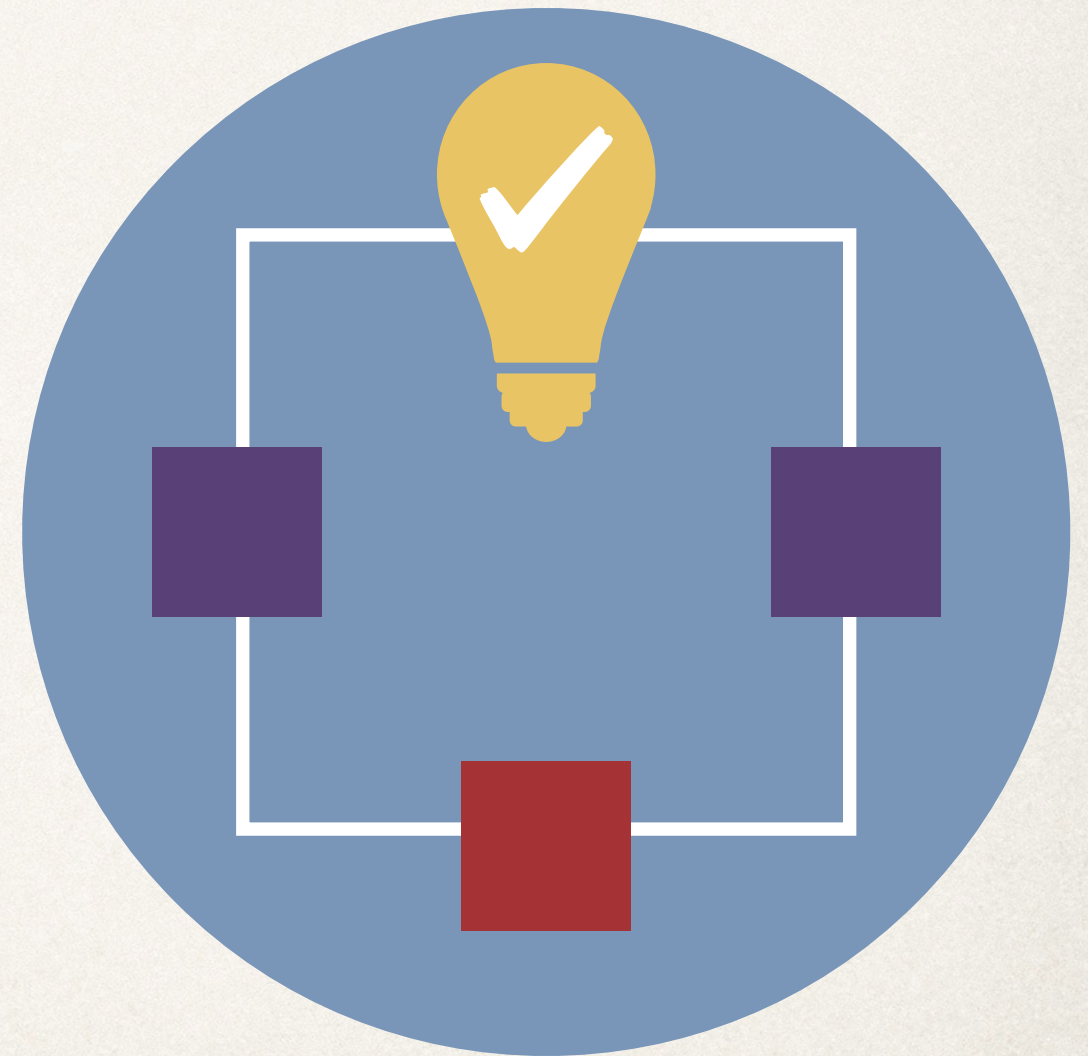


Jacob Campbell, LICSW  
Heritage University  
SOWK 460 Spring 2020

# Program Evaluation Process & Logic Models

The start of a the program  
evaluation process

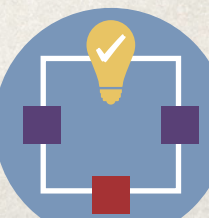




# Agenda

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- ❖ Overview of program evaluation process
- ❖ Logic models





# Key Parts of Program Evaluation

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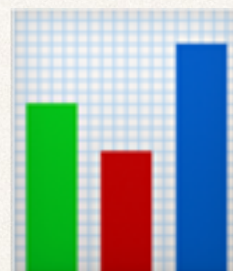


Engage stakeholder in the evaluation process



Data collection

Assess and address agency political factors

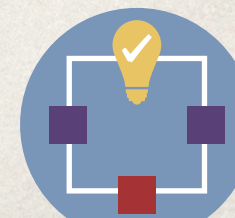


Reporting and using data



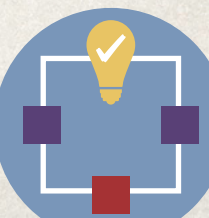
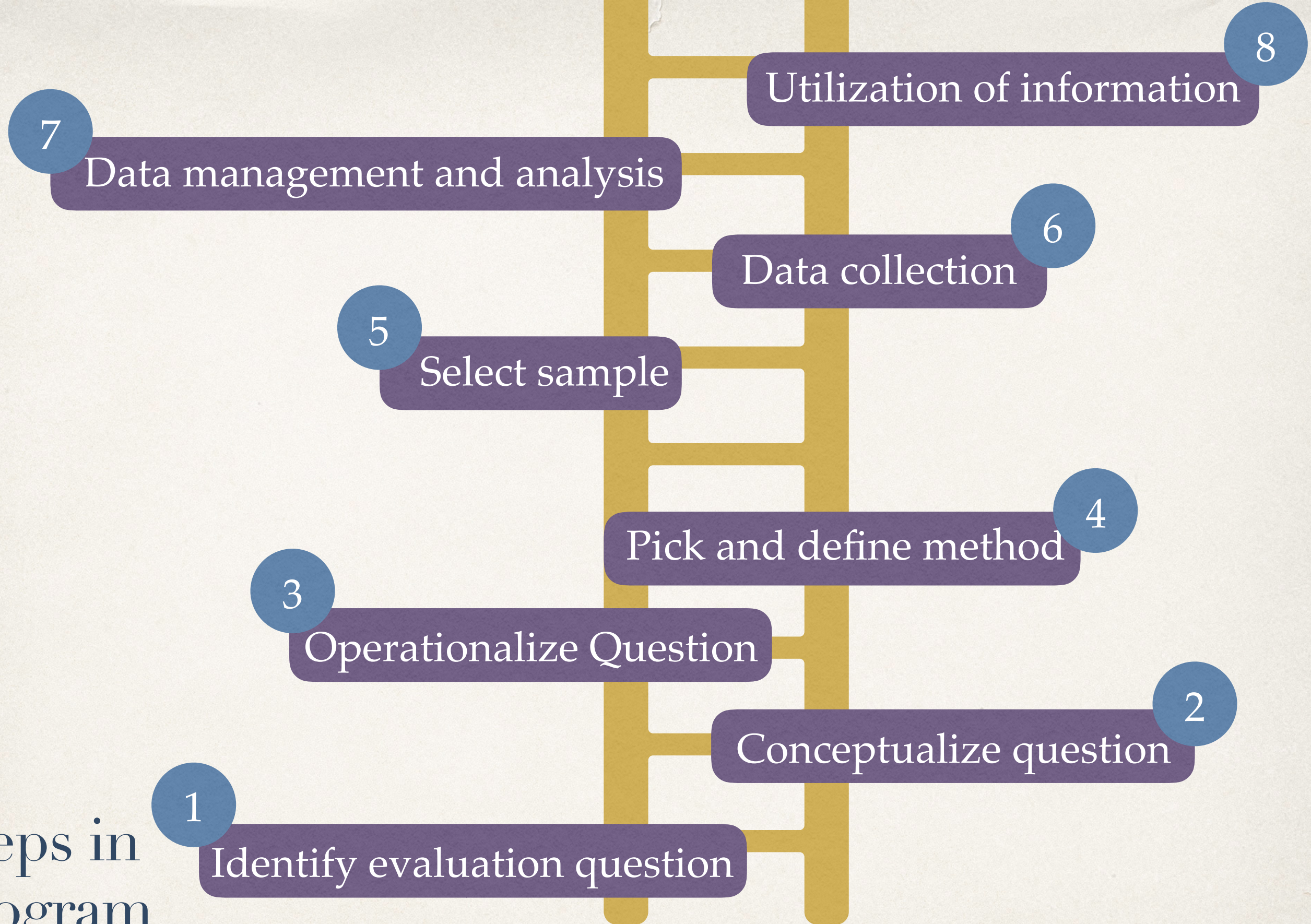
Choose an evaluation design

Addressing culturally competent program evaluation





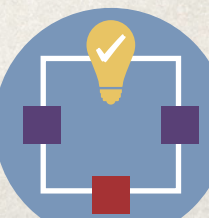
# Steps in Program Evaluation



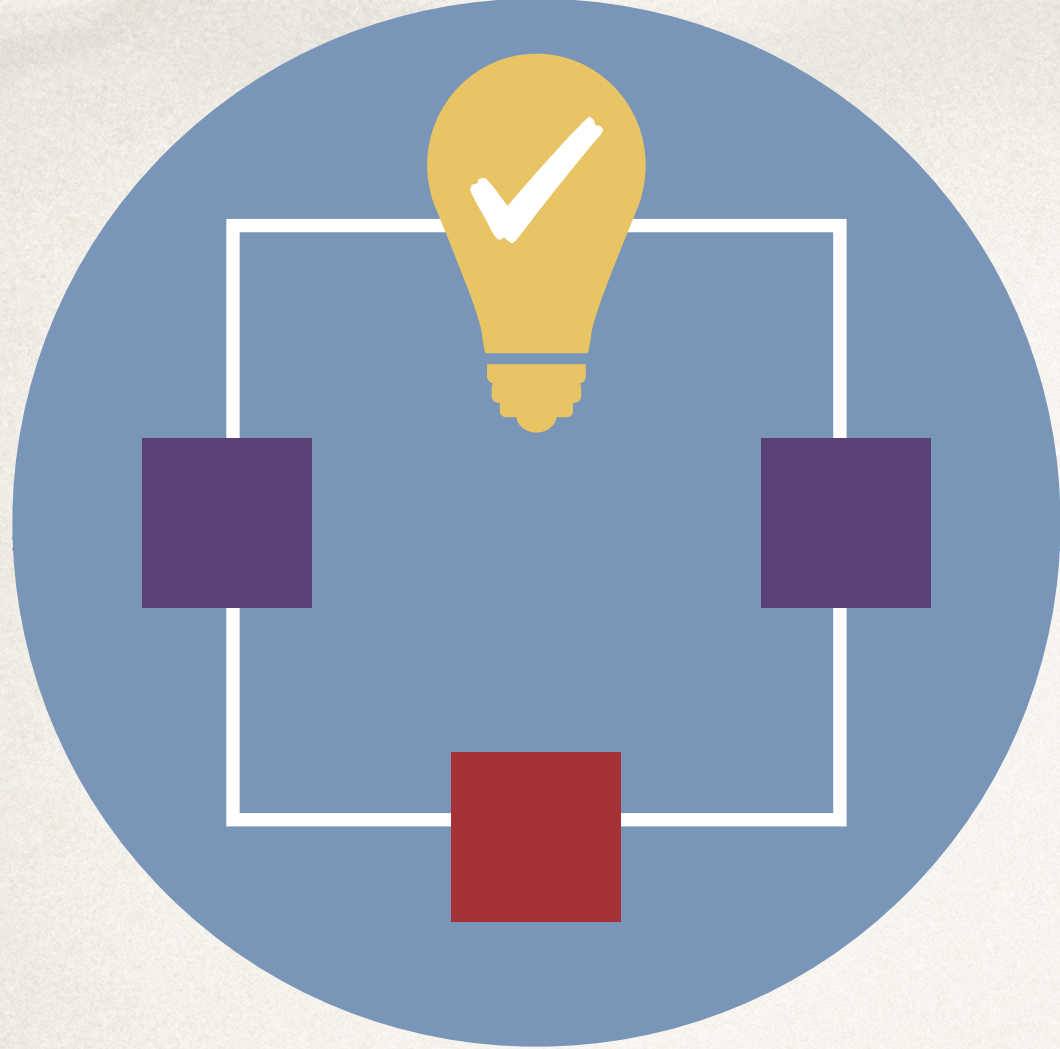




*What is your  
current thinking  
for your program  
evaluation?*



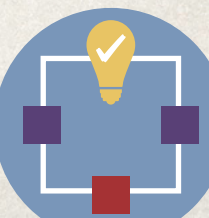




# Logic Model

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A program logic model is a picture of how an 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 principles / assumptions of the program.

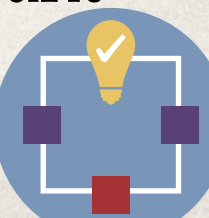




# Logic Models - Purpose

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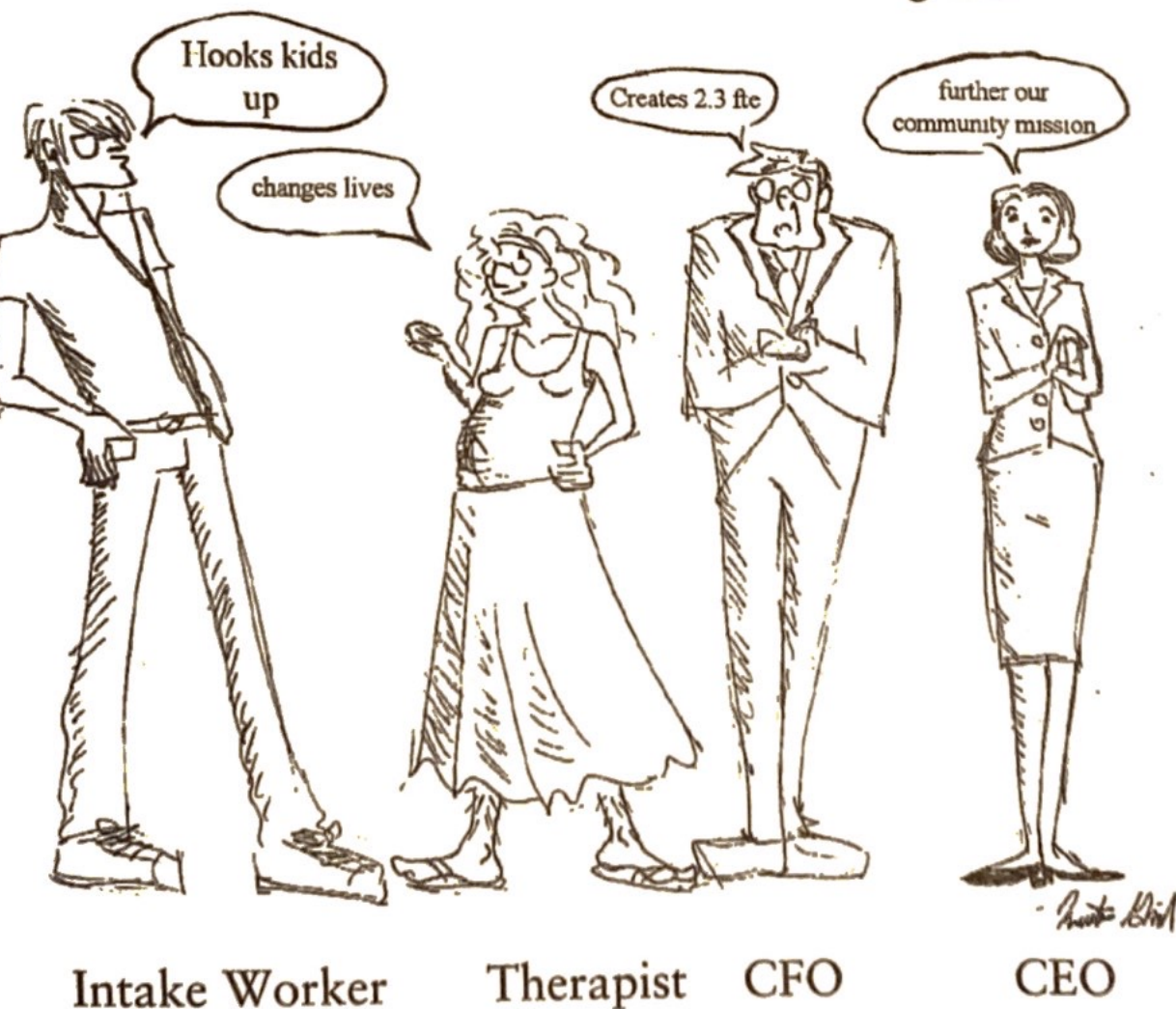
- ❖ Stakeholders are allowed to articulate their views about the program
- ❖ Stakeholders are allowed to hear and appreciate the views of other stakeholders
- ❖ Divergent views about the program are synthesized in a collaborative process.
- ❖ An integrated model is developed with stakeholder ownership
- ❖ The integrated model is scrutinized publicly for feasibility
- ❖ The model serves as a solid reference for program management decisions
- ❖ The model is used as an organizing tool for evaluation
- ❖ The model can be used as a promotional tool for the program
- ❖ The model can be employed to support program proposals for grant activities





# Engaging all of the stakeholders will get a more complete picture

## Purpose of Information/Referral Program

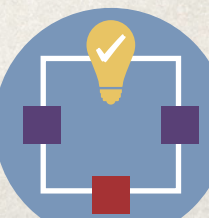


- Clients
- Direct service staff
- Supervisory / management staff
- Executive staff
- Board of directors
- Funders
- Community partners



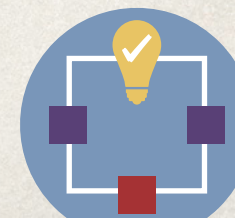
## Potential Interview Questions

- ❖ How is the program staffed and organized?
- ❖ What components are involved with the program other than staff?
- ❖ Can you describe the major activities of the program?
- ❖ What resources are devoted to these activities
- ❖ What are the main objectives of the program? What is the program trying to accomplish
- ❖ What accomplishments is the program likely to achieve in the next 2 and 3 years? What would you expect?
- ❖ How will these activities undertaken by the program accomplish the results?
- ❖ What kinds of information do you have on the program?
- ❖ How do you use this information?
- ❖ What kinds of information do you need to assess program performance?
- ❖ How would you use this information?
- ❖ What measures or indicators are relevant to the program?
- ❖ What problems face the program?
- ❖ What factors are likely to influence the program over the next 2 to 5 years?



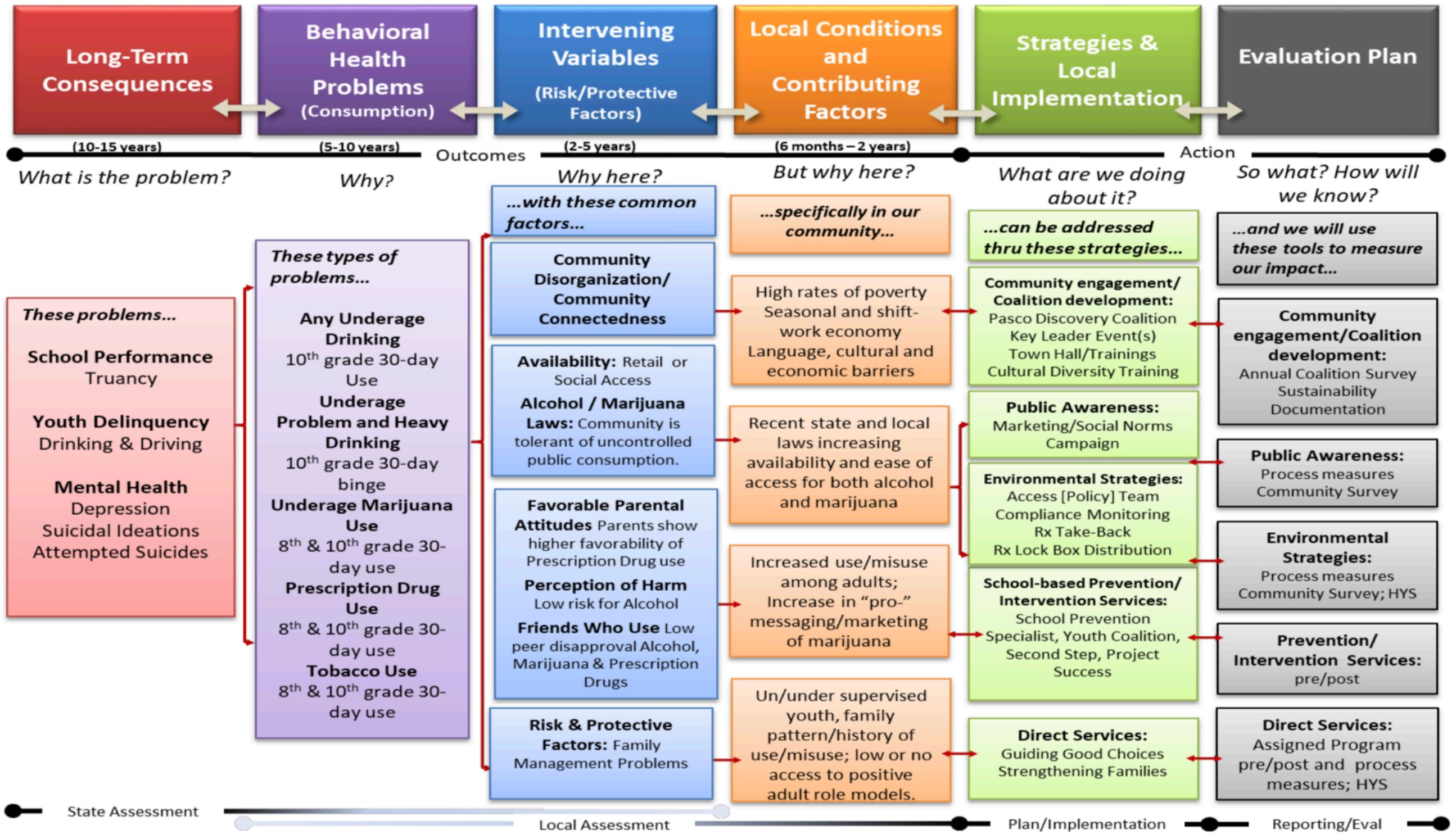


# A Program Logic Model





# Pasco Discovery Coalition Logic Model







Resources/Inputs

The human, financial, organizational, and community resources a program has available to direct toward doing the work

Activities

What the program does with its resources (processes, tools, events, technology, actions)

Outputs

The **direct product** of program activities; described in terms of size and/or scope of services/products delivered or produced by the program

Outcomes

Specific **changes in program participants'** behavior, knowledge, skills, level of functioning, etc.

Impact

**Organizational, community, or systems-level changes** expected as a result of the program



# Developing a Logic Model Practice

Ask questions about the Children's Day Program to work in small groups to create an example of a logic model





# Make a Plan for Developing Your Logic Model

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- ❖ Who are the stakeholders for your agency
- ❖ What would be some of your questions
- ❖ What would the categories look like

