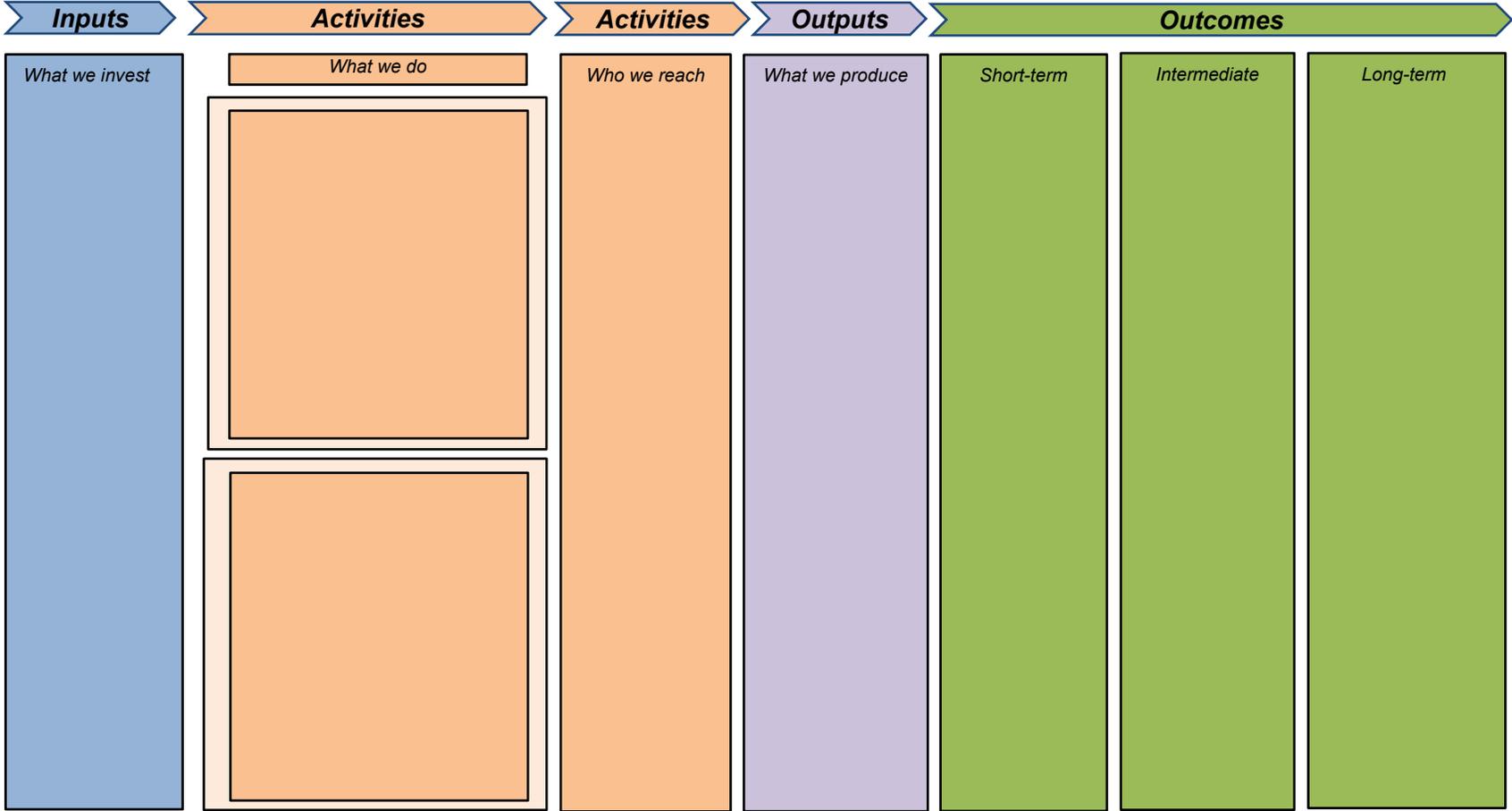


**Goal**



**Assumptions:**

# Elements of the Logic Model: Critical Questions to Ponder

## Goal

- A logic model should have a goal that includes objectives and gives the rationale for the program described in the model
- The model should identify the particular problem that the program is designed to address
- Questions to consider when developing a goal for your program (and logic model):
  - What is the problem or issue?
  - Why is it a problem? What are the causes?
  - Who is affected by this problem?
  - What do we know about the people affected by the problem?
  - What does research and experience tell us about the problem?
  - What benefits to society will ensue if the goal is achieved?

## Inputs

- What needs to be invested to accomplish activities and achieve outputs and outcomes?
- Some input might be good candidates for separate logic models
  - Staff certification
  - Data system
- Questions to consider
  - What funding is needed to provide the services? Are there in-kind donations that would help? Is there a need for supplemental funding for something specific?
  - What staff are needed to provide program services?
  - What materials are needed to provide the services?
  - What partnerships are needed?

## Assumptions

- Beliefs about the program, the people involved, and how the program will work
- Questions to consider
  - Why do you think the program will work in this way?

- What is the basis for your beliefs: research? best practice? experience? local wisdom? intuition?
- Is there evidence that supports the theory of change in your logic model?

## Activities

- Specific actions that use inputs to create outputs
- Questions to consider
  - Are all critical activities represented in the logic model?
  - Can a reader understand your program from the list of activities?
  - Can you see how each output is created?
  - Who is involved in, or touched by, your program activities?

## Outputs

- Outputs lead to outcomes
- Outputs are products or deliverables that arise directly from the activities (see below)
- Questions to consider
  - What do you offer?
  - Which outputs might be the focus of your continuous quality improvement process? Why?
  - Are there outputs that the evaluation may want to monitor? If so, which ones? What is the rationale for monitoring each output?

## Outcomes

- The intended changes or benefits brought about by the program, which could be changes in behavior, norms, decision-making, knowledge, attitudes, motivation, skills, etc.
  - Immediate outcomes (immediate end of program)
  - Intermediate outcomes (6 – 12 months after end of program)
  - Long-term outcomes (1 year or longer after end of program)
- Questions to consider
  - What is or what will be different as a result of the program?
  - What would be the headline of a news story about the program?
  - Why is the program being offered?

## Creating an outcome chain

- Immediate outcomes can be linked to intermediate outcomes, which can, in turn, be linked to long-term outcomes
- Questions to consider:
  - What are the important outcomes?
  - For every important outcome, what has to come before it? What comes after it?
  - When will the outcome be observable? Using what tool or measure?
- Outcomes should be SMART
  - Specific: who or what is expected to change?
  - Measurable: can be seen, heard, counted, or smelled
  - Attainable: likely to be achieved
  - Results-oriented: meaningful, valued
  - Timed: to be completed in a set time frame