## Logic Models

# Exercise developed in partnership with Peter Frumkin, Ph.D.

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#### What is a Logic Model?

A logic model is a set of claims about how an organization produces something of value. It allows us to define and explore the links between what we do and how our efforts affect others. A logic model tells an organization's story and explains why a program or the organization exists.

### Logic Model Exercise

#### Use and disclaimer

Logic models can drive planning, guide implementation, connect to performance measurement, improve internal alignment and commitment, and secure external support. For this exercise, choose a program or service to examine that is already in existence or use the tool to map out a new one. If you've never worked on a logic model, start with something simple – to test the model and give everyone some experience with using such a tool.

#### Who should be involved

Start with anyone directly involved in the program or service. It may be that you want to include more internal or external stakeholders from there such as other staff, board members or the executive, board and staff

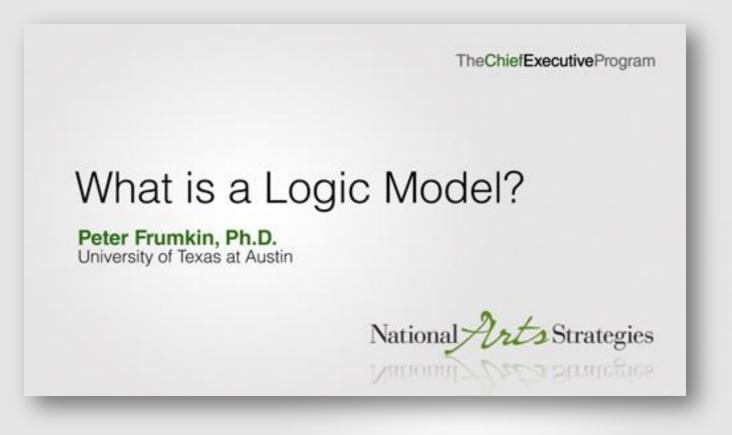
#### Time to complete

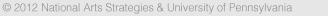
The time needed will depend on the complexity of the program or service being analyzed.

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#### Video presentation

Watch the video introduction by Peter Frumkin linked below and then work through this exercise with your team.







#### What is a Logic Model?

The elements of a logic model are:



**Inputs**: What the program needs to accomplish its purpose (facilities, staff, volunteers, grants, contracts etc.)

Activities: The work that is done in the program

**Outputs**: Units of production (number of hours of service delivered, number of people served, etc.)

**Outcomes**: What happens to constituents (knowledge or new skills gained, milestones reached – short, medium and long term)

Impact: The ultimate result and link to organization's mission

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#### Logic Model Exercise

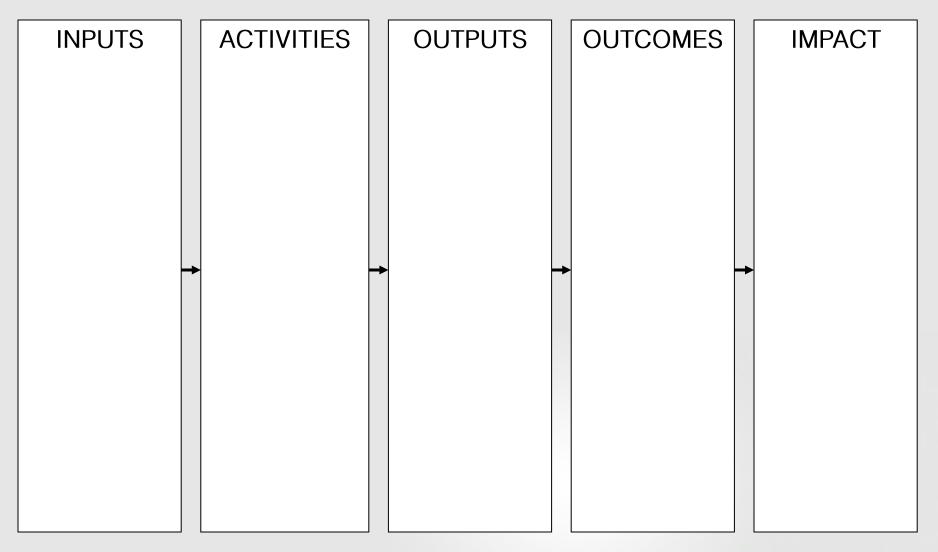
Using the logic model template that follows, choose a program you wish to review or initiate and complete the segments as follows.

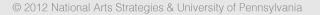
- 1. Inputs: Catalog what the program needs to accomplish its purpose
- 2. Activities: Detail the work that is done in the program
- 3. Outputs: List units of production
- 4. Outcomes: Describe what happens to constituents
- 5. Impact: Describe the ultimate result and link to organization's mission

*Note*: You can build a logic model for the organization as well.



#### Logic Model for \_





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### El Museo del Barrio: Outreach Programs

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES	IMPACT
Donors		# festivals hosted / # participants		
Volunteers	Festivals	# educational	Increased public understanding	Caribbean
Board/Staff	Educational Outreach	programs offered/ # students &	of C&L art	and Latin American cultural
Grants/Corp. support/	Programs	participants	New generation of C&L museum	identity appreciated and
Fees	Public Programs	# art educator training programs	goers cultivated	enhanced
Partner Organizations/Sch		offered/ # participants	Art educators are trained and	
ools		# distinct	engaged	
Theater and Building		communities/ schools served		
		# education- related theater rentals		

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## FD Logic Model

INPUTS	ACTIVITIES	OUTPUTS		OUTCOMES	IMPACT
Campers Staff Board Volunteer Grants Event revenue Donations Founder Equipment Infrastructure In kind gifts Media Alums Community	Kayak trips Rafting Mountain climbing Bridge Jumps Google groups Emb. Program Community events	#campers #camps #camper days #locations #ref. docs Geographical dispersion Diversity New vs. returning campers #of messages on google #facilities visited #cancer prof reached #articles placed #new people reached #emb engaged	•	Short term Escape Skills built Renewed interest in activity Sense of confidence and community Network of support Remove crutch Long term Confidence to live to fullest Letting people breathe Altering rel. with cancer Turning victims into survivors into masters Extending life	 Define and draw attention to the 18- 39 cancer pop. Altering perspective on cancer Creating a movement Reduce impact of cancer on society

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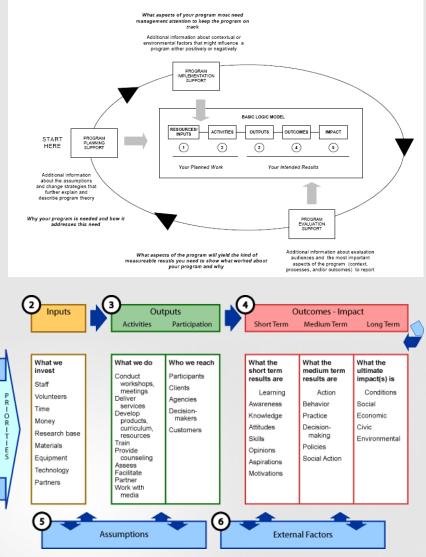
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### Sample logic models

INPUTS	out	PUTS	OUTCOMES					
What we invest	ACTIVITIES	PARTICIPANTS	SHORT TERM	MEDIUM TERM	LONG TERM			
Staff Money Time Volunteers Partners Equipment Materials	What we do Technical Assistance Fieldwork Research Studies Workshops Conferences Courses Media Work Facilitation Trainings	Whom we reach Students Scientists Tribes Citizens Private Sector Agencies Planners	What the short term results are Awareness Knowledge Skills Behavior Practices Motivations	What the long term results are Decisions Policies Social Action Industry Action Restoration Recovery Preservation	What the ultimate impact(s) are Social Economic Civic Environmental Value Added			

#### LOGIC MODEL EXECUTIVE SUMMARY



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activities.



Inputs

Resources a program

uses to carry out its

activities, for exam-

ple, staff, supplies,

volunteers, money.

Figure 5. Logic Model

Activities



The actual work or The accomplishservices of a proments, products, gram. Things that or service units staff and volunteers of a program, for do, such as counselexample, the numing, training, deliverber of persons who ing meals, and other received training. service delivery.

Changes that occur in people, policies, or something else as a result of a program's activities.

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Outcomes

Initial Outcomes: Changes that a program immediately produces in participants. For example, through training, a program might change people's knowledge, skills, or attitudes.

Intermediate Outcomes: Changes that occur later as a result of the initial outcomes. For example, people go to work as a result of knowledge and skills they gained.

Longer-term Outcomes: Changes that a program ultimately strives to accomplish and that follow from the intermediate outcomes. For example, as a result of going to work, people maintain a stable income and reside in decent housing.

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#### Additional resources

- Evaluation in Organizations: A Systematic Approach to Enhancing Learning, Performance, and Change, Russ-Eft & Preskill: <u>http://books.google.com/books?hl=en&lr=&id=oCmU\_jaAjRYC&</u> <u>oi=fnd&pg=PR5&dq=evaluation+in+organizations+russ-</u> <u>eft&ots=cunVoNmVRL&sig=cUZLrwaRasTVs39En4afi7P2ewY#v</u> <u>=onepage&q=using%20a%20logic%20model&f=false</u>
- W.K. Kellogg Foundation Logic Model Development Guide: <u>http://www.wkkf.org/knowledge-</u> <u>center/resources/2006/02/WK-Kellogg-Foundation-Logic-</u> <u>Model-Development-Guide.aspx</u>

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Thank you for taking the time to work through this exercise with your team. These online lessons are a bit of an experiment for us. As we learn more, we will continue to adapt and refine them.

Your feedback is vitally important. Please <u>let us know</u> how you used this tool. What was unclear? What would you add?

We look forward to hearing from you.

Thanks, The NAS Team



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