Theory of Change

The Logic Model as an Evaluation Planning Tool

Theory of Change

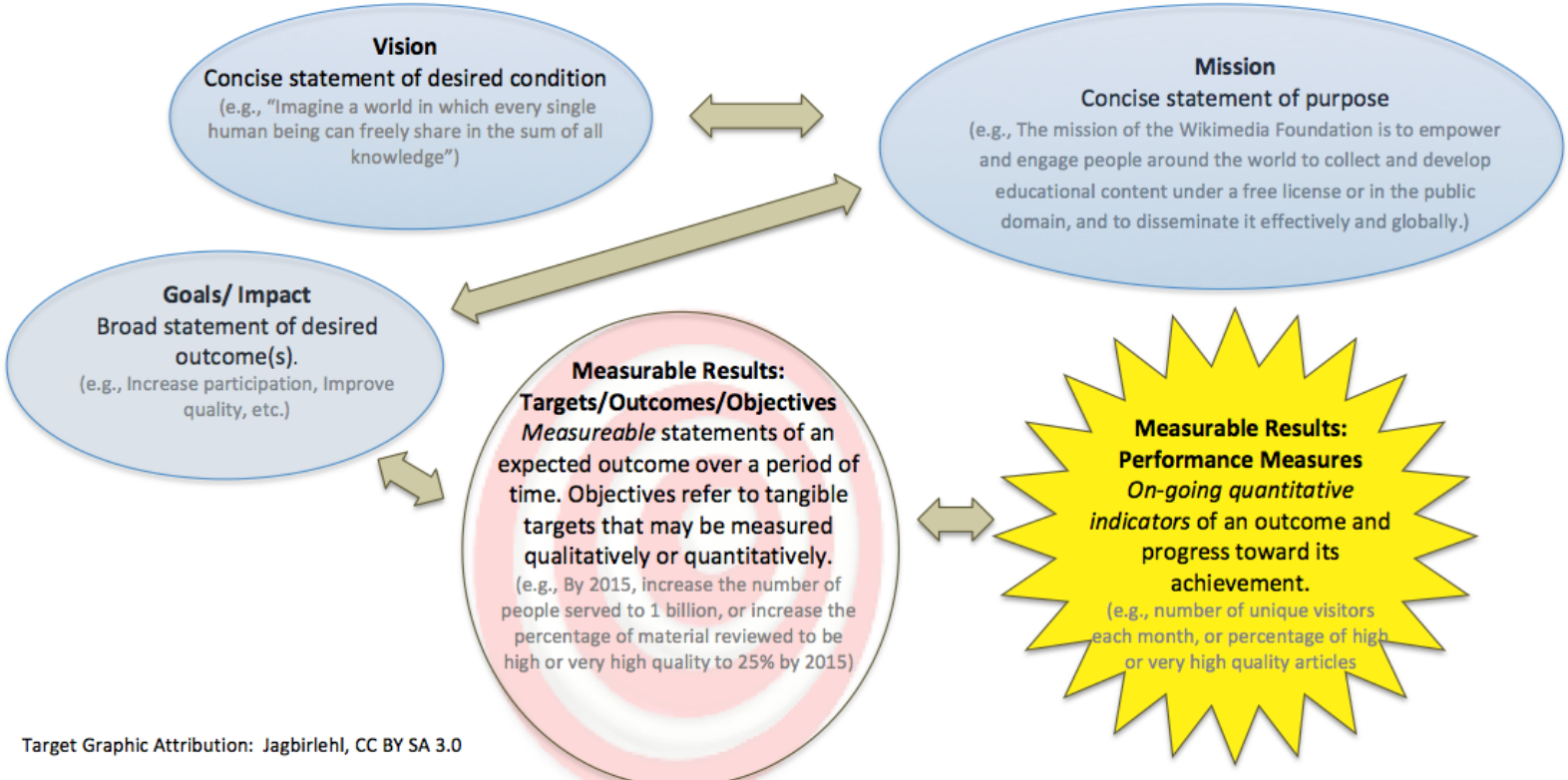
A theoretical pathway which articulates the action steps that:

-Link your mission and programming activities toward change through logical cause and effect relationships

-Allow for the specification of program outputs and participant outcomes you are trying to effect

-Focuses on key outcomes that are specific, measurable, attainable, realistic, and time-bound

A Focus on Measurable Outcomes



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The Logic Model

Chain of outcomes and the logic model as a most important tool:

- An organized and basic description of a program and its measurable accomplishments
- An ordered series of “if-then” relationships that are expected to lead to the desired program outcomes
- A framework for describing the relationships between programming investments, activities, and results.

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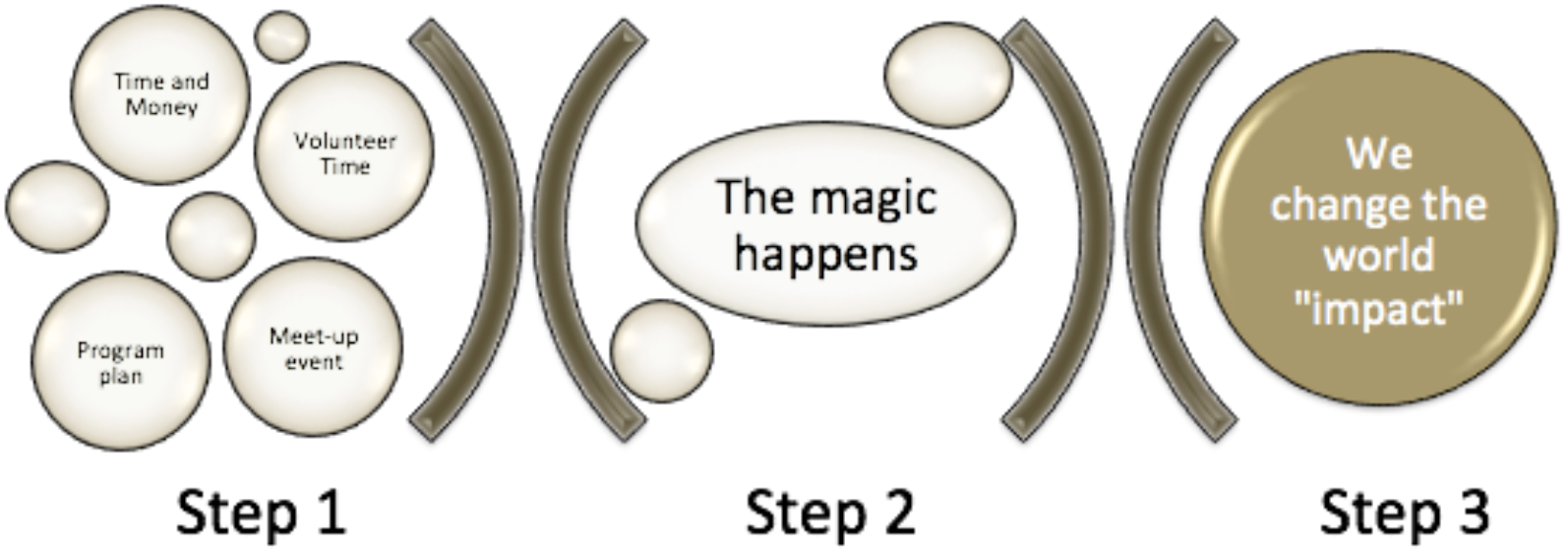
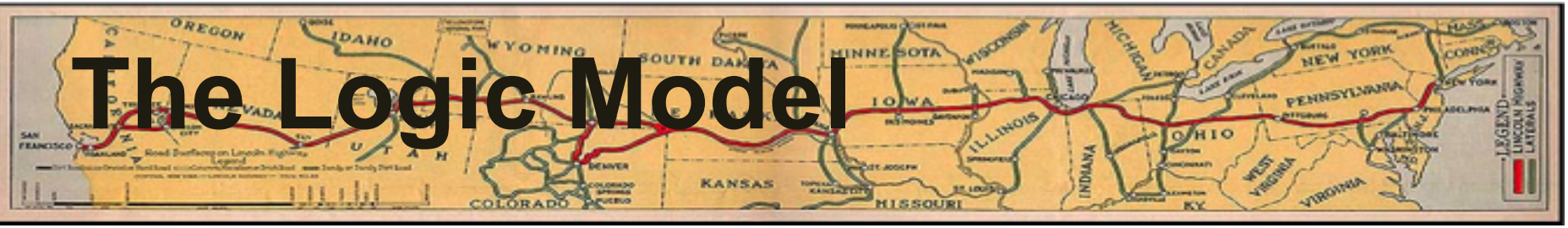
Identify Gaps in Logic



Identify Gaps in Logic

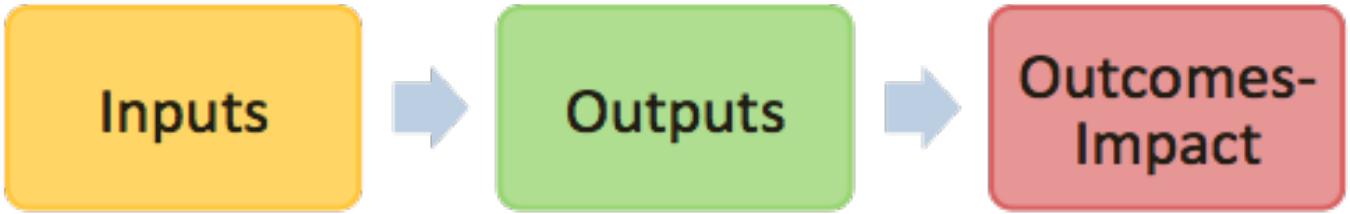
- A common problem is that programmatic activities and strategies often do not lead to the desired outcomes.
- A logic model makes the change pathway and its if-then relationships EXPLICIT.
- Check your ‘if-then’ statements:
  - *Do they make sense?*
  - *Do they align your inputs and activities with the outcomes you want to achieve?*

The Logic Model

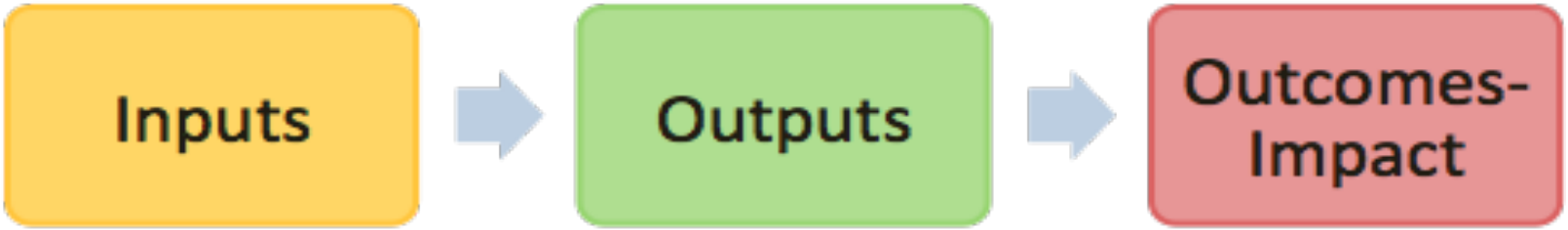


A logic model is your program “Road Map.”

It links your:



Logic Model Elements



What you invest
- *Time*
- *Money*
- *Resources*

What you implement
- Activities
  What you do
- Participants
  Who you reach
- Direct Products
  What you create

What you change
- Short-term
  Skills & Attitudes
- Intermediate
  Behavior & Actions
- Long-term
  Conditions

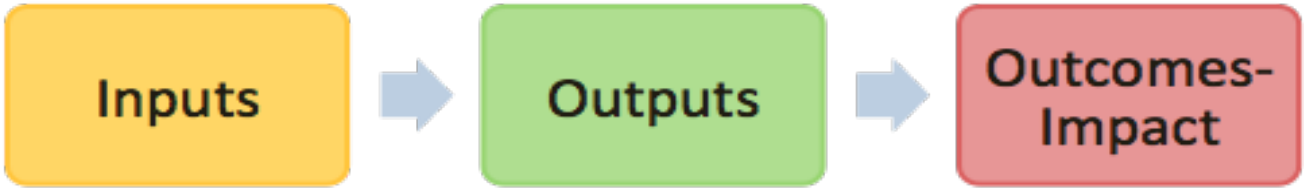
Outputs vs. Outcomes

Outputs: direct and measurable products of a program's activities and services; measures of implementation

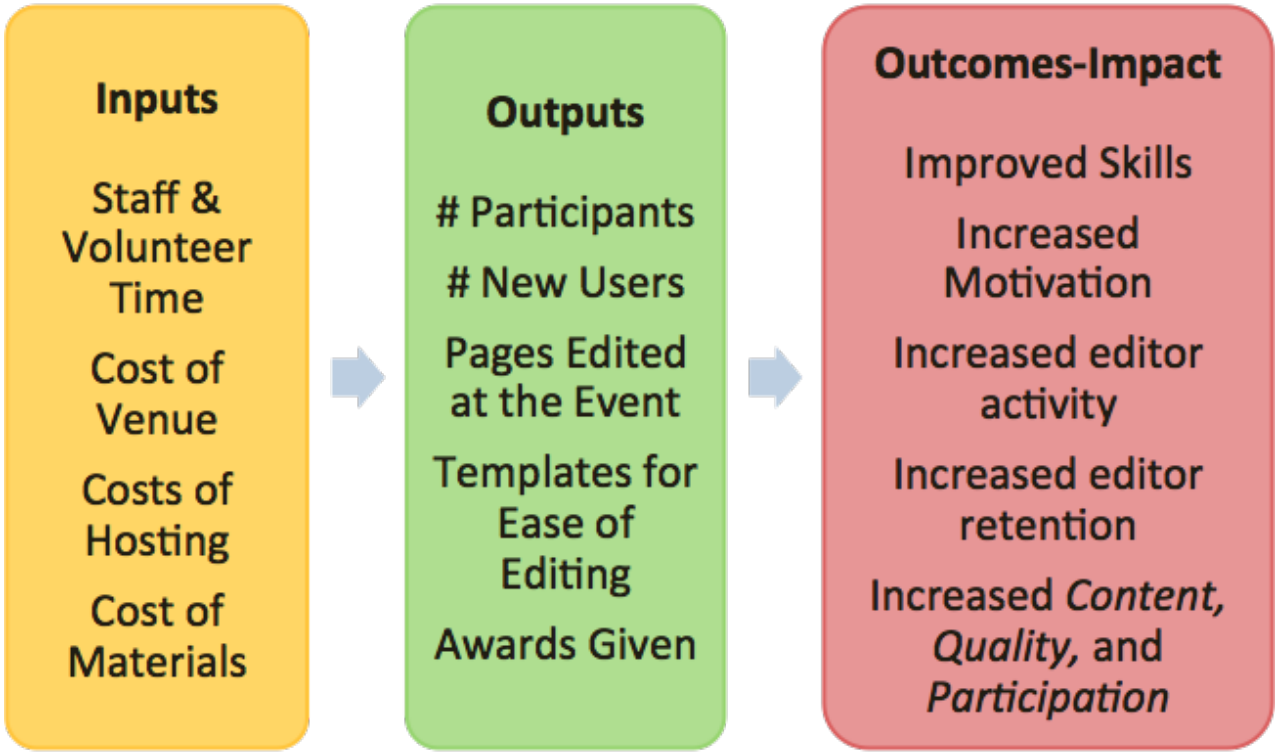
Example: Number of participants completing the program

Outcomes: results or impact of the program's activities and services; measure of program success

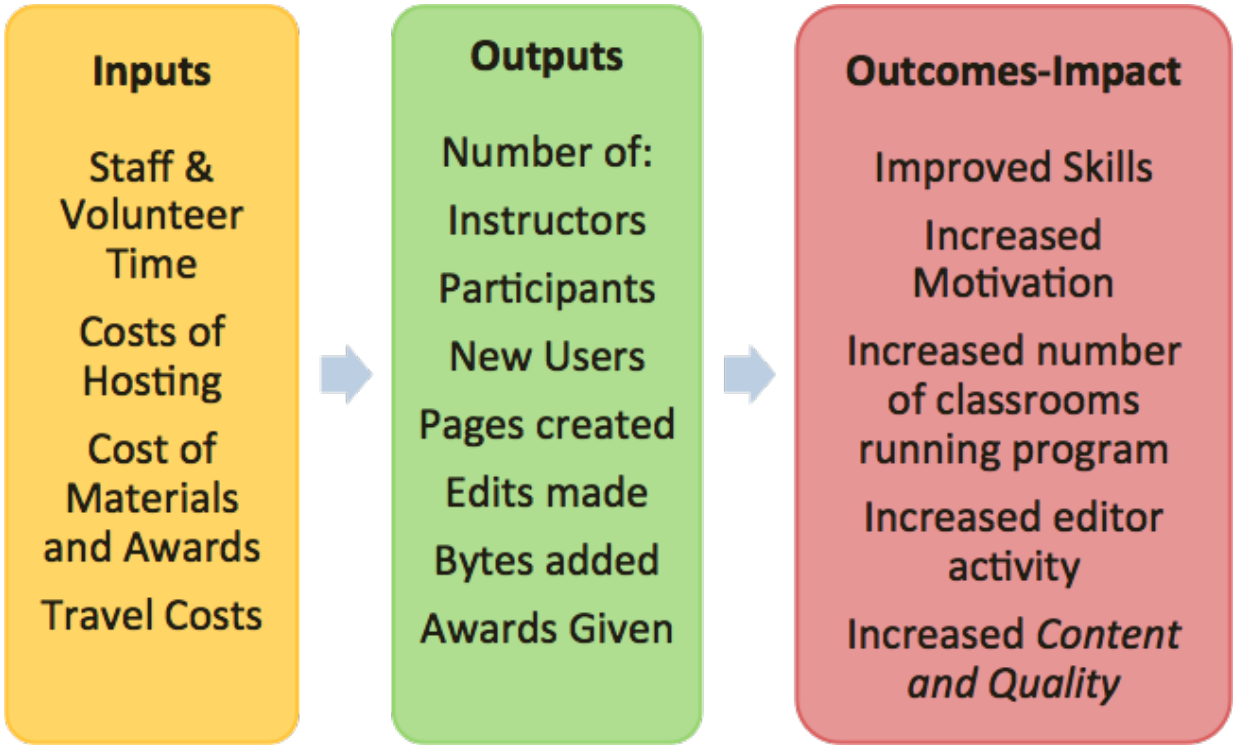
Example: Participants have increased knowledge; participants have changed behavior



Example:
In-person Editing Workshop



Example:
Wikipedia Eduation Program



Program Action – Logic Model

INPUTS	OUTPUTS			OUTCOMES - IMPACT		
	Participants	Activities	Direct Products	Short term	Intermediate	Long-Term
What we invest	**Who we reach**	**What we do**	**What we create**	**Results in terms of Learning**	**Results in terms of changing Action**	**Results in terms of change to the Conditions**
Staff Time	*Existing Contributors*	*Develop* products, curriculum, resources	*Plans*	*Awareness*	*Behavior* (i.e. participation, retention)	*Social* (i.e., Reach, Participation, Diversity)
Volunteer hours	*New Contributors*	*Deliver* content and services	*Event Documents*	*Knowledge*	*Practice/ Contributions* (i.e. articles, pictures, bytes, edits, etc.)	*Economic* (i.e. more funding for programs, more cost effective programs)
Planning Time	*Clients*	*Conduct* workshops, and meetings	*Topic Areas*	*Attitudes*	*Decision-making* (i.e., program planning, gap analysis, next steps)	*Civic* (i.e., Reach, Community engagement)
Money	*Educators*	*Train*	*Pages*	*Skills*	*Policies*	*Environmental* (i.e., Article and Photo Quality, Expanse of Content)
Knowledge base	*GLAMs*	*Counsel/ Advise*	*Articles*	*Interest*	*Social Action*	
Expertise	*Decision-makers*	*Facilitate*	*Templates*	*Opinions*		
Materials	*Consumers*	*Partner*	*Satisfaction*	*Aspirations*		
Equipment		*Disseminate/ Work with media*	*Fun*	*Intentions*		
Space			*Community Networks*	*Motivations*		
Technology						
Partners						

Assumptions

External Factors

Evaluation
Identification – Design – Implementation – Completion/Follow-up

Logic Models and Evaluation Planning

- Provides the program description and process for how we will answer our evaluation question(s)
- Aligns evaluation strategies to the program activities
- Outlines who, what and when to measure
- Gives us perspective in order to prioritize evaluation strategies
  - ➢ *Where will we spend our limited evaluation resources?*
  - ➢ *What do we most need to know?*

Tv Pool