Logic Models, Program Evaluation, & Strategy

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Agenda

- Opening (10 min)
- Warm-up Activity (10 min)
- Overview and Why (10 min)
- Intro to Logic Models (30 min)
- Break (10 min)
- Intro to Evaluation Plans (45 min)
- Closing (5 min)

Learning Objectives

- Describe the relationship between strategy, logic models, and evaluation
- Understand what a logic model can be useful for in program planning
- Understand how to create an evaluation plan

If-Then Statements

- Take a strip of paper
- Think of an If-Then statement and write it down!

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First of all...

What do logic models, evaluation, and strategy have to do with each other?

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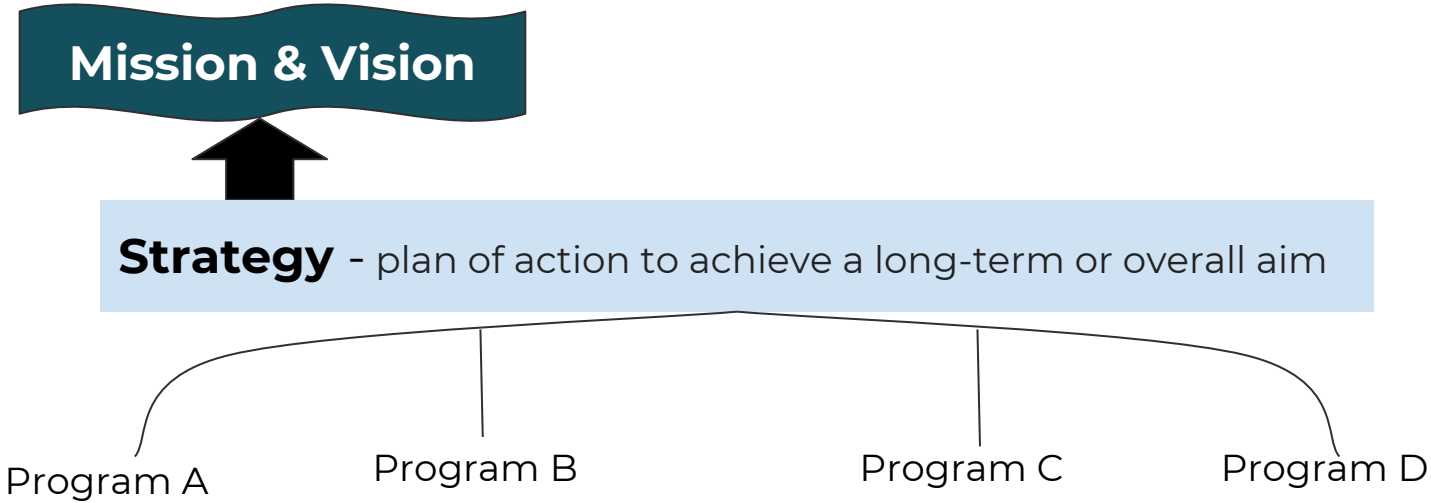

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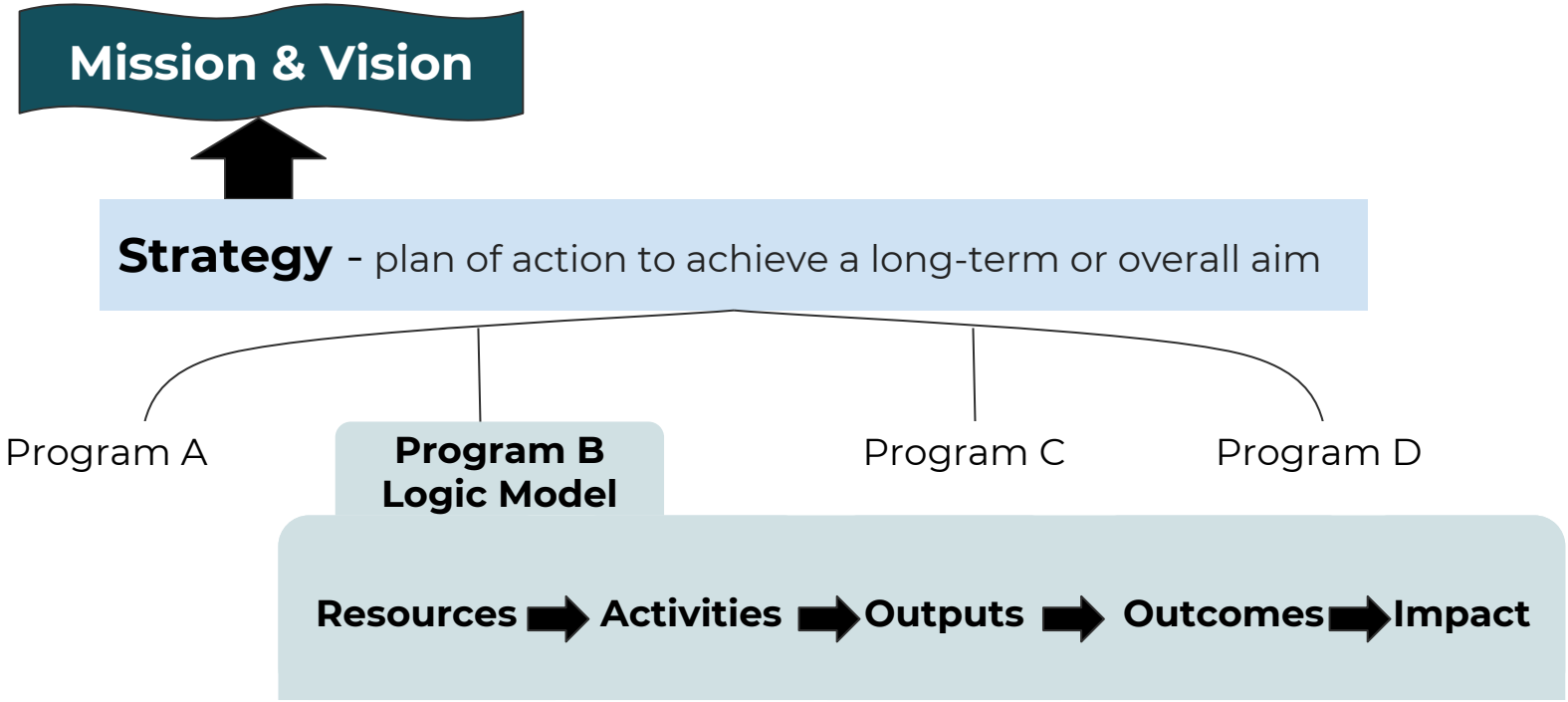

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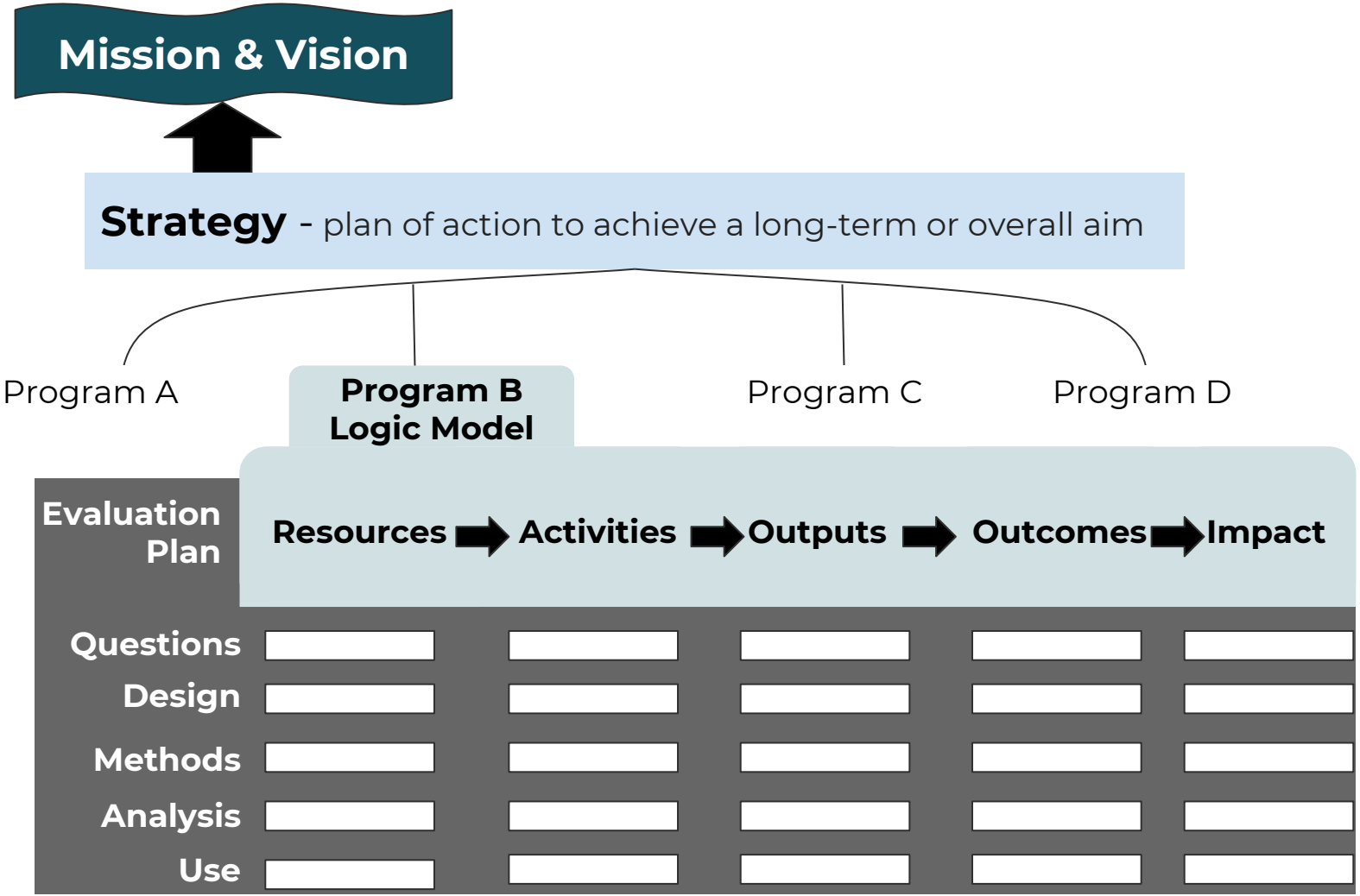
Mission & Vision
Strategy - plan of action to achieve a long-term or overall aim
Program A
Program B
Logic Model
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Program D
Evaluation Plan
Resources
Activities
Outputs
Outcomes
Impact
Questions
Design
Methods
Analysis
Use

Why is this important??

Think-Pair-Share

- Think to yourself (2 min)
- Turn to the person sitting next to you
- Take turns sharing why this is important (2 min each)

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Why is this important...

- To have a clear destination
- To align work to a meaningful mission
- To learn and improve our programs
- To ensure impact and change

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Step 1: Strategy

Step 2: Program Planning

Step 3: Evaluation Planning

Step 1: Strategy

Step 2: Program Planning

Step 3: Evaluation Planning

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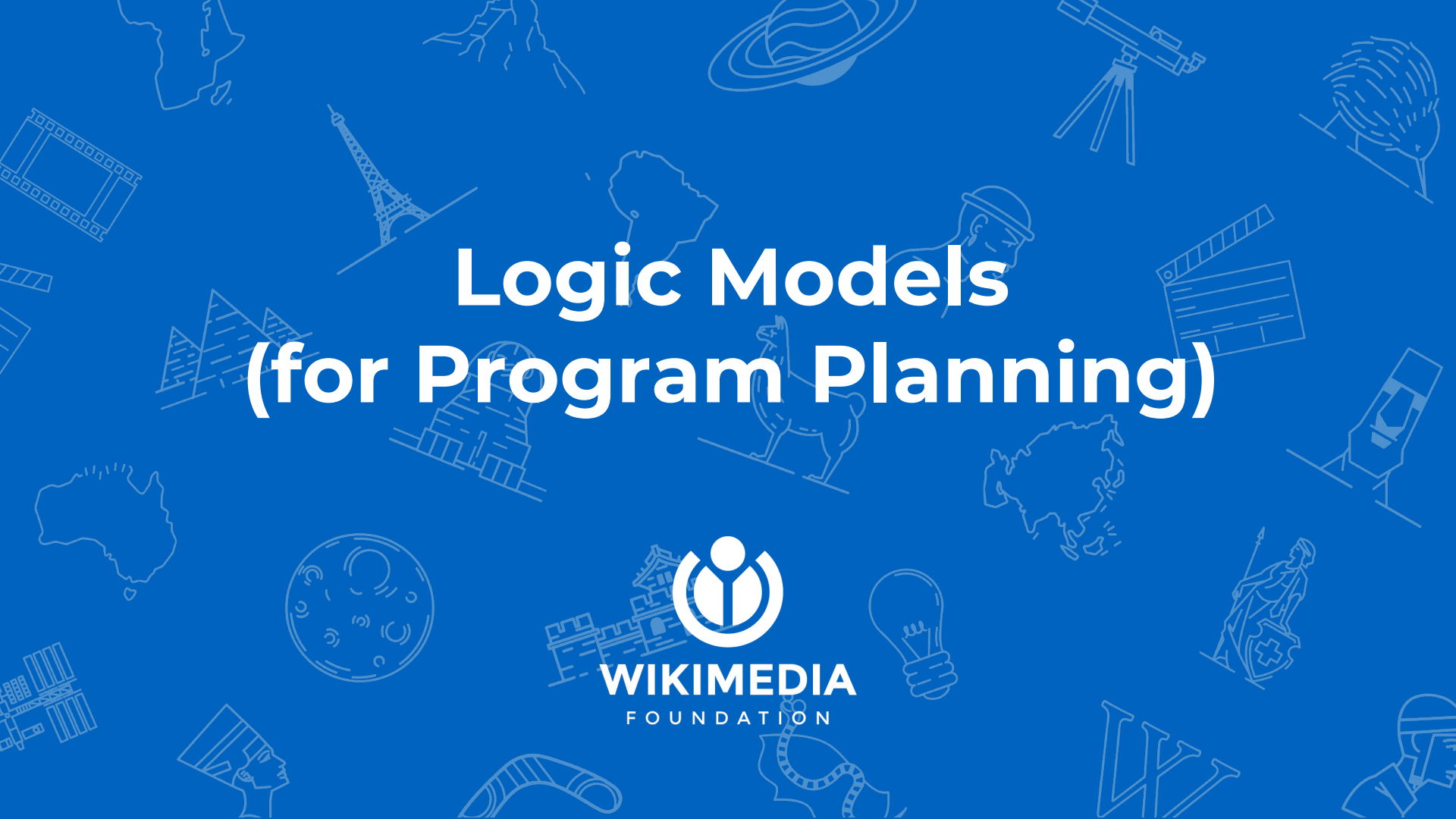
Logic Models (for Program Planning)



Questions

- I am new to logic models.
- I’ve created logic models before.
- I’ve attended other logic model trainings.
- Our program/ project has clear outcomes that we all know and agree to.
- The WMF/ the grant committee/ my funder requires me to do logic models.

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Different terms...

Theory of Change

Logic Models

Impact Chain

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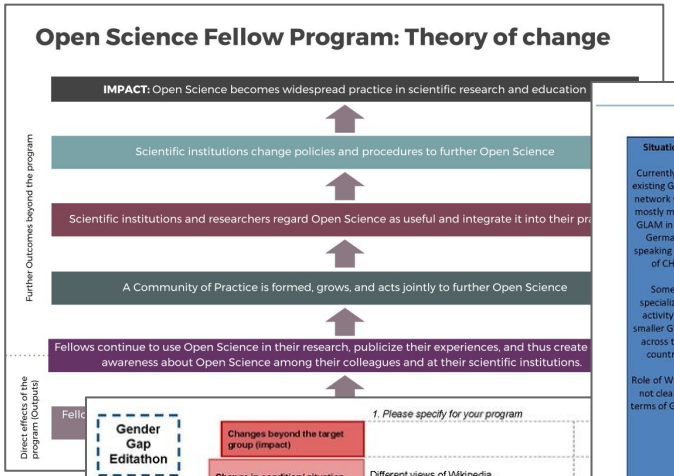
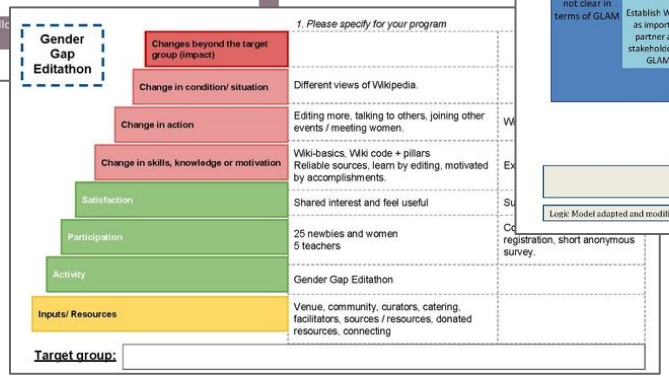
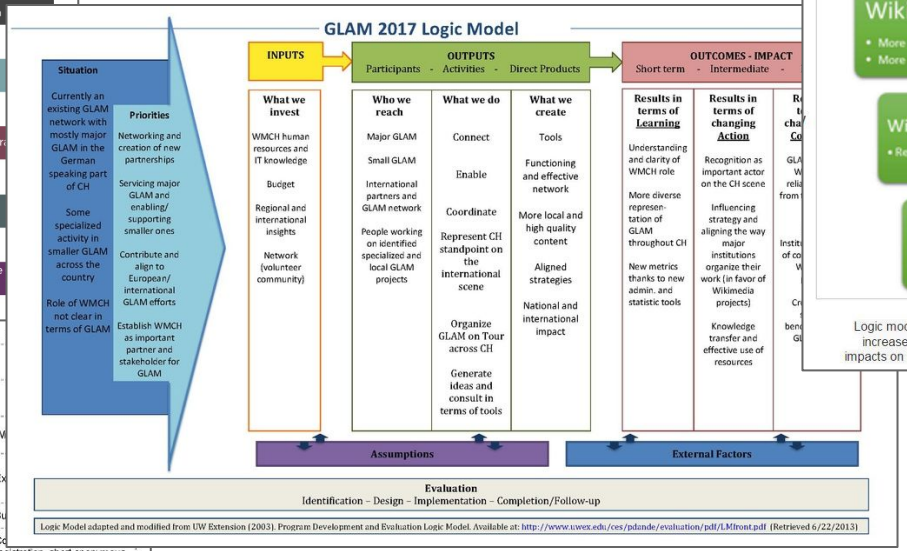
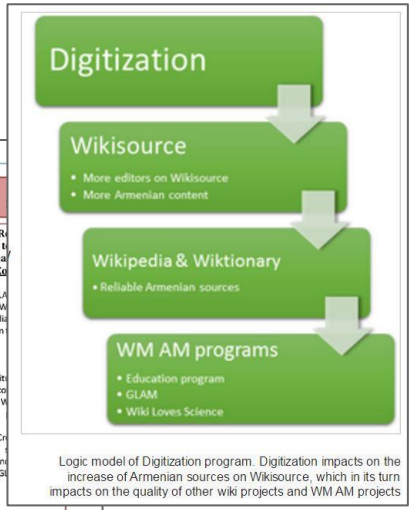
Different looks...









Logic model of Digitization program. Digitization impacts on the increase of Armenian sources on Wikisource, which in its turn impacts on the quality of other wiki projects and WM AM projects

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Common cause

Link our actions to intended outcomes/ societal change/ our mission

- An easy-to-grasp, visual diagram that illustrates how (you think) your program will work
- Demonstrates how your actions are linked to your goals or intended change

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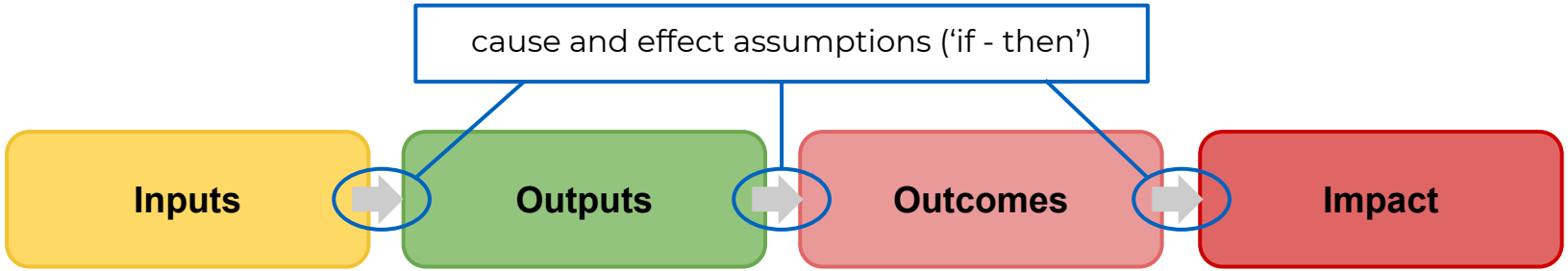
Basic elements



What you invest	***What you implement***	***What you change***	***What you change***
Time Money Resources …	Activities → *What you do* Target group → *Who you reach* Direct products → *What you create*	Short term → *Skills & Attitudes, Learning* Intermediate → *Behavior & Action*	Long term → *Conditions & Society* ***Change the world!*** ☺

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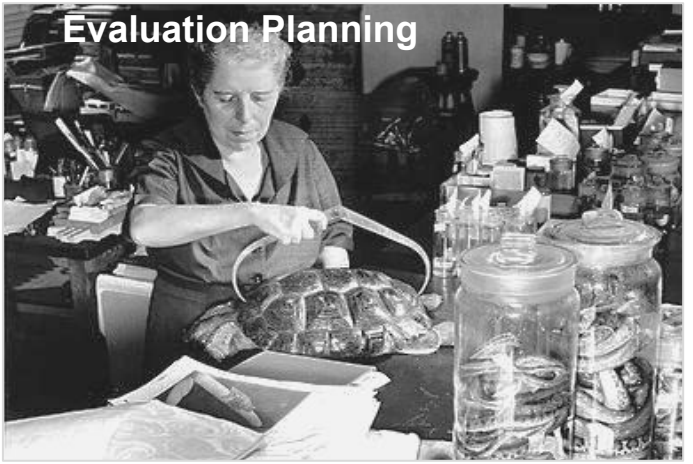
Program Planning

- Delivers a **graphic overview** of a program's activities and goals
- Helps you to **identify your outcome goals** right from the start ('to plan with the end in mind') and to make your assumptions explicit
- Establishes a **common understanding** among collaborators/ partners about how the program works and what its goal is

Evaluation Planning



- Defines key outcomes and helps you to **plan evaluation measures**
- Allows for **checking your program's logic** for gaps
- Long-term: Assumptions about input-output-outcome paths are **tested** (and used for improvements)

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Any questions so far?

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Let’s draft basic logic models! (15 min)

1. Get together in **groups of 2 or 3 people** (which you don’t know well or regularly work with so far!)
2. **Agree on one activity/ project/ program** you like to draft a basic logic model for.
3. Collect the basic **elements of your logic model on sticky notes**. Draft one note per: (Impact) - Outcomes - Outputs/ Activity - Inputs
4. Start with the Outcomes. **Keep it simple**, focus on **one or two outcomes**.
5. **Check for the connections**: Is the Output clearly connected to your intended Outcome?
6. Stick your Logic Model on the sticky wall.
7. Thank you! :)

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Reflection questions

- What did you learn about creating a logic model by doing this activity?
- What was hard? What was easy?
- What remaining questions do you have about logic models?

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More:

Session on Saturday: Partnerships & Logic Models

12: Putting it on the road: how to set up the daily business of managing partnerships (The Partnerships Playbook: Chapter II)

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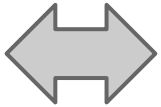
Outputs

Direct and observable products of a program's activities and services
➔ *measures of program implementation*



Outcomes

Short-term or mid-term results of the program's activities and outputs
➔ *measures of program success*

What's generated or what happens while working with your participants

Examples: Number of workshop participants; participants' activities during a workshop

How participants are affected when they go back to their everyday life

Example: Workshop participants change their behavior in the course after a workshop

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Step 1: Strategy

Step 2: Program Planning

Step 3: Evaluation Planning

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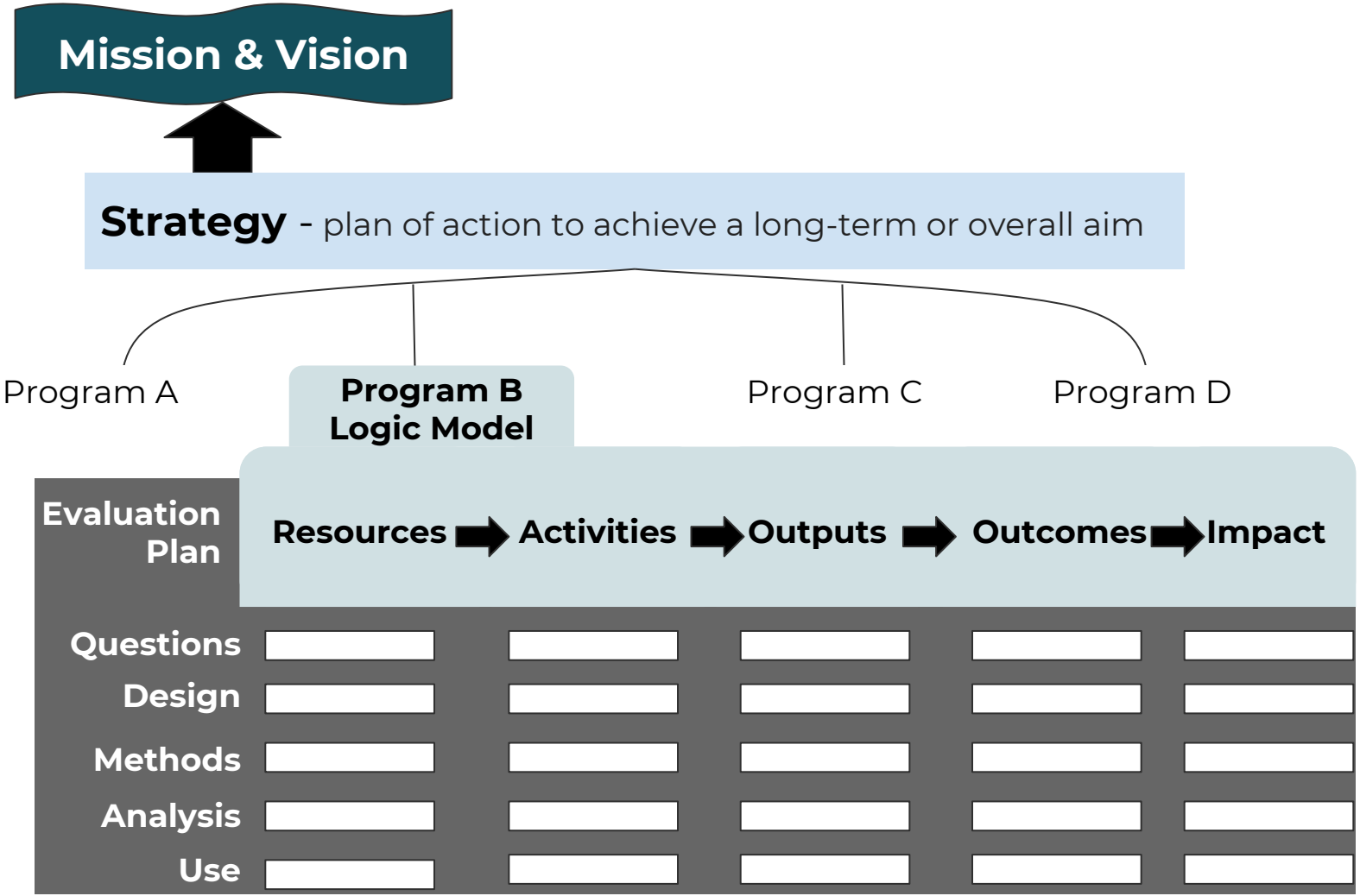
Evaluation Plans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Evaluation plans include everything in the Logic Model plus...

1. Evaluation questions
2. Indicators
3. Evaluation design
4. Data collection methods
5. Data analysis & reporting plan
6. Plan to share and use results

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1. Evaluation Questions

Parallel each section of the logic model and are evaluative (e.g. quality, value, success, challenge)

Common evaluation questions:

- What was the quality of implementation?
- How valuable were the outcomes?
- What were the barriers and accelerators?

2. Indicators

The measurement of the outcome

OR

How you know about an outcome

- They approximate, or “indicate” an outcome
- Not perfect
- Find the most meaningful indicator

Indicators vs. Targets

Examples

Outcome: Improve literacy among students in Mali
Indicator: Literacy test scores
Target: Students gain one grade level per year

Outcome: Increase knowledge equity on English Wikipedia
Indicator: Number of women editors
Target: 20% increase each year

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3. Evaluation Design

When and how often you evaluate

- When will you collect data? (e.g. before, after, during)
- How often will you collect data? (e.g. monthly, quarterly, annually)
- Do you need a baseline to compare to later?

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4. Data Collection Methods

How you collect information for evaluation

QUALitative

Goal: **Understand**

- Open & explorative
- Inductive → develop hypotheses
- Small sample
- Close to individual reality

QUANtitative

Goal: **Measure**

- Standardized
- Deductive → test hypotheses
- Large sample/ scale
- Generalizing across larger groups

5. Data Analysis & Reporting

Things to consider:

- Do you have people who can analyze data?
- Do you have the right software?
- How much time can you dedicate to analysis?
- What kind of reports will you create? Who are they for?

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6. Sharing & Using Results

Evaluation is about use, not compliance

What are different ways we can use the results?

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Draft your own evaluation plan!

- Break into 2 groups
- Pick one of the programs from the logic model sticky wall
- Create a poster with a rough draft evaluation plan, use the headings to the right

1. Evaluation questions
2. Indicators
3. Design
4. Data collection methods
5. Data analysis & reporting plan
6. Plan to share and use results

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Debrief

- What was that experience like?
- What was hard?
- What was easy?
- What remaining questions do you have about planning and evaluation?

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Please contact us!

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Attributions/ links

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- Logic Model Open Science Fellows Program (English), CC BY-SA 4.0
- Logic Model GLAM (WMCH), CC BY-SA 4.0
- Staircase Logic Model - Gender Gap Editathon.pdf, CC BY-SA 4.0
- WM AM digitization program logic model, CC BY-SA 4.0

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Logic Model Templates:

- 'Classic' Action Logic Model
- Staircase model (Google Doc)
- Logic Models on Meta

Evaluation Plan Template

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