

# Entrance Conference *for* Healthy Marriage *and* Promoting Responsible Fatherhood Grantees



## Developing a Logic Model: *A Road Map for Navigating the Future*



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# Presentation Objectives

## After this session, participants will:

- Understand the definition and purpose of logic modeling
- Know the elements of logic modeling and how they fit together
- Appreciate the advantages and benefits of logic modeling
- Be able to build appropriate logic models for their programs





# Definition, Purpose, Elements & Advantages of Logic Models

# What is a Logic Model?



A logic model is:

- A graphic representation of how your program works.

A logic model is:

- A simple illustration of what you do, why and how you do it, and how you assess whether it works.

A logic model is:

- A road map for your program that directs you at each step along your course.



# What is the purpose of a Logic Model?

## A logic model will:

- Support project planning and resource allocation

## A logic model will:

- Facilitate project management, performance tracking, and feedback loops

## A logic model will:

- Enable you to measure project impact against stated objectives





# What are the elements\* of a Logic Model?

## A logic model includes:

- Conditions (needs), inputs, activities, outcomes and impacts



## A logic model includes:

- Contextual factors (background) that impact your program

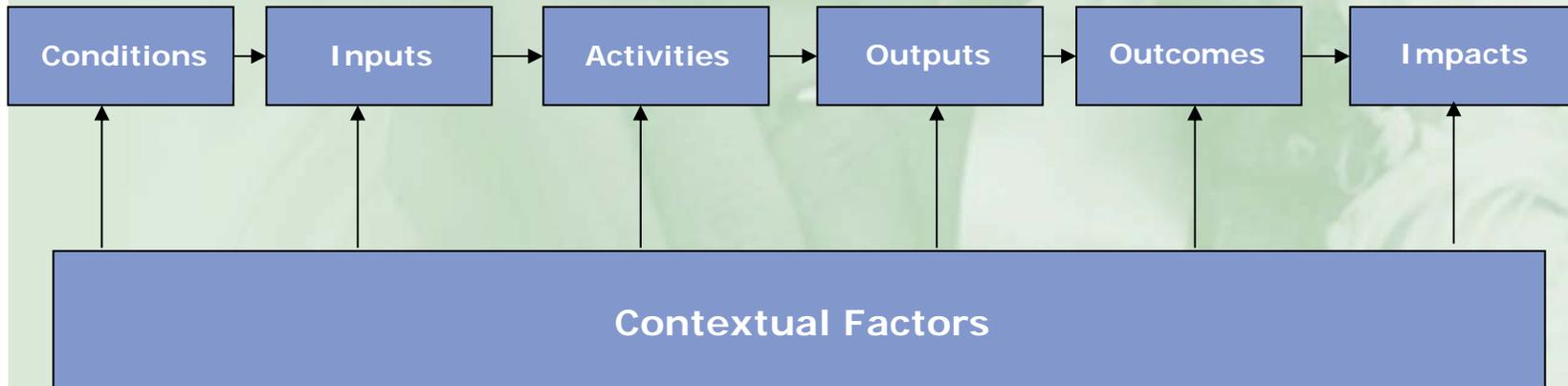
## A logic model includes:

- A logical relationship between all elements

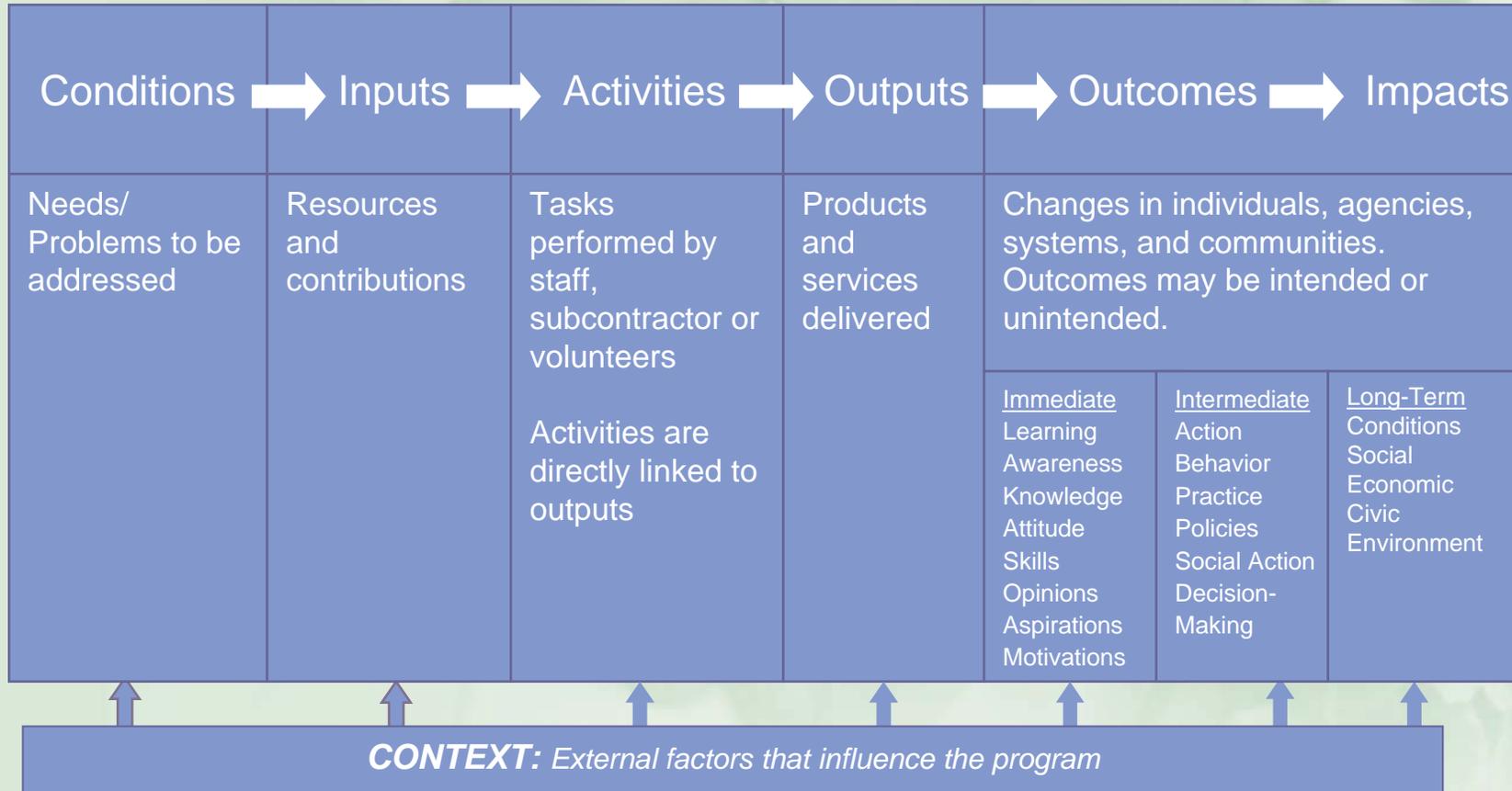
*\* These elements will be defined as we move along*



# How do these elements fit together?



# Examples of Logic Model Elements



# What are the advantages to using a Logic Model?



## A logic model:

- Clarifies relationships between goals, objectives, activities, outcomes and impacts

## A logic model:

- Facilitates successful evaluation activities

## A logic model:

- Solidifies your focus on your target populations



# What are the advantages to using a Logic Model?



## A logic model:

- Clarifies program objectives, allowing you to focus on your most critical priorities

## A logic model:

- Insulates your program from outside forces that would seek to change your mission

## A logic model:

- Illuminates assumptions and allows for self-correction

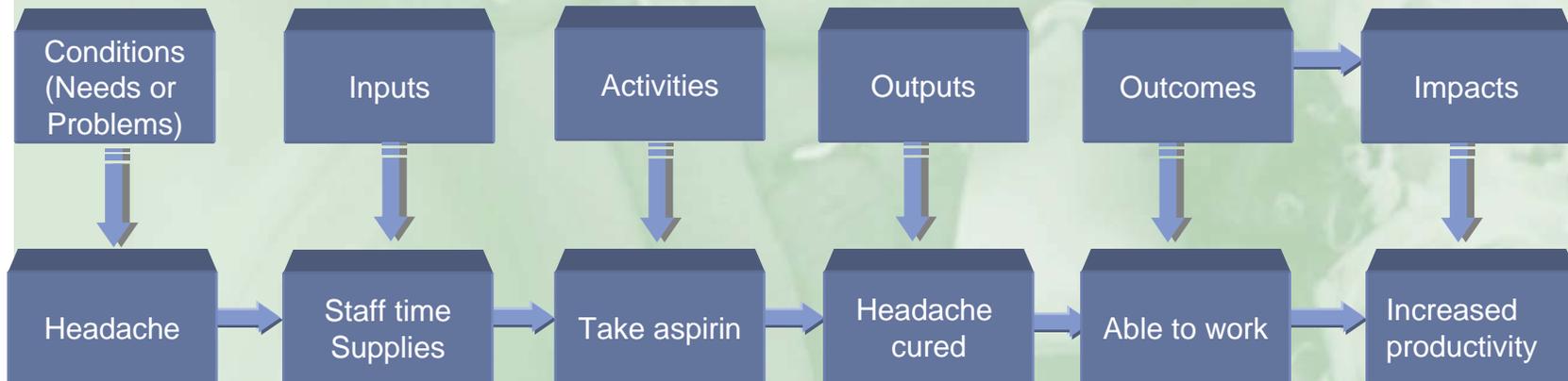




# Building Your Logic Model

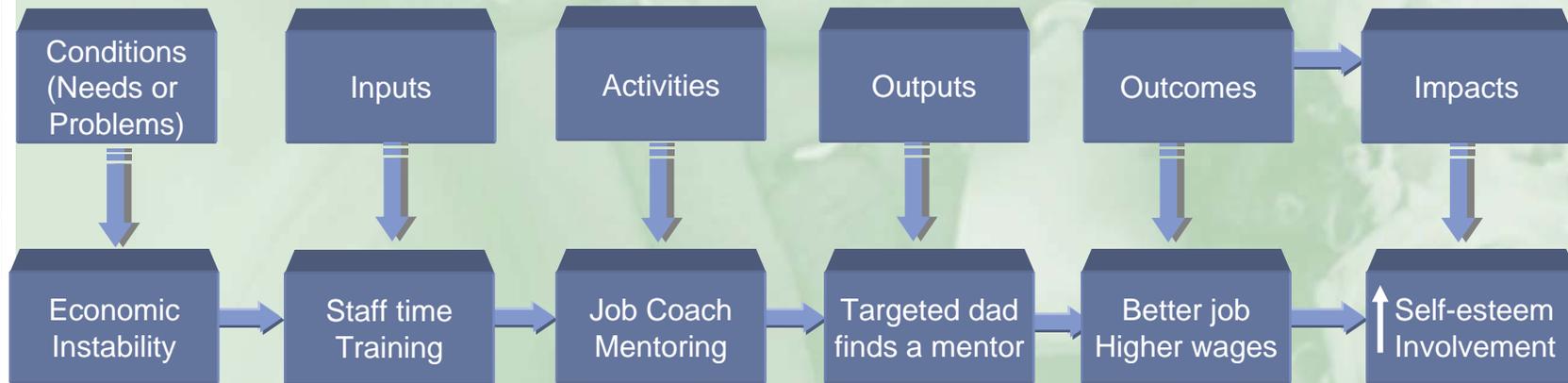


# A Universal Example





# A Fatherhood Example





# Building a Logic Model: Assessing Conditions

## Conditions Are:

- Challenges your program seeks to overcome

## Conditions Are:

- Opportunities for your program to make a difference

## Context/Background Is:

- External factors that impact all programs and may contribute to specific conditions





# Building a Logic Model: Assessing Conditions

## Example: Conditions vs. Context

Condition = Headache

### Context

- Dry Air
- Stress at Work
- Lack of Sleep





# Building a Logic Model: Understanding Inputs

## Inputs Are:

- The resources and supplies your program uses

## Inputs Are:

- Financial, human, and other resources related to program activities

## Inputs Are Not:

- Resources outside of your organizations' control, even if they benefit your target population (although you should know about these)





# Building a Logic Model: Understanding Inputs



## Example: Inputs

Condition = Headache

### Inputs

- Staff time
- Financial resources
- Equipment, space, supplies



# Building a Logic Model: Articulating Activities



## Activities Are:

- Specific program offerings

## Activities Are:

- Discrete and identifiable efforts that comprise your program

## Activities Are Not:

- The same as outcomes or endeavors not directly related to program scope or the specific condition





# Building a Logic Model: Articulating Activities

## Example: Activities

Condition = Headache

### Activities

- Provide medicine
- Provide quiet room for rest
- Meditation services

### Not Activities

- Cure Headache
- Wash the car



# Building a Logic Model: Understanding Outputs



## Outputs Are:

- Services delivered by your organization/program

## Outputs Are:

- Directly correlated with activities

## Outputs Are Not:

- Different from outcomes in that they are products of your program, not changes in your target population or others.





# Building a Logic Model: Understanding Outputs



## Example: Outputs

Condition = Headache

### Outputs

- Headache cured
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### Not Outputs

- Go back to work
- Have lunch





# Building a Logic Model: Identifying Outcomes

## Outcomes Are:

- Directly resultant from identified activities

## Outcomes Are:

- The resolution or mediation of targeted conditions

## Outcomes Are Not:

- The same as impacts





# Building a Logic Model: Identifying Outcomes

## Example: Outcomes

Condition = Headache

### Outcomes

- Able to return to work
- Able to interact better with others

### Not Outcomes

- Improved understanding of headache management services for organization
- Having spaghetti for dinner





# Building a Logic Model: Articulating Impacts

## Impacts Are:

- Changes in organizations, systems and communities

## Impacts Are:

- Both intended and unintended; short- and long-term

## Impacts Are:

- Different from outcomes in that they are more global and provide feedback to the organization





# Building a Logic Model: Articulating Impacts



## Example: Impacts

Condition = Headache

### Impacts

- Improved headache management skills for client
- Improved knowledge and skills within organization

