

# DEVELOPING A PROGRAM DESCRIPTION

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*How Do We Understand Our Program and  
Reviewing Our Logic Models*

Jacob Campbell, Ph.D. LICSW  
Heritage University

Spring 2024 for SOWK 460w

# AGENDA

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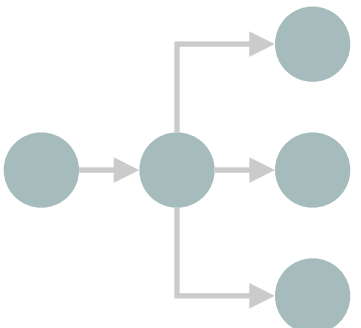
- A brief presentation about the MSW program by Dr. Juarez
- Planning for presentations
- Reviewing process for logic model development
- Developing a rubric for our logic models
- How we can develop a program description from our logic models



# MASTER OF SOCIAL WORK PROGRAM

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*Presentation*



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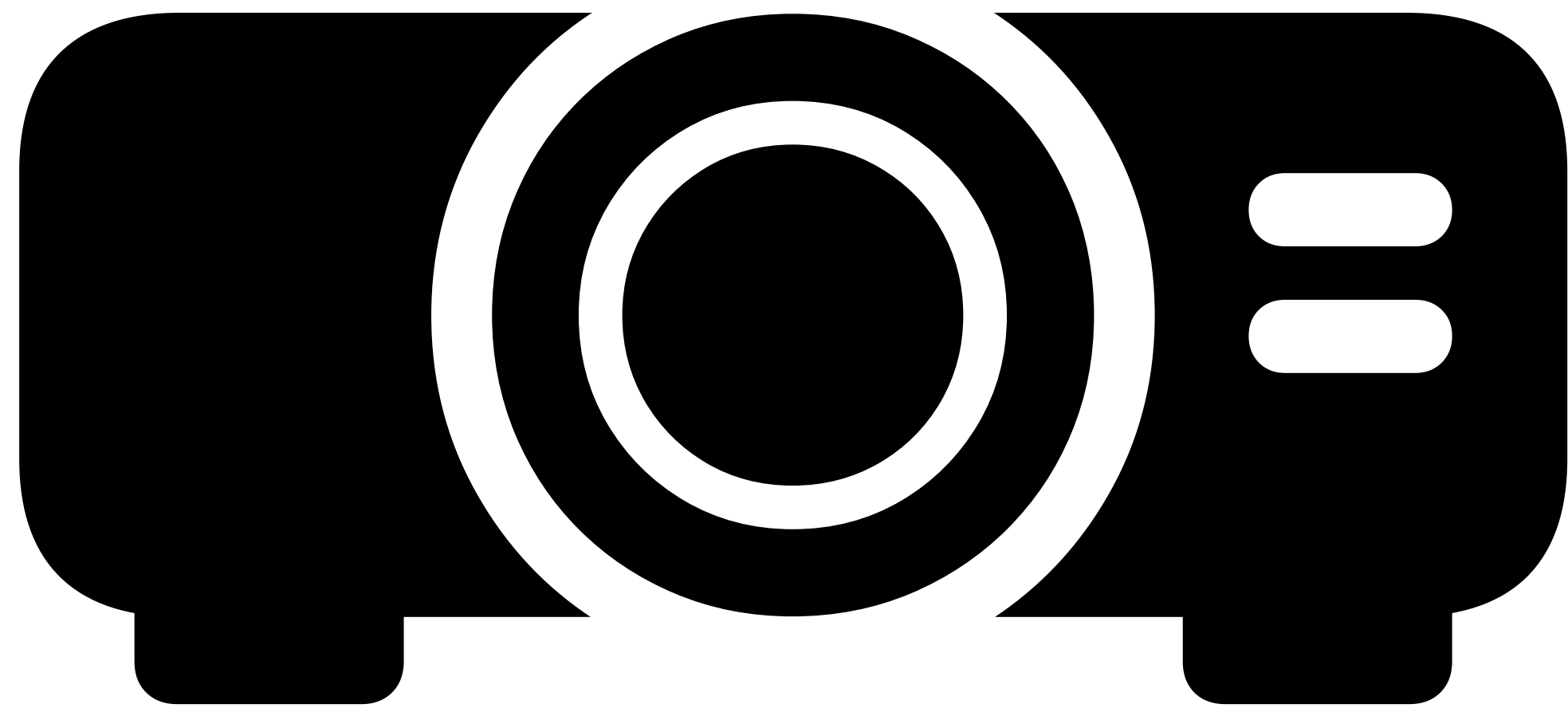


*Dr. Miguel Juarez*

Assistant Director, MSW Program

MONDAY APRIL 29TH 2024

# PRESENTATION PLANNING



Who do we invite  
What do we call it  
Do we have food



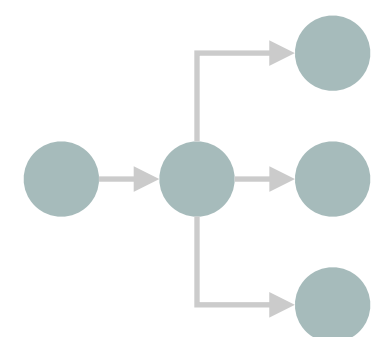
[https://x.com/CDC\\_Genomics/status/996079133494005761](https://x.com/CDC_Genomics/status/996079133494005761)

What **success** did you have?

What **barriers** did you face?

If you were to do it again, what would you do **differently**? Why?

## REVIEW: LOGIC MODEL DEVELOPMENT



# LOGIC MODEL RUBRIC DEVELOPMENT

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WHAT ARE THE  
QUALITIES AND  
COMPONENTS  
OF A GOOD  
LOGIC MODEL?



[Logic Model Rubric for SOWK 460w](#)

Link also in  
MyHeritage

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# LOGIC MODEL RUBRIC DEVELOPMENT

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Description	Initial	Emerging	Developed	Highly Developed
Write a description of the area being evaluated				

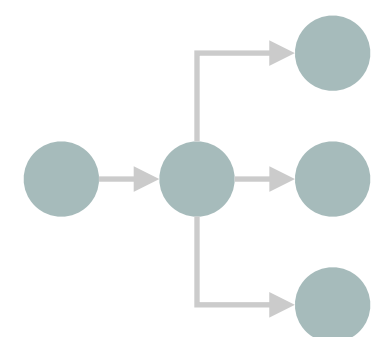
Use clear and concise language

Provide actionable feedback

Write what would be seen in each level



# USING LOGIC MODELS TO IDENTIFY KEY INFORMATION NEEDS



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# USING LOGIC MODELS TO IDENTIFY KEY INFORMATION NEEDS

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*Reviewing the logic model, ask yourself, “What information do we need to effectively evaluate the processes and outcomes of the program?”*

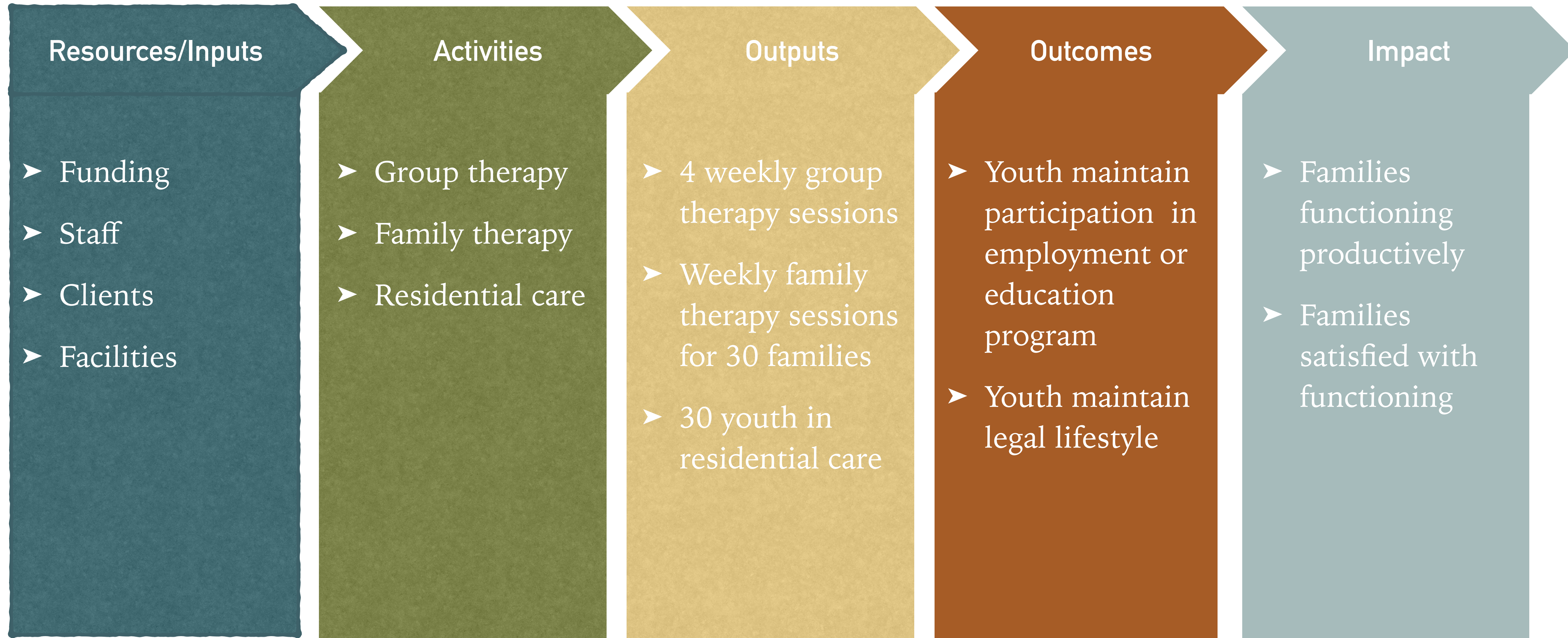
## Process

A process is the implementation of a key component of the program. In the Kellogg logic model, processes are described as activities and quantified as outputs.

## Outcomes

Outcomes are results that occur that are directly linked to program processes.

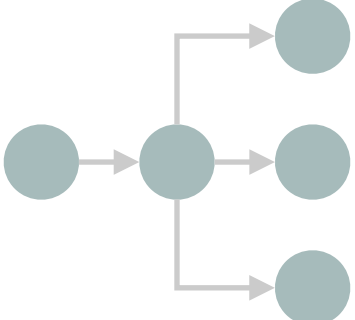
# RESIDENTIAL TREATMENT PROGRAM



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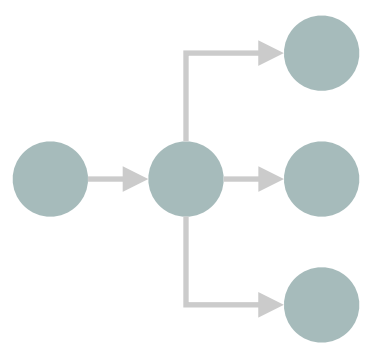
Program Component	Indicator
Weekly group therapy sessions	# of sessions
Weekly family therapy sessions	# of sessions



# RESIDENTIAL TREATMENT PROGRAM

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Program Component	Indicator
Weekly group therapy sessions	# of sessions
Weekly family therapy sessions	# of sessions
Youth maintain participation in employment or education program	% of youth employed or in education program 3 months, 6 months, and 12 months out
Youth maintain legal lifestyle	% of youth with no encounters with the legal system with first 12 months



# USING LOGIC MODELS TO IDENTIFY KEY INFORMATION NEEDS

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REVIEWING YOUR LOGIC MODEL, ASK YOURSELF...

**“WHAT INFORMATION DO YOU NEED  
TO EFFECTIVELY EVALUATE THE  
PROCESSES AND OUTCOMES OF THE  
PROGRAM?”**

# WRITING ABOUT YOUR DESCRIPTION OF THE PROGRAM

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- **Need:** What need or needs is this program designed to meet?
- **Context:** What is the program's context? Be sure to discuss the contextual or cultural factors that may affect the program's effectiveness?
- **Population Addressed:** Who is included in the population for whom activities are intended?
- **Stage of Development:** How long has the program been in place?
- **Resources:** What resources (e.g., staff, money, space, faculty time, partnerships, technology, etc.) are available to support the program?
- **Activities:** What specific activities are conducted to achieve the program's outcomes? (Note: Here is where you can provide additional information that you may have been asked to eliminate from the logic model, such as information on hours and availability of services, length of tutoring sessions, etc.)
- **Outputs:** What do the activities produce? (Remember, these are goal numbers, in this case measuring services delivered.)
- **Outcomes:** What are the program's intended outcomes? (Remember that outcomes are changes in attitudes, skills, or behaviors of participants. You may want to divide outcomes into short-term, intermediate, and long-term categories--it's up to you.)
- **Impact:** What is the program's intended impact on the larger community?