

## Logic Model Guide



Logic Model Components	Alternative Terms	Questions to Consider/Helpful Hints
Goal(s)	Impacts Objectives Long-term Outcomes	<ul style="list-style-type: none"> <li>• Is the goal framed in terms of <b>change</b>?</li> <li>• Is this goal realistic? Can we expect it to come about as a result of the intended outcomes?</li> <li>• Does the goal specify the target population?</li> <li>• Does the goal adequately encompass the entire scope of the activities and outcomes included in the theory?</li> </ul>
Activities	Processes Strategies Methods Action Steps	<ul style="list-style-type: none"> <li>• Does the organization have adequate resources/capacity to implement these activities?</li> <li>• Typically expressed as a verb: this is what you are doing. Example: transporting clients, facilitating group, sheltering, teaching, counseling, providing.</li> </ul>
Outputs	Deliverables Units of Service Products	<ul style="list-style-type: none"> <li>• Do all outputs have activities (and resources) associated with them?</li> <li>• Are the outputs quantifiable? Measurable?</li> <li>• Typically expressed as numbers. Example: number of clients served.</li> </ul>
Measurement Methods	Tools	<ul style="list-style-type: none"> <li>• What items/methods will be used to collect information (i.e. client surveys, pre/post tests, focus groups, attendance sheets, etc.)?</li> </ul>
Outcomes	Results Impacts Objectives  Change in a person's knowledge, beliefs, abilities, attitudes, status (i.e. health, mental health, economic, etc.)	<ul style="list-style-type: none"> <li>• Can these outcomes realistically be expected to occur as a result of the listed activities?</li> <li>• Are the outcomes phrased in terms of <b>change</b>?</li> <li>• Do the outcomes clearly identify who or what will experience the intended change?</li> <li>• Are the outcomes measurable?</li> <li>• Expressed as a statement. The basic thinking is "If I do x, then y will happen."</li> <li>• This is the benefit or change for a participant during or after their involvement with the program. It can relate to knowledge, skills, behavior, condition or status.</li> <li>• The actual outcome is simply a direct statement of hoped for client condition; it does not contain numbers. Example: parents read to their preschoolers more often.</li> </ul>