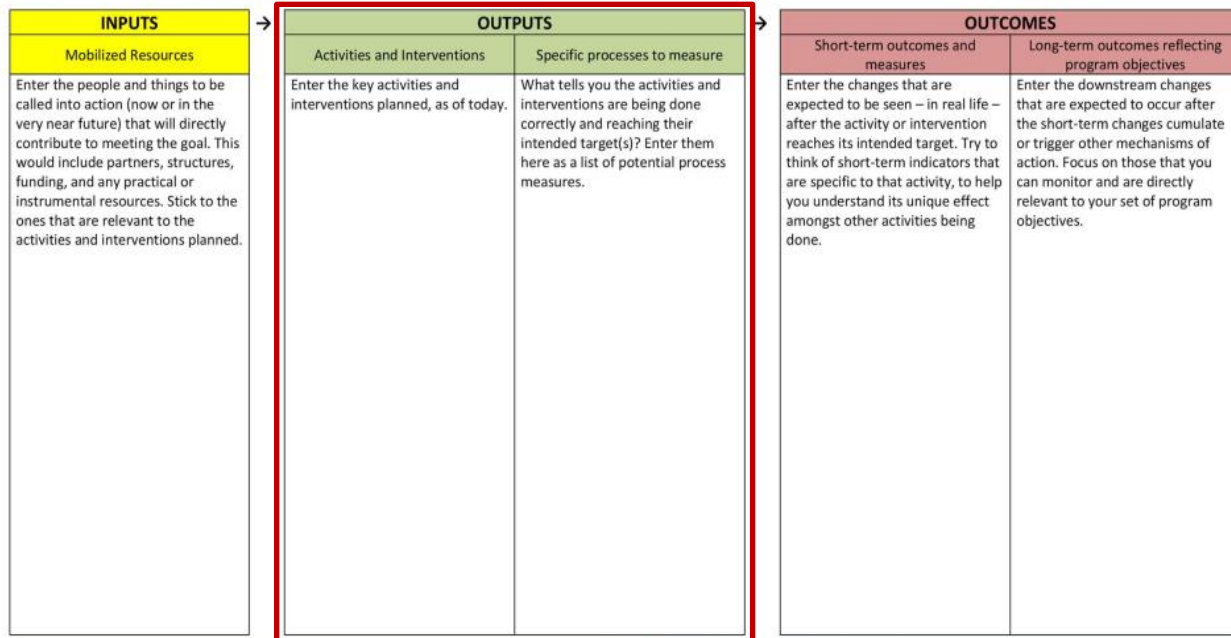   People (staff, volunteers, the public, external partners, etc.)

    Physical equipment and physical space

    Funding

    Knowledge

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Outputs

- Activities and interventions

  What have you done, and what are you planning to do?

- Specific processes to measure

  How will you know that you're on the right track?

  What should be measured, and how will you measure it?

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Outcomes

- Learning change, behavior change, condition change

- Think SMART:

  Specific

  Measurable

  Achievable

  Realistic

  Time-phased

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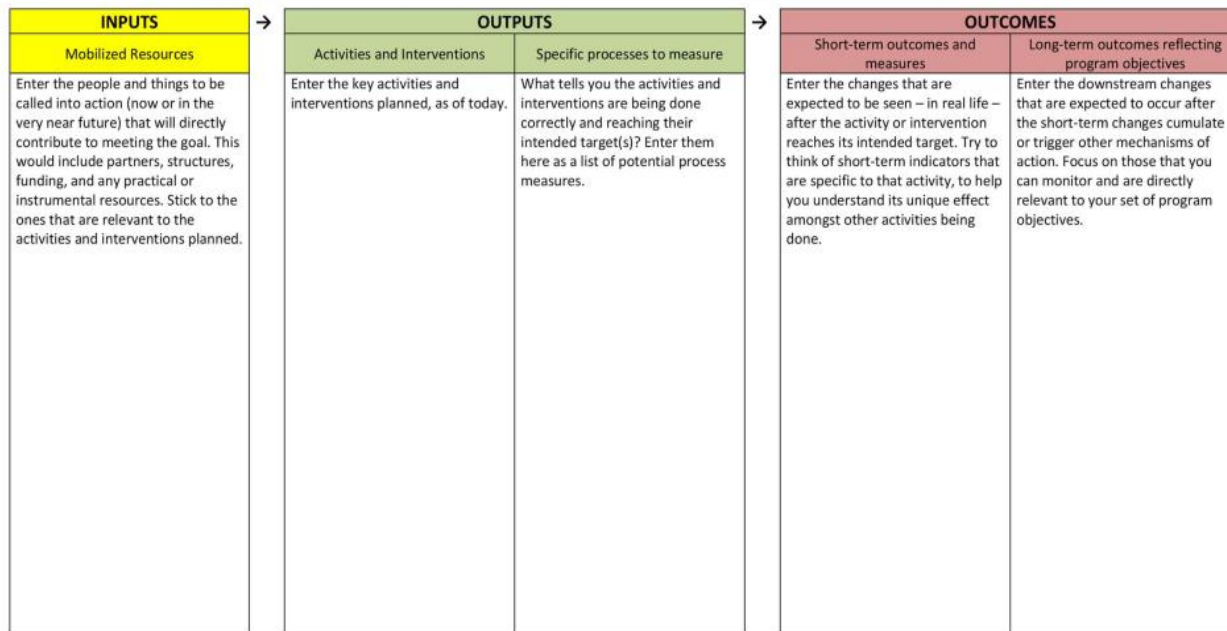Adapted from University of Wisconsin Extension Program Development and Evaluation resources: http://www.uwex.edu/ces/pdande/evaluation/evallogicmodel.html

Assumptions

- Why are the planned activities the correct ones?

- How do you define "correct"?

- Who decides what is "correct"?

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External Factors

- How might external factors impact this work?

    Opportunities

    Challenges

- What changes might need to be made due to these factors?

- What will you need to keep an eye on?

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Next Step:
Create the Model