

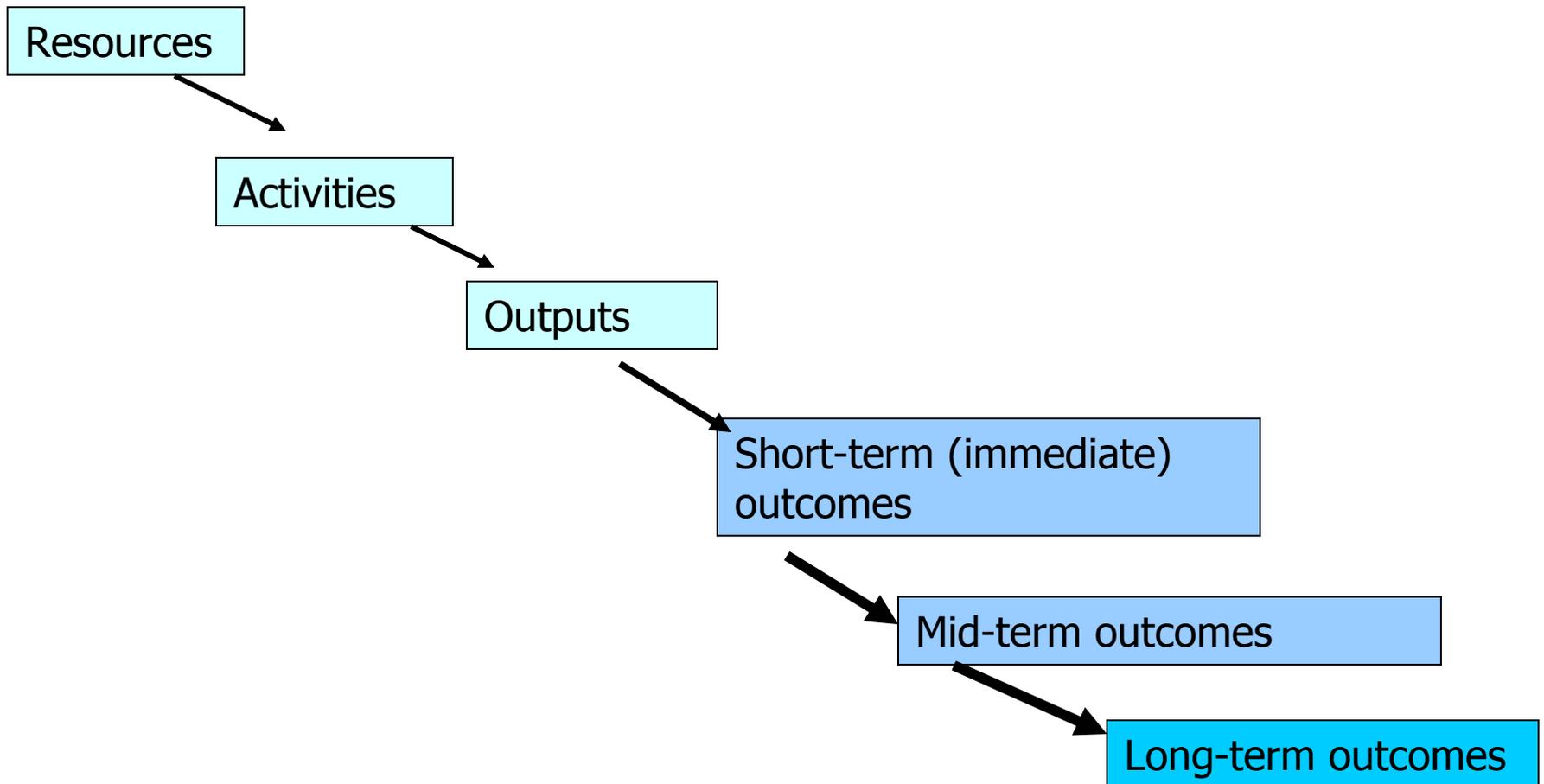
Program Logic Models

A means for developing strategic action plans

What is a logic model?

- A flow diagram of your program with defined goals, inputs, outputs and outcomes connected through causal links
- A visual depiction of what and how a program produces their outcomes
- Other terms include “outcome sequence charts” and “logic framework”

Project Logic Model



The Pieces of a Logic Model

- **Long-term Outcomes** – describe the intended ultimate impacts or objectives of the project on the issue. It might be social, economic, environmental or individual consequences. These consequences are expected to occur after a certain number of practice changes have been made.
- **Mid-term Outcomes** – describe expected impacts on the audience's behavior because of the project. What are the expected changes an individual is expected to actually make because of the project? This tends to occur after there has been an earlier change of knowledge, attitudes, skills or aspirations.
- **Short-term Outcomes** – describe the expected immediate impacts of the project (audience reactions, and change in knowledge, skills, abilities, or attitudes immediately following participation in the project).

More Pieces . . .

- **Resources** – the time, money, human resources, office space, utilities, equipment, supplies, management and partner support, etc. needed to accomplish the project.
- **Activities** – what you spend your time doing in order to achieve the desired outcomes, produce the necessary outputs, or obtain resources.
- **Outputs** – physical products resulting from activities and/or needed to support achieving the desired outcomes.

How To Construct a Logic Model

Step 1. Identify and the impacts (outcomes) of the project on the intended audience and/or issue (as short-, mid-, and long-term outcomes).

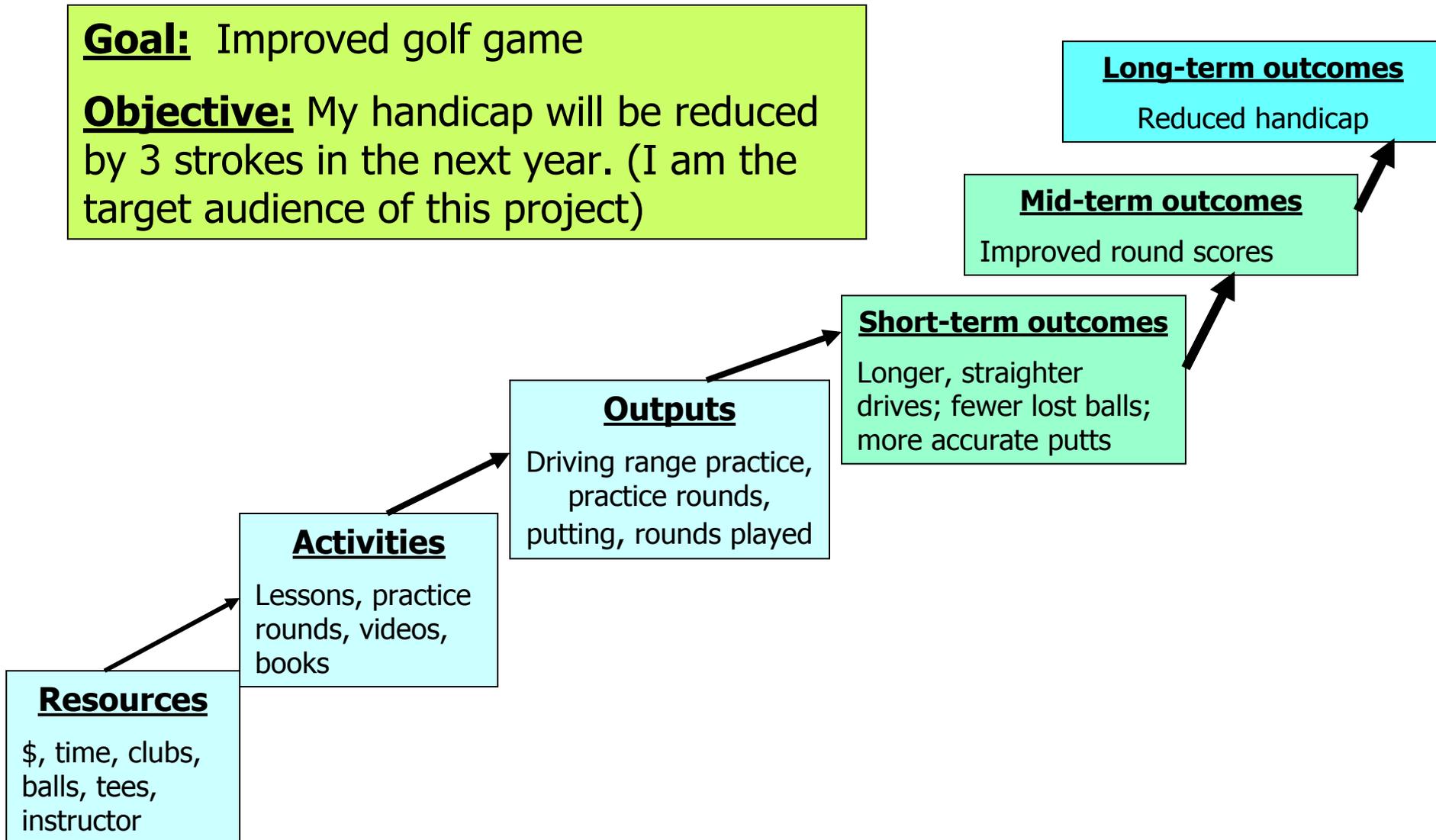
Step 2. List the activities and outputs that will support achievement of the objectives/outcomes

Step 3. List the resources needed and/or available

Step 4. Restate the outcomes as SMART Objectives

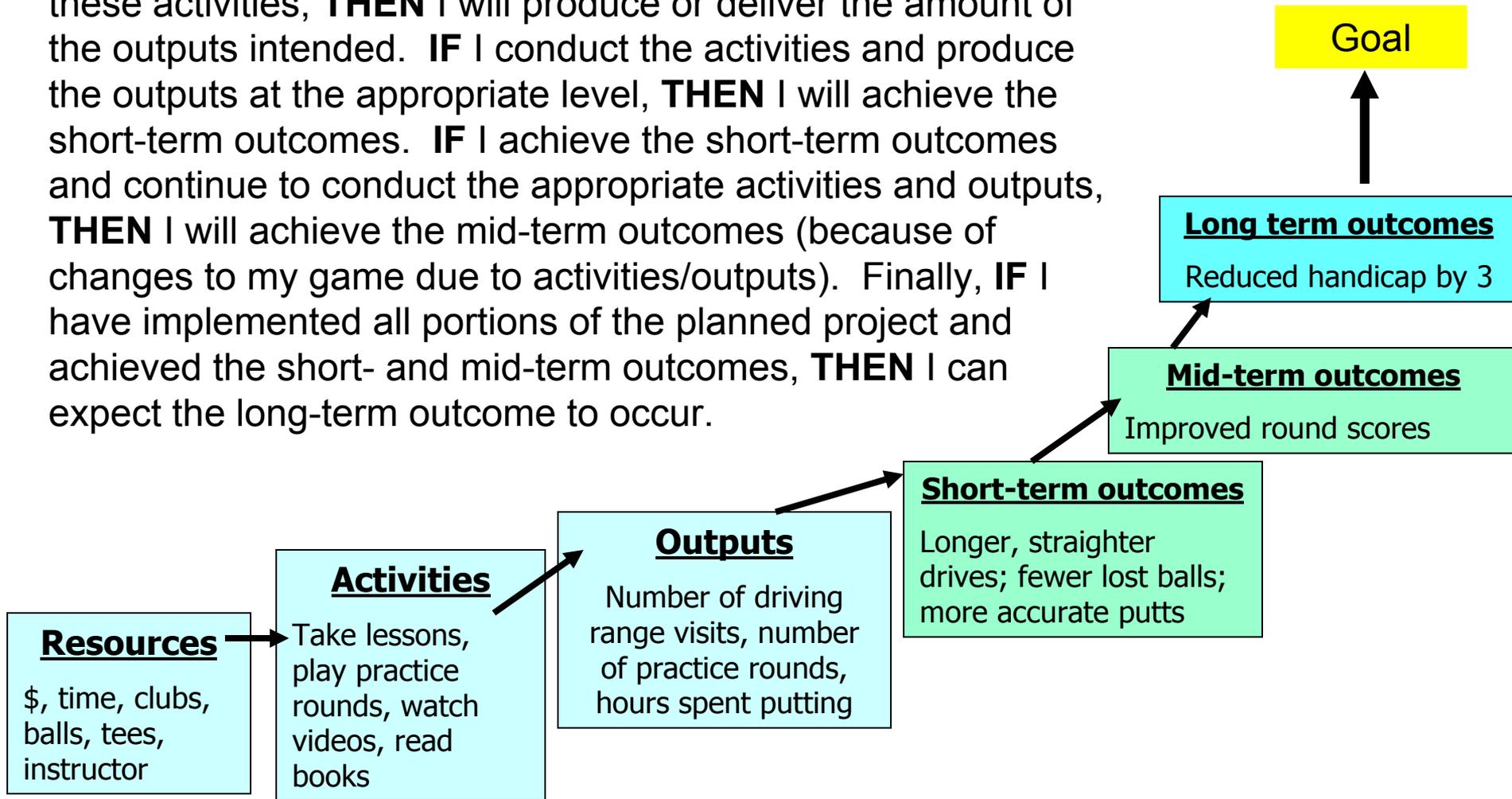
Step 5. Read the model left-to-right as a series of “If . . . then . . .” statements.

Sample Logic Model

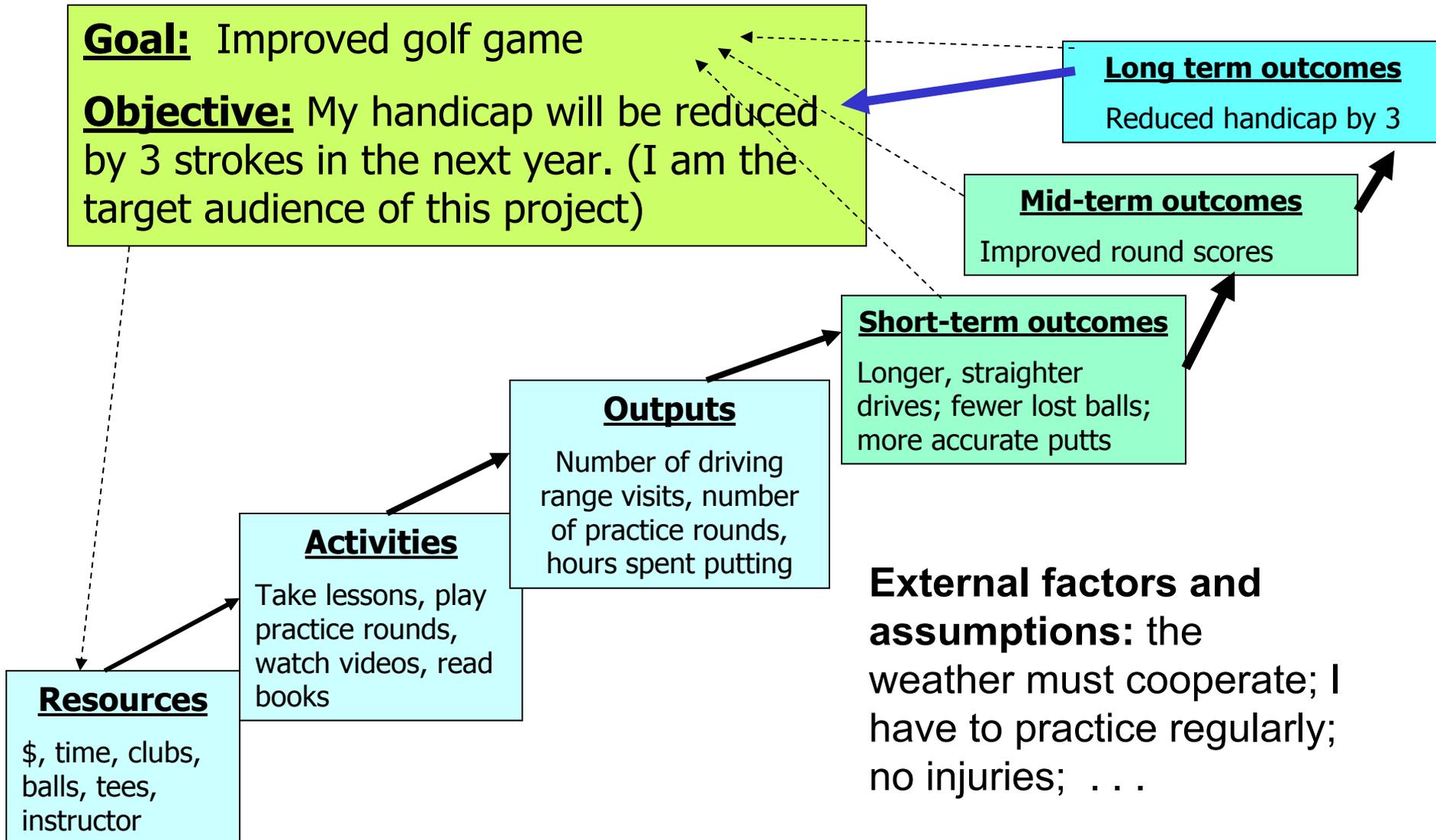


How to Read a Logic Model for Project Management

(Left to right). **IF** I have access to, and invest the resources shown, **THEN** I can conduct the activities listed. **IF** I conduct these activities, **THEN** I will produce or deliver the amount of the outputs intended. **IF** I conduct the activities and produce the outputs at the appropriate level, **THEN** I will achieve the short-term outcomes. **IF** I achieve the short-term outcomes and continue to conduct the appropriate activities and outputs, **THEN** I will achieve the mid-term outcomes (because of changes to my game due to activities/outputs). Finally, **IF** I have implemented all portions of the planned project and achieved the short- and mid-term outcomes, **THEN** I can expect the long-term outcome to occur.



Sample Logic Model



Benefits of Logic Models

- Shows how all the components fit together
- Helps individuals see how they contribute to the mission of the group
- Helps connect how resources are used and impacts from their use
- Helps identify appropriate performance measures
- Basis of planning, evaluation, and management decisions

Another way to look at logic models and objectives

The mission of (your program or project)

Is to produce/provide (activities, products)

To/for (target audience)

So that they (short-term or immediate outcomes, or learning)

And will be able to (mid-term outcomes, or application)

Resulting ultimately in (long-term outcomes or change to the issue)

Applying it to Organizations . . .

The mission of Coastal Services Center (a NOAA/NOS office)

Is/are to produce/provide techniques and tools

To/for coastal resource managers

So that they use appropriate methods to address their priority coastal resource management (CRM) issues

And will be able to increase their effectiveness and efficiency in CRM decision-making

Resulting ultimately in improved management and health of coastal resources

. . . To offices . . .

The mission of Coastal Management Services (a branch of CSC)

Is/are to produce/provide products, services, and techniques

To/for coastal resource managers

So that they are able to identify, select, and exchange information and skills on techniques to address CRM issues

And will be able to use these methods (tools, techniques, or strategies) in their work

Resulting ultimately in better management of coastal resource use

. . . To programs . . .

The mission of Coastal Learning Services (a CSC program within CMS)

Is/are to produce/provide training, meeting support, and technical information

To/for CRMs

So that they can identify, assess, and select appropriate tools, skills, and techniques to assist with their jobs

And will be able to apply those to CRM decision-making

Resulting ultimately in improved decision-making and more effective CRM

. . . To projects.

The mission of the Project Design and Evaluation workshop (a CLS project)

Is/are to produce/provide information, skills, and tools on sound instructional design and develop practices

To/for extension, education, and outreach professionals working in CRM

So that they describe the project design and evaluation process, including logic model use and construction

And will be able to apply appropriate instructional design theory and practices to project development

Resulting ultimately in improved projects and measures of the impacts and outcomes of CRM efforts.