How to Use and Create a Logic Model

Christiane Herber-Valdez, Ed.D.
Training Objective

Participants will increase their knowledge of logic models, understand the key parts of a logic model, and learn how the parts are connected in order to depict a theory of change and impact.
What is a logic model?

- Systematic and visual way to present and share your understanding of the relationships among the resources you have to operate your program, the activities you plan, and the changes or results you hope to achieve.

- Results in effective programming and offers greater learning opportunities, better documentation of outcomes, and shared knowledge about *what works* and *why*. 
Components of a logic model

Your planned work

Resources / Inputs → Activities → Outputs → Outcomes → Impact

1 2 3 4 5

Your planned work

- **Resources**: include the human, financial, organizational, and community resources a program has available to direct toward doing the work

- **Program activities**: are what the program does with the resources; activities are the processes, tools, events, technology, and actions that are an intentional part of the program implementation

Your intended results
Components of a logic model

- **Outputs**: are the direct products of program activities desired results
- **Outcomes**: are the specific changes in program participants’ behavior, knowledge, skills, status and level of functioning
- **Impact**: is the fundamental intended or unintended change occurring in organizations, communities or systems as a result of program activities within in 7 to 10 years
How to read a logic model

Certain resources are needed to operate your program.

1. Resources/Inputs

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

2. Activities

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

3. Outputs

If you accomplish your planned activities to the extent you intended, then your participants will benefit in certain ways.

4. Outcomes

If these benefits to participants are achieved, then certain changes in organizations, communities, or systems are expected to occur.

5. Impact

Your planned work

Your intended results
Logic model purpose and practical application

• Provide stakeholders with a road map describing the sequence of related events connecting the need for the planned program with the program’s desired results
  – Mapping a proposed program helps you visualize and understand how investments can contribute to achieving your intended program goals and can lead to program improvements

• Brings program concepts and dreams to life
  – Lets stakeholders try an idea on for size and apply theories to a model or picture of how the program would function
Why use a logic model?

Logic models are useful because…

• they are pictorial in nature
• they require systematic thinking and planning to better describe programs
• they are flexible and point out areas of strength and/or weakness
• they allow you to adjust approaches and change courses as program plans are developed
Developing a Basic Logic Model for Your Program

<table>
<thead>
<tr>
<th>Resources</th>
<th>Activities</th>
<th>Outputs</th>
<th>Short- and Long-term Outcomes</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>In order to accomplish our set of activities we will need the following:</td>
<td>In order to address our problem/charge we will conduct the following activities:</td>
<td>We expect that once completed or under way these activities will produce the following evidence of service delivery:</td>
<td>We expect that if completed these activities will lead to the following changes in 1-3 then 4-6 years:</td>
<td>We expect that if completed these activities will lead to the following changes in 7-10 years:</td>
</tr>
</tbody>
</table>

Outcomes and impacts should be **SMART**: Specific, Measureable, Action-oriented, Realistic, Timed
## Short- and Long-term Outcomes

<table>
<thead>
<tr>
<th>Resources</th>
<th>Activities</th>
<th>Outputs</th>
<th>Short- and Long-term Outcomes</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>In order to accomplish our set of activities we will need the following:</td>
<td>In order to address our problem or asset we will conduct the following activities:</td>
<td>We expect that once completed or under way these activities will produce the following evidence of service delivery:</td>
<td>We expect that if completed or ongoing these activities will lead to the following changes in 1-3 then 4-6 years:</td>
<td>We expect that if completed these activities will lead to the following changes in 7-10 years:</td>
</tr>
</tbody>
</table>

**Short-term outcomes** are specific changes in things like attitudes, behaviors, knowledge, skills, status, or level of functioning expected to result from program activities. These are usually expressed at an individual level.

**Long-term outcomes** are also specific changes in attitudes, behaviors, knowledge, skills, status or level of functioning expected to result from program activities. They usually build on progress expected by the short-term outcomes.
## Logic Model Impacts

<table>
<thead>
<tr>
<th>Resources</th>
<th>Activities</th>
<th>Outputs</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>In order to accomplish our set of activities we will need the following:</td>
<td>In order to address our problem or asset we will conduct the following activities:</td>
<td>We expect that once completed or under way these activities will produce the following evidence of service delivery:</td>
<td>We expect that if completed these activities will lead to the following changes in 7-10 years: We expect that if completed or ongoing these activities will lead to the following changes in 1-3 then 4-6 years:</td>
</tr>
</tbody>
</table>

**Impacts** are the kinds of organizational, community, or system level changes expected to result from program activities and which might include improved conditions, increased capacity, and/or changes in the policy area.
Example – Logic model of a family trip

**YOUR PLANNED WORK**

**Trip Planning**
- Resources / Inputs
  - Budget/$$
  - Family schedules
  - Holiday flight schedules
  - Frequent flyer holiday options
  - Holiday weather

- Activities
  - Create family schedule
  - Get holiday flight info/fare comparison
  - Purchase tickets
  - Ground transport/
  - Book hotel

**Outputs**
- Tickets for all family members
- Trip itinerary
- Frequent flyer miles used
- Money saved
- Transport/ Lodging

**Outcomes**
- Family members enjoy vacation

**Impact**
- Continued good family relations
Example 2 – Cookie Baking Logic Model

Situation: Co-workers are hungry for chocolate chip cookies.

**YOUR PLANNED WORK**

**Baking Planning**

- **Resources/Inputs**
  - Recipe
  - Cookie baker/oven
  - Cookie sheet
  - Chocolate Chips
  - Butter
  - Sugar
  - Eggs
  - Flour
  - Vanilla

- **Activities**
  - Look up recipe(s)
  - Go to grocery store
  - Purchase baking equipment (if needed)
  - Preheat oven
  - Combine ingredients
  - Make dough
  - Bake dough

**Outputs**

- Cookies!
- Present cookies on plate
- New recipe (if changes were made)
- Lessons learned

**Outcomes**

- Your co-workers eat the cookies
- Your co-workers like the taste
- Satiated co-workers
- Dirty kitchen

**Impact**

- Happy co-workers
- Continued good work relationships
References

• W.K. Kellogg Foundation
  Logic Model Development Guide
• Ellen Taylor-Powell, PhD and Ellen Henert
  Developing a logic model: Teaching and
  training guide
  University of Wisconsin-Extension