

Practical Evaluation: From Logic Models to Program Improvement

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Workshop Overview

- Introduction – self, workshop, and objectives
- Agenda – for workshop

Evaluation – Definition

- “The ... systematic collection of information about the activities, characteristics, and outcomes of programs for use by specific people to reduce uncertainties, improve effectiveness, and make decisions with regard to what those programs are doing and affecting.”

Source: Patton, 1997

Logic Models – Definition

- “The program logic model is a picture of how your organization does its work – the theory and assumptions underlying the program. A program logic model links outcomes (both short- and long-term) with program activities/processes and the theoretical assumptions/principles of the program.”

Source: W.K. Kellogg Foundation, 2001

Logic Models - Examples

- Generic – UW Extension
- Outcomes Model – Kellogg
- Activities Model – Kellogg
- Theory Model – Kellogg
- Hybrid Model – Kellogg

Sources: Taylor-Powell, 1998; W.K. Kellogg Foundation, 2001

Logic Models – Evaluation Use

- Outcomes – helps clarify
- Assumptions – reveals
- Logic – explicates
- Resources – identifies
- Data Collection – provides framework

Source: Coffman, 1999; Harris, 2001

Logic Models – Development

- Who? – all key program/organizational stakeholders – **examples?**
- When? – at key points in the life of a program or agency – **examples?**
- How? – via (external) group facilitation process; akin to (embedded in?) strategic planning

Exercise – Logic Model Development

- Individual – complete first row of the logic model template
- Small Group – present and discuss initial completion of the logic model template; identify and troubleshoot barriers to constructing the logic model

Logic Models – Translation/Work Plan

- Why? – need for concrete direction in program planning and evaluation
- How? – translate the program logic model into a program work plan; group process
- Who? – key program stakeholders, particularly program staff (and participants)
- What? – detailed implementation plan

Case Study – Youth Program

- Agency X – adolescent health nonprofit
 - Turbulent economic, staffing, and strategic planning period (FY01-02)
 - Newly focused mission regarding adolescent sexual health and teen parenting support (FY03)

Case Study – Youth Pgm. (cont.)

- YP Program – started as public education and media campaign around adolescent health issues (FY00-02)
 - Became health education and prevention program in three high schools (FY03-04)
 - Transformed into peer sex education and youth lead. development pgm. (FY05)

Case Study – Youth Pgm. (cont.)

- YP Program Logic Model – created via facilitation by agency board member; group included agency director, staff, and **program participants (FY04)**
- YP Program Work Plan – created via facilitation by agency board member; group included agency director and staff (**FY05**)

Exercise – Work Plan Development

- Small Group – select **one participant's** logic model template; assist this participant in completing the corresponding first row of the work plan template
- Large Group – share several challenges/strategies related to logic model and work plan development (**time permitting**)

Case Study – Youth Pgm. (cont.)

- YP Evaluation – by Marcia Festen & Assoc., commissioned by agency director and board; **emerging**; major strategies:
 - 1 – assess youth work portfolios
 - 2 – assess youth work self-reflections
 - 3 – connect to YP logic model
 - 4 – modify/improve YP for FY 06

Q and A

- Questions – regarding logic models, work plans, case study, ...
- Thank You – for your attendance and participation