



**1) WHAT IS A LOGIC MODEL CHART & HOW DO I CREATE ONE?**

**2) THE BASICS OF WRITING AN EVALUATION PLAN**

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# What is a logic model and is it really necessary?

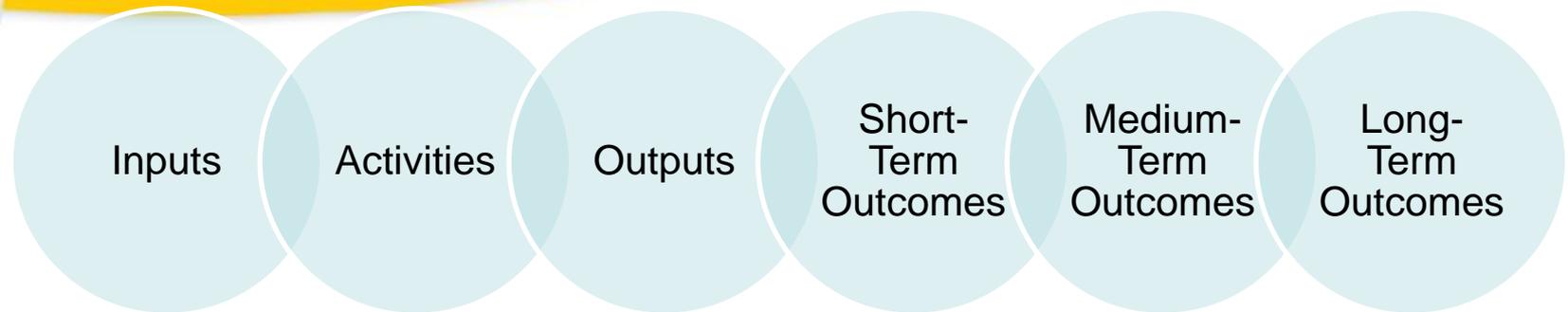
**ANSWER:** It's an at-a-glance look of all the building blocks required to bring about a given long-term goal. It shows how a program/project operates to provide services to its beneficiaries.

► **YES!!! It is necessary because:**

- 1) it is required to be submitted as a part of the MO-specific application
- 2) it supports program planning and continuous improvement
- 3) it serves as a foundation for evaluation



# Basic Components



Inputs/resources: include the human, financial, organizational, & community resources available for carrying out a program's activities.

Activities: are the processes, tools, events, & actions that are used to bring about a program's intended changes or results.

Outputs: are the direct products of a program's activities & may include types, levels, & targets of services to be delivered by the program.

Outcomes: are the expected changes in the beneficiaries that result from a program's activities and typically range from short to long term results.



# Creating a Logic Model

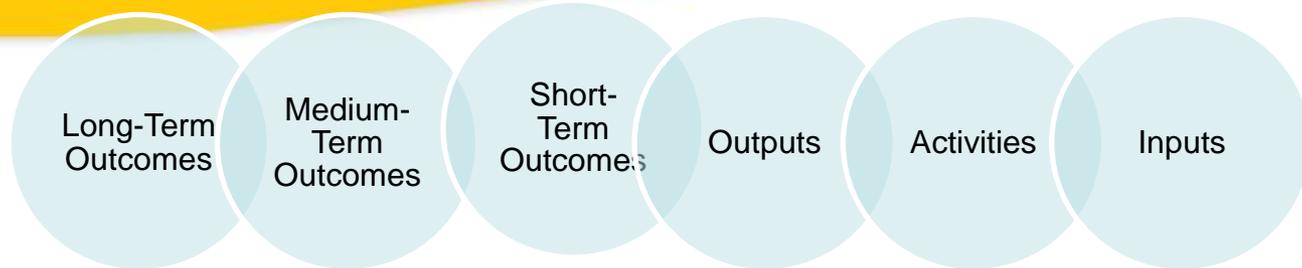
**Two main approaches are used to create a logic model:**

- 1. Reverse Logic (right to left) – asks “but how” questions.**
- 2. Forward Logic (left to right) – uses “if...then” statements.**



# Creating a Logic Model cont...

## REVERSE LOGIC



- ❑ **What is the desired long-term outcomes?**
  - Increase # of health families. **But how?** 
- ❑ **What is the desired intermediate outcome?**
  - Increase # of families using healthy food practices. **But how?** 
- ❑ **What is the desired short-term outcomes?**
  - Individuals gain knowledge of healthy food choices. **But how?** 
- ❑ **What outputs are needed to achieve the outcomes?**
  - 200 families complete an educational workshop. **But how?** 
- ❑ **What activities are needed to achieve the outcomes?**
  - Conduct four educational workshops per month.. **But how?** 
- ❑ **What inputs are needed to achieve the outcomes?**
  - Funding, program staff, ACMs, volunteers, research.



# Creating a Logic Model cont...

## FORWARD LOGIC

Certain resources are needed to operate your program

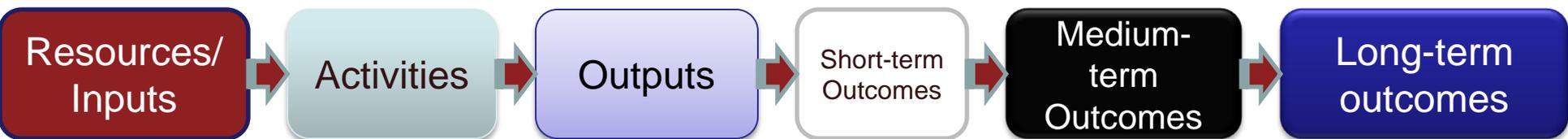
If you have access to them, **then** you can use them to accomplish your planned activities

If you accomplish your planned activities, **then** you will hopefully deliver the amount of product and/or service that you intended

If you accomplish your planned activities to the extent you intended, **then** participants will benefit in learning, knowledge, attitude, and skills

If these benefits are achieved, **then** changes in behavior and action that result from participants' new knowledge are expected to occur

If changes in behavior and action are achieved, **then** changes in social, economic, health, civic, and/or environmental conditions or status might be expected to occur



Source: W.K. Kellogg Foundation Evaluation Handbook (2004), Adapted

Project Resources	Core Project Components	Evidence of Project Implementation & Participation	Evidence of Change		
INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES		
			Short-Term	Medium-Term	Long-Term
What we invest  <i>(# and types of ACMs)</i>	What we do & the frequency of what we do	Direct products from program activities	Changes in knowledge, skills, attitudes, opinions	Changes in behavior or action that result from participants' new knowledge	Meaningful changes, often in their condition or status in life
<b><i>“Food for All”</i></b>  <u>Partners</u> •5 Local businesses •30 Volunteers •4 Chefs •Nutritionists •2 Fiscal Officers •2 Culinary Communities •10 AmeriCorps Members  <u>Funding</u> •Local grants •Federal grants •Fundraising •In-kind •Private donations	<u>Services</u> •ACMs will manage volunteers recruitment bi-weekly  •ACMs will provide a minimum of 3 hours of nutrition education classes per week for at least 4 months  •ACMs will help the Culinary Coordinator to provide and support organized food security programs at events monthly for the duration of the project (1 year)	<u>Number Impacted</u> 60 volunteers will be recruited to assist Food for All’s local food drives and distribution  • 150 families will be provided nutrition education courses  •300 families in the community will receive services from one of Food for All’s program to increase healthy living and reduce hunger.	<u>Participants increase knowledge of:</u> •Food resource management practices •Food safety practices •Healthy nutrition practices •Cooking techniques  <u>Participants increase skills in:</u> •At-home meal prep •Ability to manage food resources	<u>Participants increase food resource management practices:</u> •Meal planning •Price comparison •Making grocery lists  Participants increase food safety practices  Participants increase nutrition practices  Participants increase at-home meal preparation	Improve food security for families  Increase number of families eating healthy foods  Improve healthy food environment for children



# How can this help me with writing an Evaluation Plan?

A logic model can serve as a framework for your evaluation plan. It can help you focus your evaluation by identifying:

- **Q**uestions want/need answered
- **A**spects of program to evaluate
- **T**ype of evaluation design
- **I**nformation to collect
- **M**easures and data collection methods
- **E**valuation timeframe



# What are you looking for in an Evaluation Plan?

- ▶ **Evaluations are a plan to build capacity:**
  - Looks at a program's daily operation(s).
  - Are you actually serving the intended population according to the initial design?
  - Are you delivering the core program activities you initially planned to or had planned to deliver in the way you designed?
- ▶ **Implement a design that includes assessment of program outcomes and a study comparison group; helps to determine if your outcomes are a result of your AmeriCorps project.**



# What are you looking for in an Evaluation Plan? cont...

- ▶ Applicants should include the following elements in their Evaluation Plan:
  - A description of theory of change or why the proposed intervention is expected to produce the proposed results;
  - Clear and measurable outcomes that are aligned with the theory of change and will be assessed during the evaluation;
  - Concrete research questions (or hypotheses) that are clearly connected to the outcomes;
  - A proposed research design for the evaluation;
  - Qualifications needed for the evaluator; and
  - An estimated budget.



# What are you looking for in an Evaluation Plan? cont...

## ► Evaluation Plan Outline

- I. Introduction
  - a. Program Background and Problem Definition
  - b. Overview of Prior Research
- II. Program Theory, Logic Model and Outcomes of Interest
- III. Research Questions to be Addressed in the Study
- IV. Study Components
  - a. Evaluation Design
  - b. Sampling Methods
  - c. Analysis Plan
- V. Internal Review Board Clearance (if applicable)
- VI. Evaluator Qualifications
- VII. Reporting Results, Timeline, and Budget



# Asking the Right Questions to Get Started

- ▶ **STRENGTHS-** characteristics of your AmeriCorps project that give it an advantage over other organizations providing the same type of service
  - What advantages does your organization have over other organizations?
  - What do you do better than anyone else?
  - How can you leverage resources better than anyone else?



# Asking the Right Questions to Get Started cont...

## **STRENGTHS *continued...***

- What do others see as your strengths?
- What indicators will show that you are successful in meeting your performance targets?
- Make a list of organizations that provide the same type of service(s) that you provide. What sets you apart from other organizations that provide the same service?



# Asking the Right Questions to Get Started cont...

- ▶ **WEAKNESSES-** characteristics that place your organization at a disadvantage relative to others
  - What could you improve?
  - What should you avoid?
  - What do others likely see as weaknesses in your organization? In the way you administer your AmeriCorps project?
  - What do other organizations like yours offer that you do not?



# Asking the Right Questions to Get Started cont...

- ▶ **OPPORTUNITIES-** elements that the project could exploit to its advantage
  - What opportunities have you been able to expound on? Useful opportunities can come from such things as:
    - Changes in technology and markets on both a broad and narrow scale
    - Changes in government policy/regulations related to administering your AmeriCorps project
    - Changes in social patterns, population profiles, lifestyle changes, and so on
    - Local events



# Asking the Right Questions to Get Started cont...

**THREATS-** elements in the environment that could cause trouble for your project

- What obstacles do you face?
- Are quality standards or specifications for your job or service changing?
- Is leveraging funds increasingly becoming a challenge?
- Could any of your weaknesses seriously threaten your organization's ability to provide ongoing services?



# DATA

	Quantitative Methods	Qualitative Methods
Scope	Less in-depth data across a larger number of study participants	More in-depth data on fewer study participants
Data collection	Collect data using structured instruments (closed-ended survey items & rating scales)	Collect narrative data using semi- or unstructured instruments (open-ended survey items, interviews, observation, focus groups)
Data format	Numeric	Non-numeric (text-based)
Data analysis	Statistical (ex., frequencies, means, crosstabs, regression models)	Non-statistical (ex., content analysis)
Results	More objective; more generalized to a larger population; able to provide evidence of program impact	More subjective; less generalized to a larger population; NOT able to provide evidence of program impact

Combining qualitative & quantitative data methods may provide more in-depth answers to your research questions



# DATA cont...

## BENEFITS OF DATA

- ▶ **Measures the value of a project in terms of:**
  - ✓ **Cost effectiveness**
  - ✓ **Commitment to administer & provide quality services**
  - ✓ **Individualized/innovative approaches to provide services**
  - ✓ **More timely interventions to address issues/concerns**



# DATA cont...

**Focuses on the benefit(s) of AmeriCorps Members providing services as opposed to utilizing other organizations. It also benefits ACMs:**

1. Life experiences that perpetuates a continuous cycle to volunteer
2. Become a strong leader in the community
3. Improved work readiness skills
4. Improved communication skills
5. Improved problem-solving skills
6. Improved team-building skills and working cooperative/collaboratively with others
7. Improved timeliness and time management skills
8. Improved ability to be resourceful and innovative

# Do I Have to Submit an Evaluation Plan?



<i>If you are applying for...</i>	<i>The following evaluation requirements apply:</i>
Your <b>first</b> three-year AmeriCorps grant	You are not required to submit an Evaluation Plan with your application. However, if you are planning to re compete for funding, it is highly recommended you begin the process.
Your <b>second</b> three-year AmeriCorps grant	You are required to submit an Evaluation Plan with your application and complete the evaluation during the second three-year grant period.
Your <b>third</b> three-year AmeriCorps grant	You are required to submit a report detailing the results of the evaluation conducted during the second grant period with your application. An Evaluation Plan submitted for the third three-year grant period will build upon results of the evaluation from the second three-year grant period.
An AmeriCorps grant <b>beyond</b> your third three-year grant award	You are required to submit an Evaluation Plan for each successive three-year grant period and a report with findings.



YEAR	STATUS	EVALUATION PLAN	EVALUATION REPORT
1	New	No	No
2	Continuation	No	No
3	Continuation	No	No
4	Re-compete	Yes	No
5	Continuation	Yes	No
6	Continuation	Yes	No
7	Re-compete	Yes	Yes
8	Continuation	Yes	No
9	Continuation	Yes	No



# Things to Remember:

- There is no one best logic model or evaluation plan.
- Logic models/evaluation plans represent intention.
- Logic models/evaluation plans can be changed and fine-tuned as the program changes and grows.
- Programs do not need to evaluate every component of a logic model.
- Logic models serve as a framework for performance measurement activities and evaluation plans.



# Resources for Logic Model Development

**W.K. Kellogg Foundation Logic Model Development Guide**

**<http://www.wkkf.org/resource/2006/02/wk-kellogg-foundation-logic-model-development-guide>**

**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)**



# Resources for Evaluation Plans

**Evaluation Resources:**

**<https://www.nationalserviceresources.gov/evaluation-ameriacorps>**



COMMENTS?

QUESTIONS?

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