



**Logic Modeling**

Logic models are visual representations of the logic and theory of change behind a project. They map out the pathways for why which activities should lead to what outputs (deliverables) and outcomes (changed behaviors, attitudes, perceptions, etc.). As such, they are extremely valuable tools for ensuring that projects are designed and implemented with the alignment necessary to have relevant measurable outcomes. Even for existing projects, they are useful tools for identifying new and/or improved performance metrics that demonstrate whether intended outcomes are being met. The following table offers the questions to consider along with their role in the planning process. This grid is applicable to in-design programs, as well as decades-old ones. The idea is to answer what you can from the reality of your existing program and then push beyond what is already known. The idea is certainly not that your program needs a new purpose or goals, only that we need to identify compelling new ways of assessing whether the existing ones are being met. It can be useful to have individuals complete these and then compare notes, as well as to complete the “master” version by consensus of the group. **There is a workspace for these on the second page.**

<b>Planning Question</b>	<b>Purpose in Answering the Planning Question</b>
What problem is our project designed to address?	Guides alignment between activities and intended outputs/outcomes
What specific goal(s) is our project designed to achieve?	
How/why is change predicted to happen and in what period(s) of time (Theory of Change)?	Can identify “proxy” mid-course measures that may demonstrate measurable change faster than the can measures of the intended outcomes
What are the assumptions behind why we think our approach will have the desired effects?	Helps to call attention to potential gaps in service/support and address mismatch between target population characteristics and program targets
What resources/expertise do we have that position this project to succeed (inputs)?	Helps call attention to additional needed resources and/or underutilized existing resources
What activities will move us toward achieving our goals?	Focuses the intended content and delivery methods, and participant engagement, identified as needed to achieve program goals
What are the predicted deliverables/outputs from those activities?	Identifies measurable, concrete performance metrics that directly align with the outputs and outcomes of activities to meet overall program goals
What are the predicted short, medium, or long-term outcomes of those outputs and/or activities?	
How do those outcomes translate to attaining the overall project goal?	

**Workspace:**

What problem is our project designed to address?

What specific goal(s) is our project designed to achieve?

How/why is change predicted to happen and in what period(s) of time (Theory of Change)?

What are the assumptions behind why we think our approach will have the desired effects?

What resources/expertise do we have that position this project to succeed (inputs)?

What activities will move us toward achieving our goals?

What are the predicted deliverables/outputs from those activities?

What are the predicted short, medium, or long-term outcomes of those outputs and/or activities?

How do those outcomes translate to attaining the overall project goal?