

Theory of Change

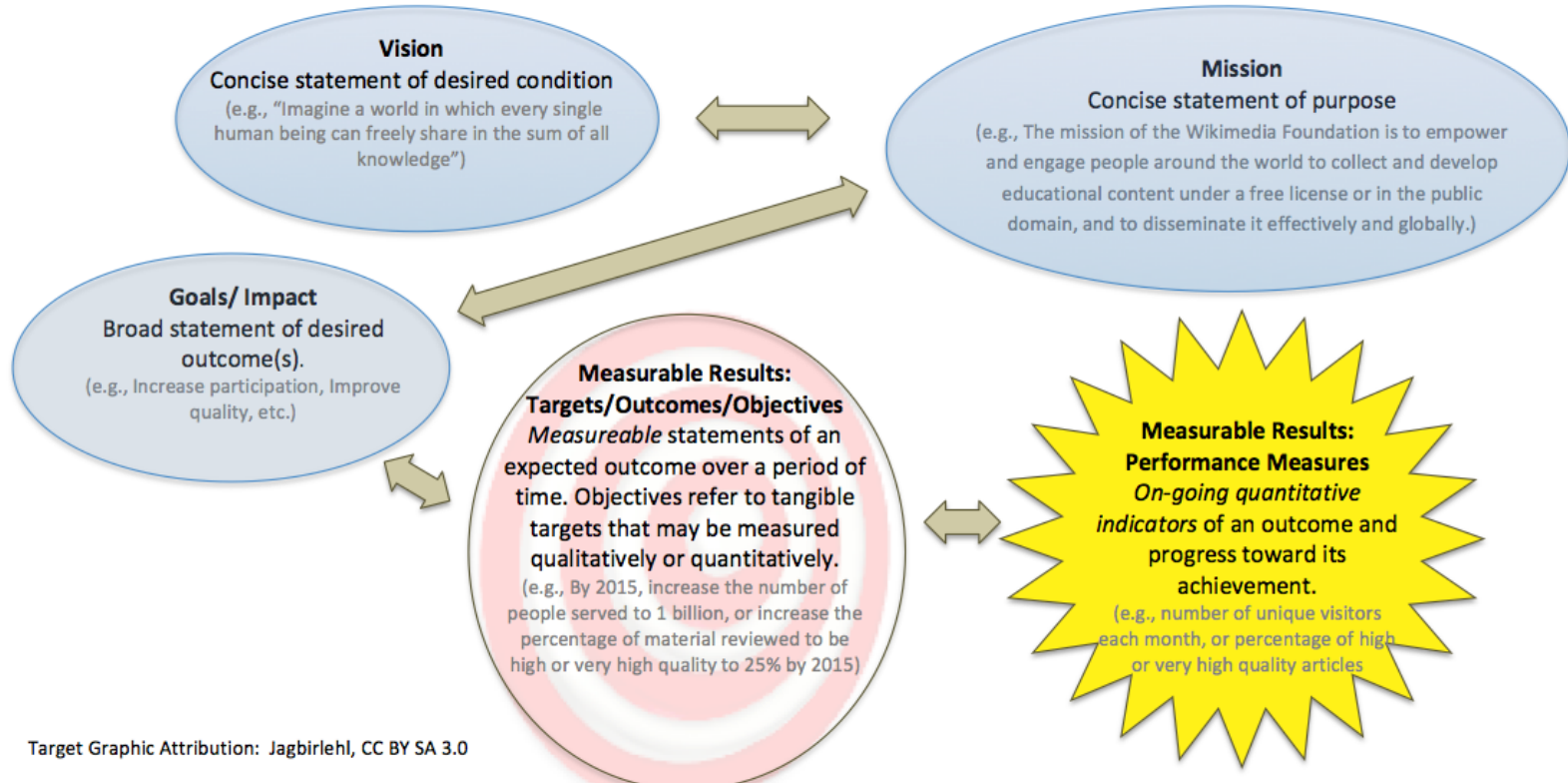
The Logic Model as an Evaluation Planning Tool

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

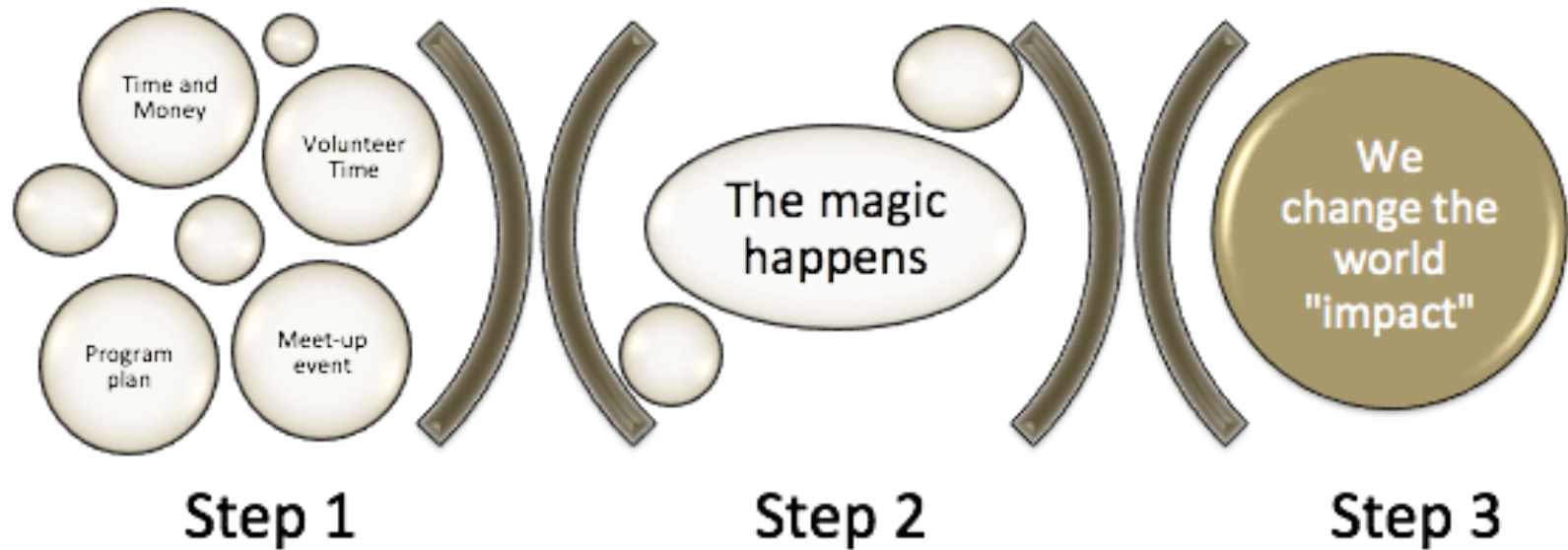


The Logic Model

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.

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?*

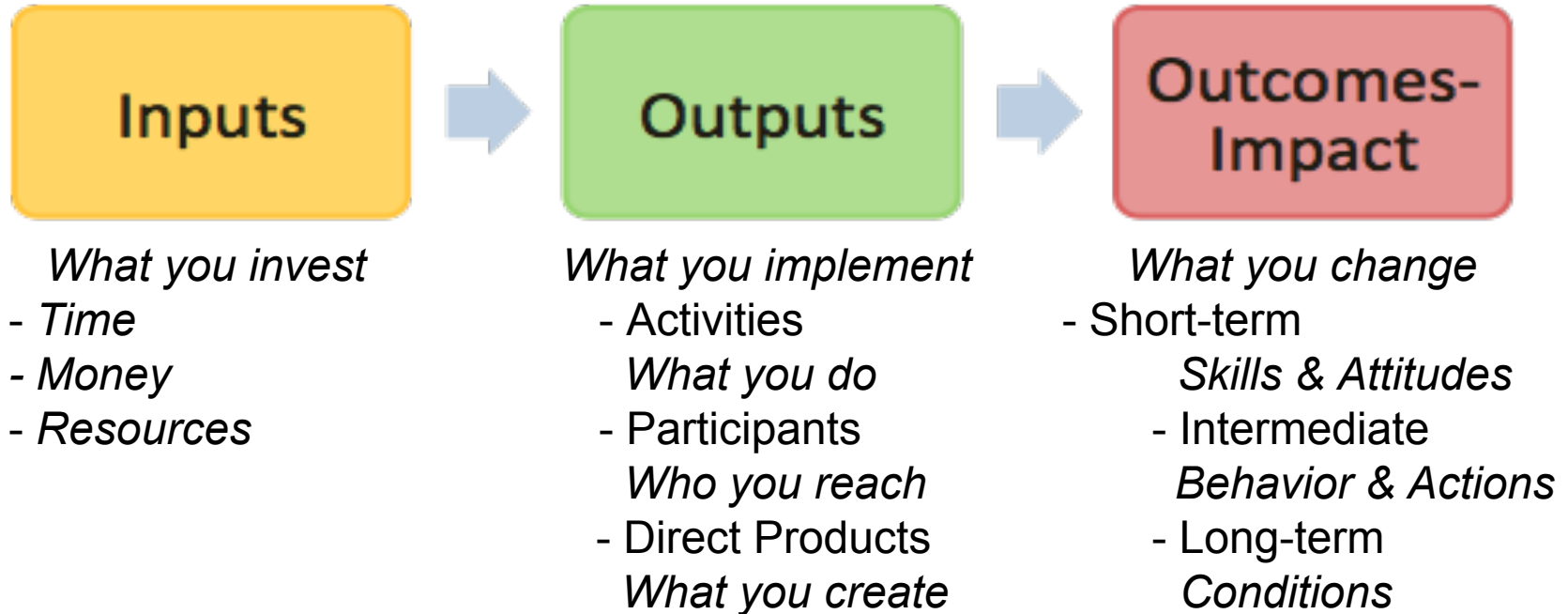
The Logic Model

A logic model is your program “Road Map.”

It links your:



Logic Model Elements



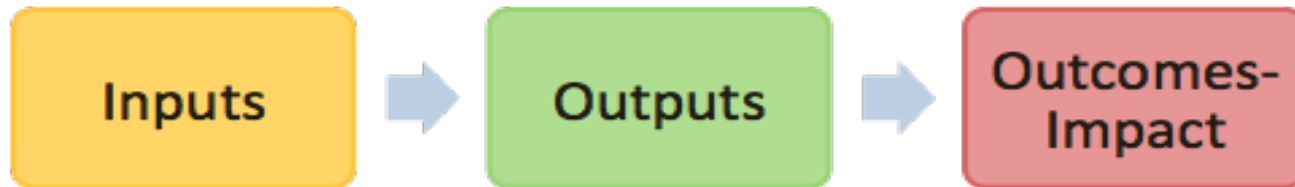
Outputs vs. Outcomes

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

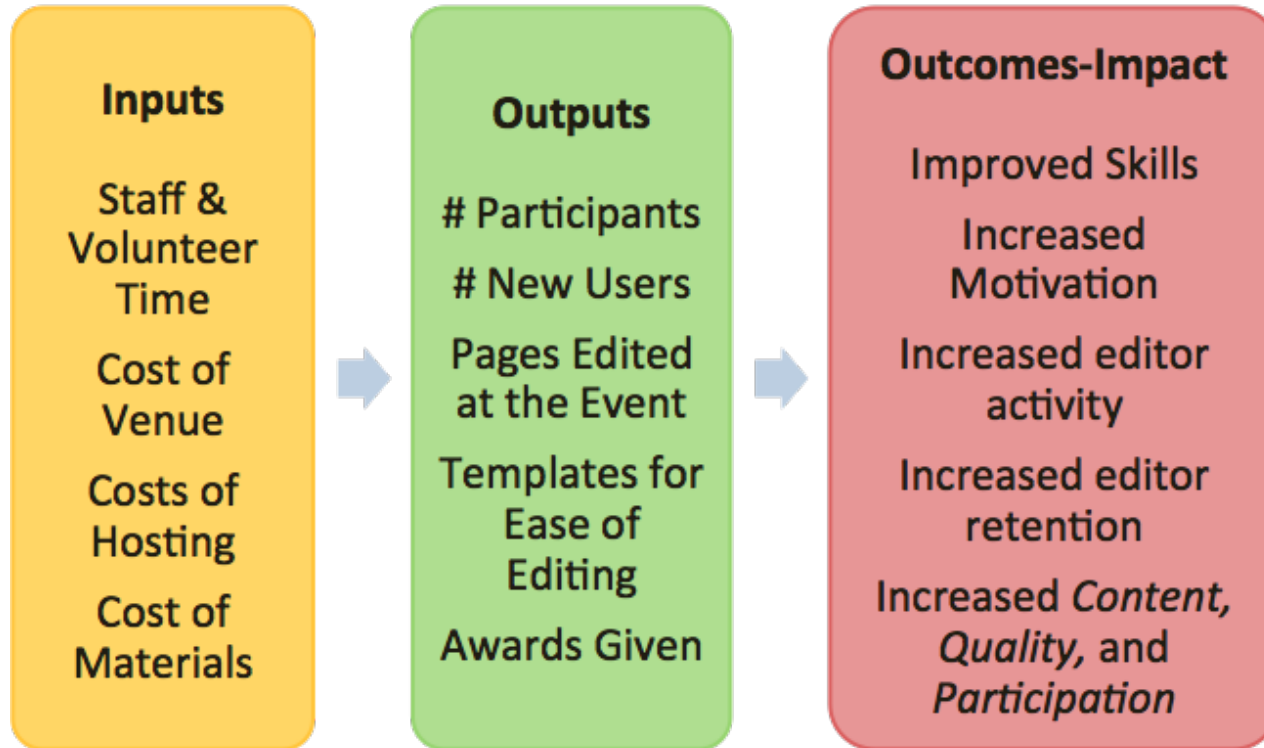
Example: Number of participants completing the program

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

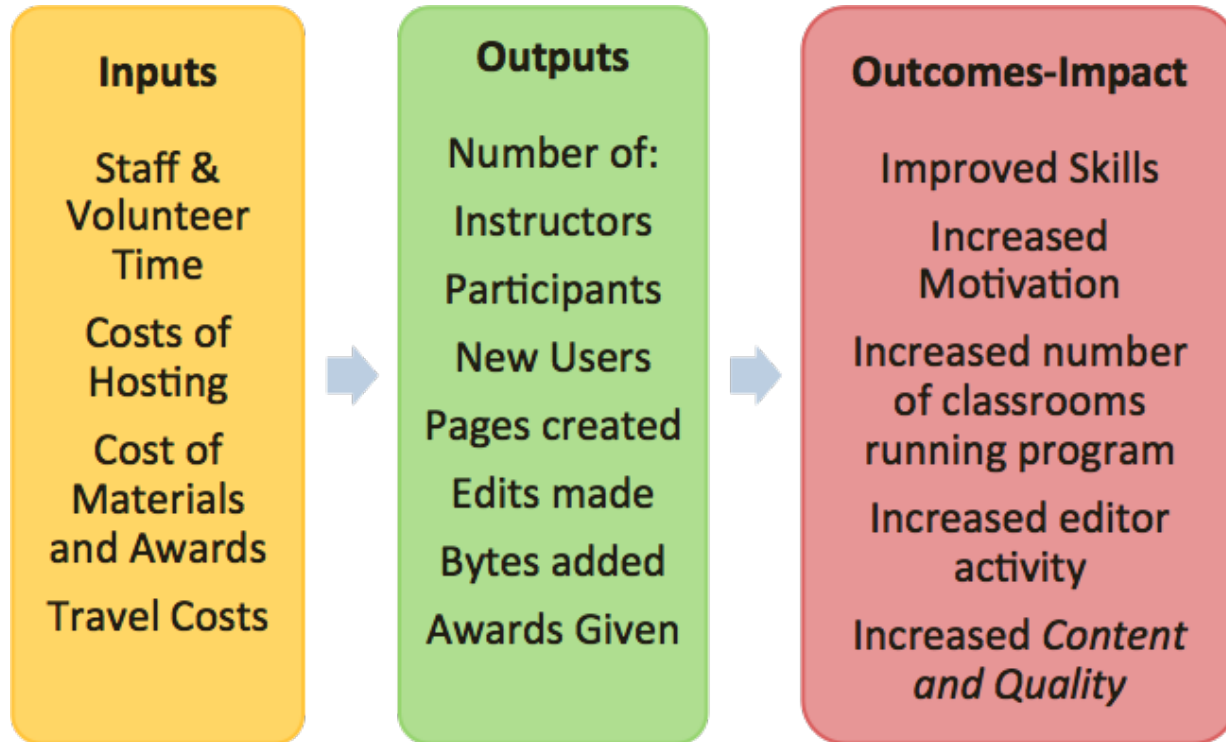
Example: Participants have increased knowledge; participants have changed behavior



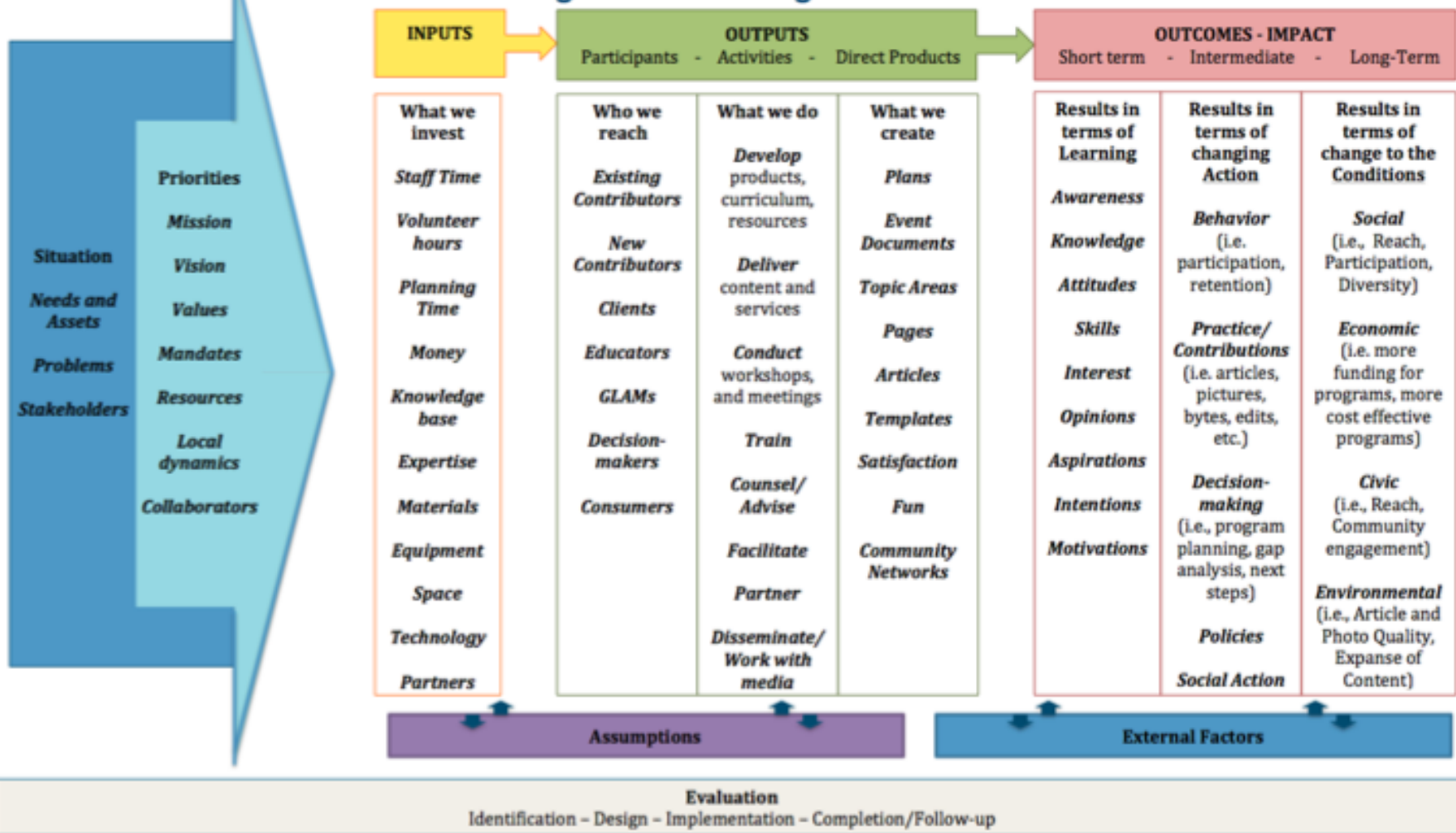
Example: In-person Editing Workshop



Example: Wikipedia Education Program



Program Action – Logic Model



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?*



