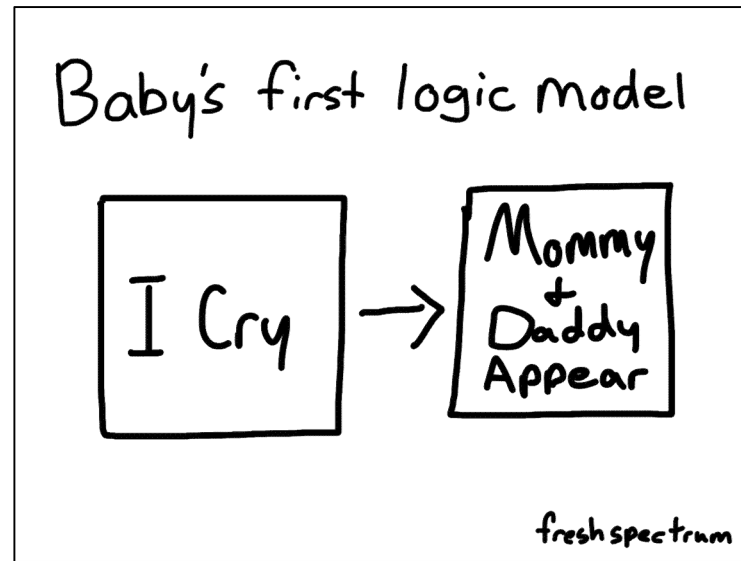


Outcome Logic Models



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UNIVERSITY OF
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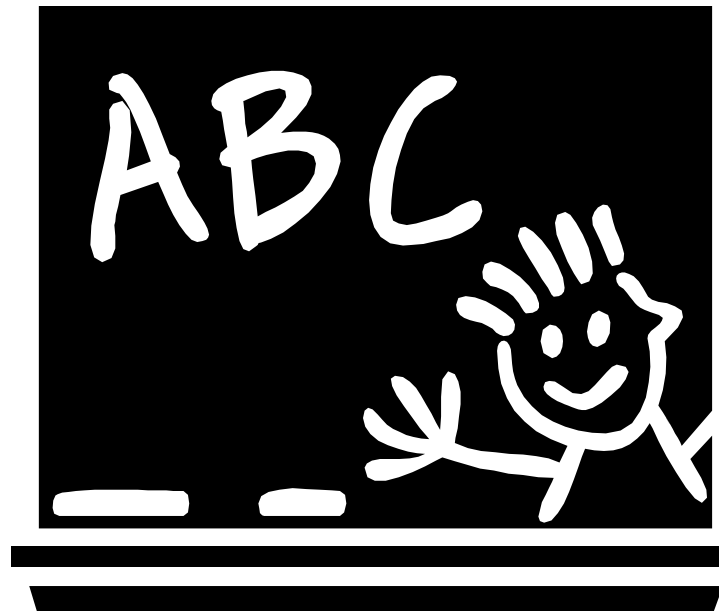


Today's Agenda

- Focusing on outcomes;
- defining terms; and
- constructing an outcome logic model

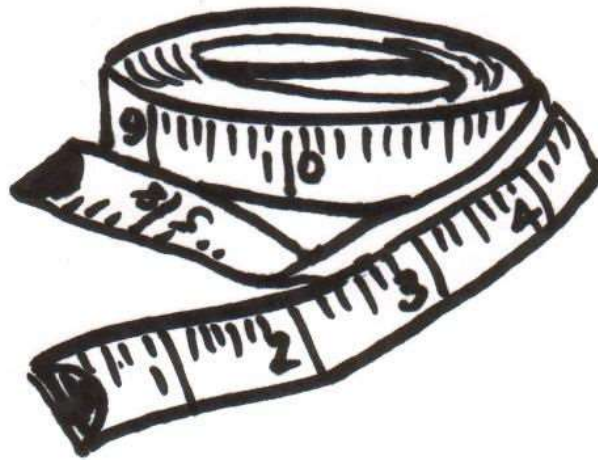


Defining Terms



Group Exercise

- Name some of the things that the Student Associations measure or track in their student programming



Inputs

*The **resources** dedicated to or consumed by the program*

Examples:

- Money
- Staff
- Volunteers
- Facilities
- Equipment
- Supplies

Activities

*What the **program** does with the inputs to fulfill its mission*

Examples:

- Clubs
- Events
- Commercial services
- Student societies
- Orientation week
- Student services

Outputs

The **direct products** of program activities

Examples:

- # of student clubs
- # of participants
- # volunteers
- # of student groups served

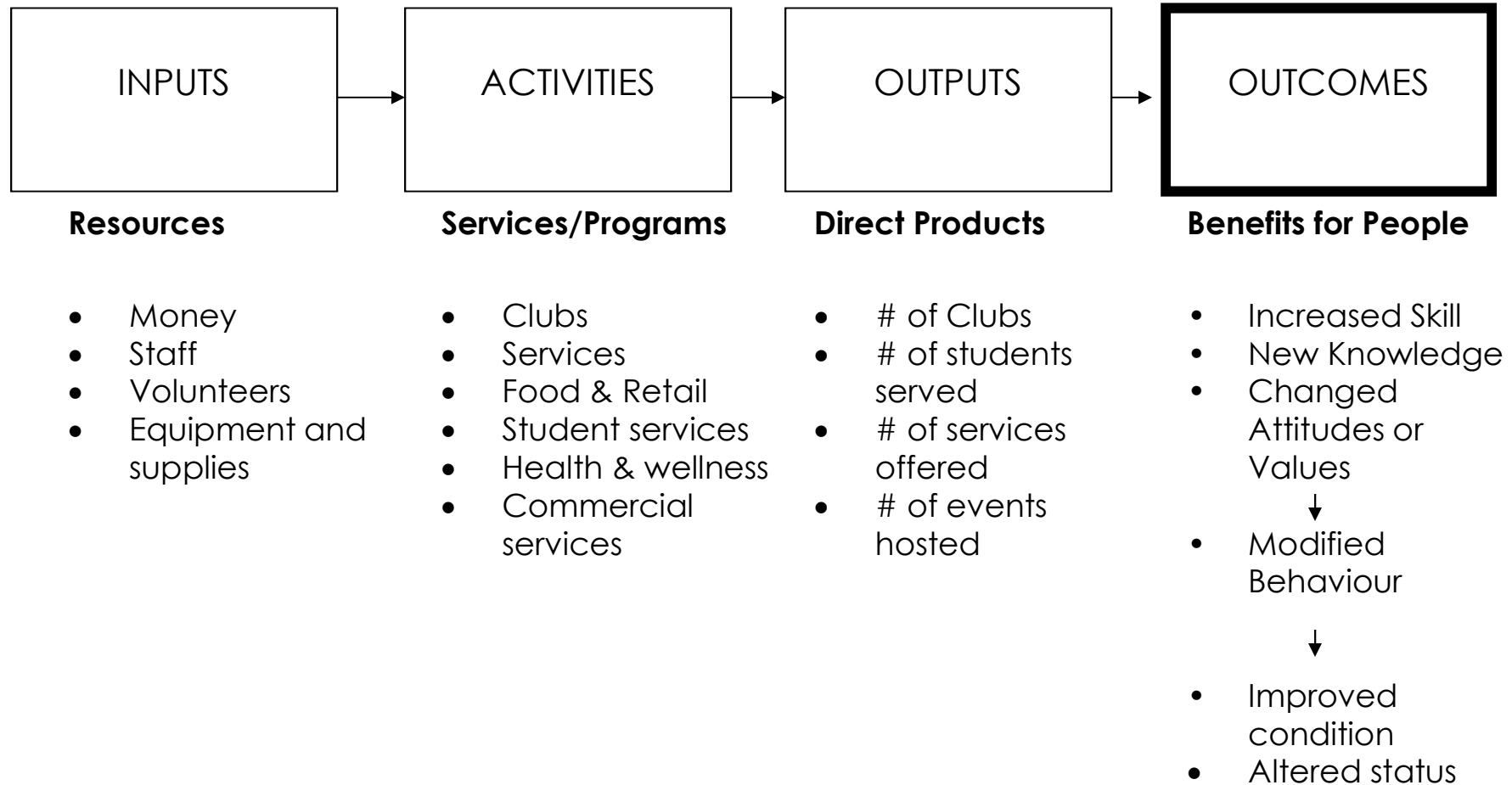
Outcomes

Benefits or changes for individuals or populations during or after participating in program activities

Examples:

- New knowledge
- Increased skill
- Changed attitudes or values
- Modified behaviour
- Improved condition
- Altered status

Outcome Logic Model

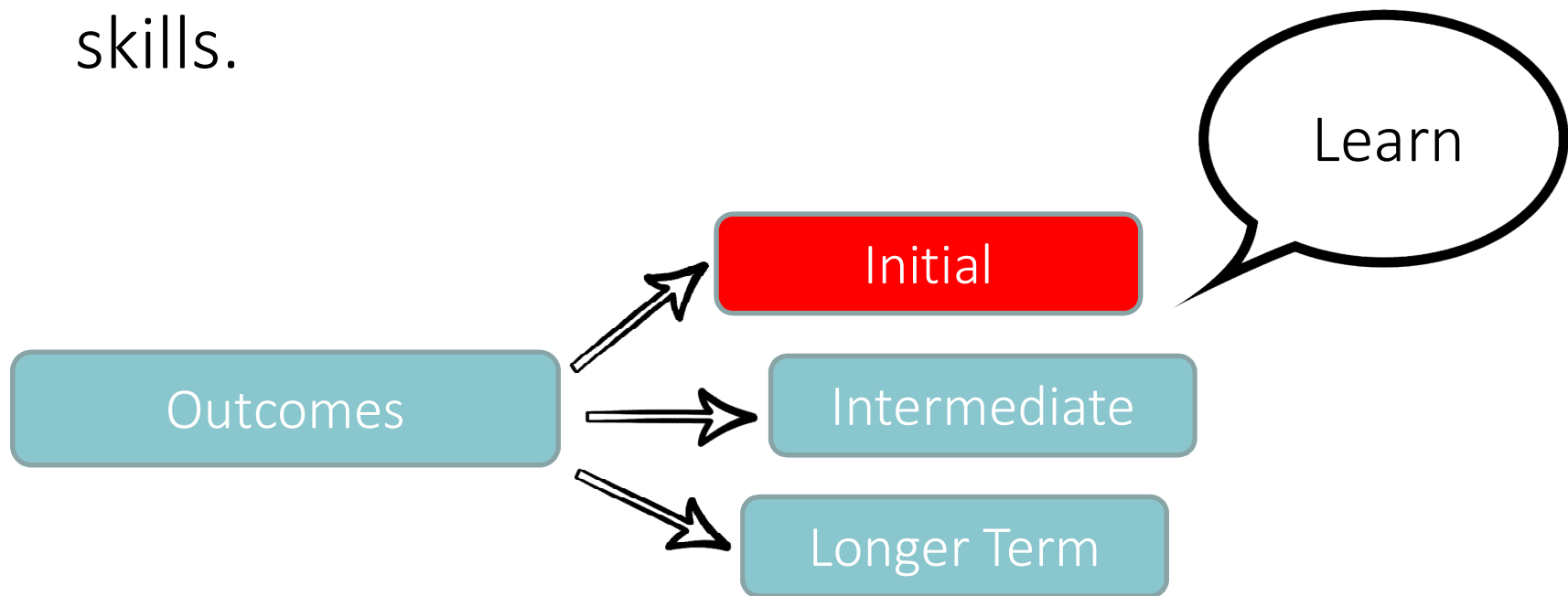


Why We Ought to Focus on Outcomes

- Accountability
- Competitive environment
- Appealing to the unaware

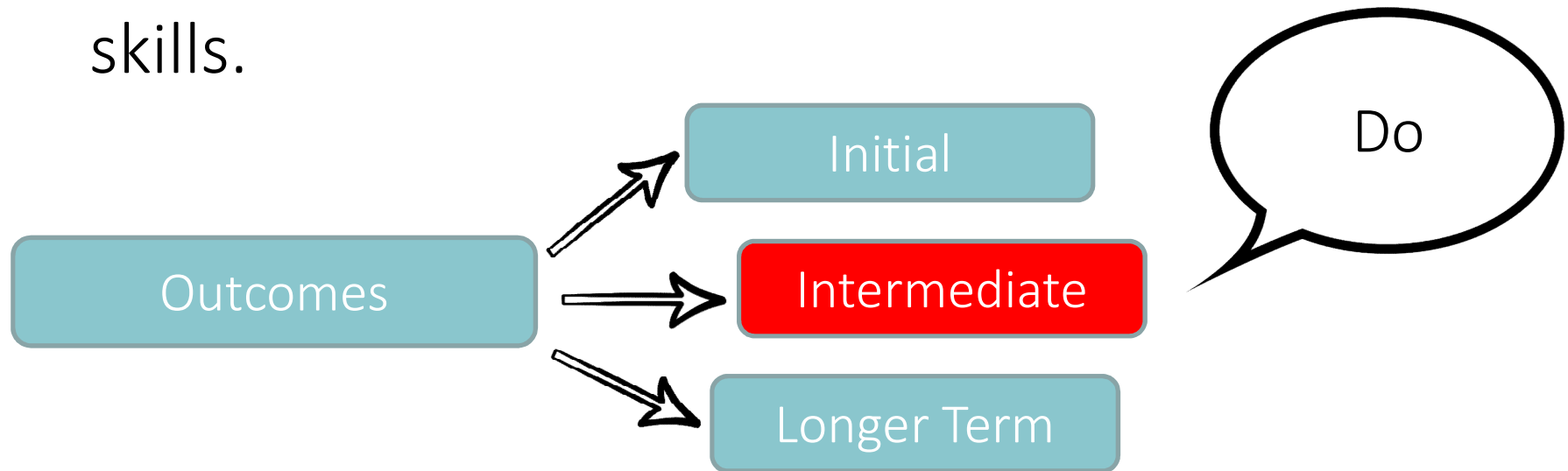
Outcome Levels

Initial Outcomes: The first benefits or changes participants experience, the ones most closely related to and influenced by the program's outputs. Changes in knowledge, attitudes, or skills.



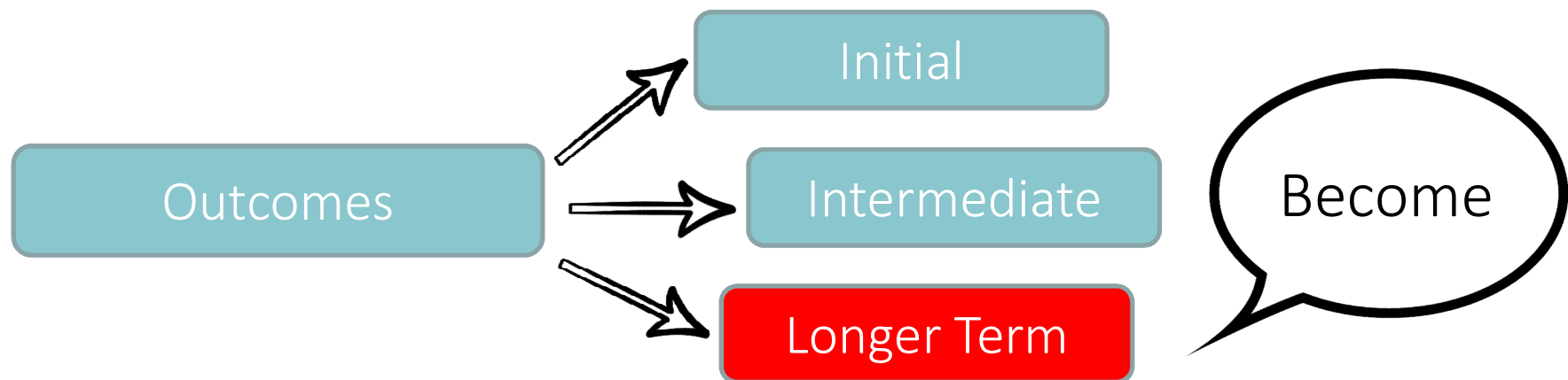
Outcome Levels

Intermediate Outcomes: Changes that occur later as a result of the initial outcomes. Often changes in behaviour that result from participants' new knowledge, attitudes or skills.



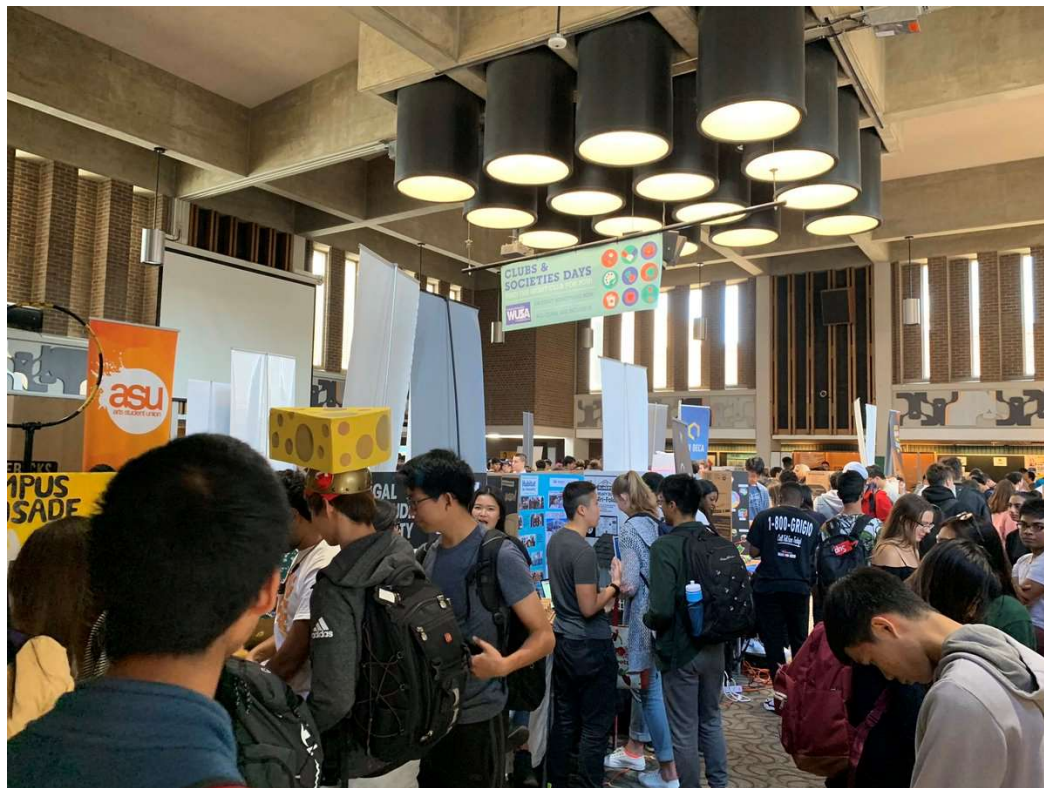
Outcome Levels

Longer-term Outcomes: The ultimate outcomes a program desires to achieve for its participants. Follow from the intermediate outcomes and represent meaningful changes for participants, often in their condition or status.



Thinking About it Logically

- Think in terms of an “if a , then b ” chain of influences and benefits



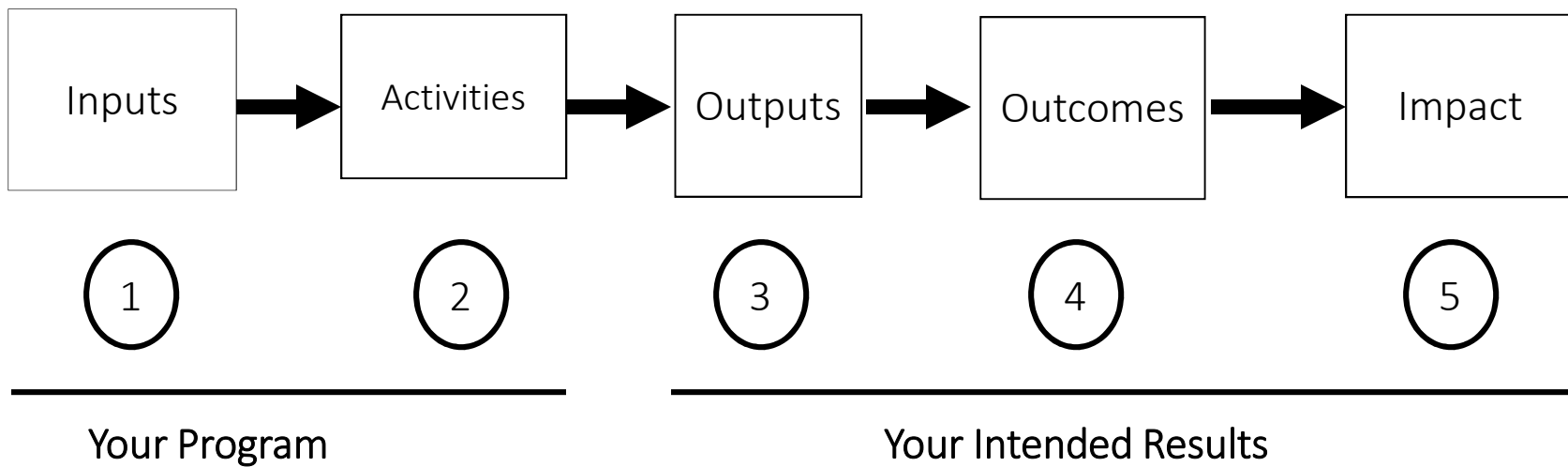
Certain resources are needed to operate your program

If you have access to them, **then** you can use them to accomplish your planned activities

If you accomplish your planned activities, **then** you will hopefully deliver the amount of service you intended

If you accomplish your planned activities to the extent you intended, **then** your participants will benefit in certain ways

If these benefits to participants are achieved, **then** certain changes may be expected to occur



Initial Outcome

If an undergraduate student joins the Campus Crusade for Cheese club,

Then he or she will come to know other undergraduate students at the University (initial outcomes)



**CAMPUS
CRUSADE
FOR CHEESE**



Meet new people and stuff your face with a variety of cheeses at only \$3/session!!

■ EVERY TUESDAY 6:30 PM, HH138

Intermediate Outcome

If a student comes to know other students at the University,

Then he or she will connect with some club members outside of club activities
(intermediate outcome)

Longer-term Outcome

If a student connects with some club members outside of club activities (intermediate outcome),

Then they will feel supported by adding to their local support network (longer-term outcomes)

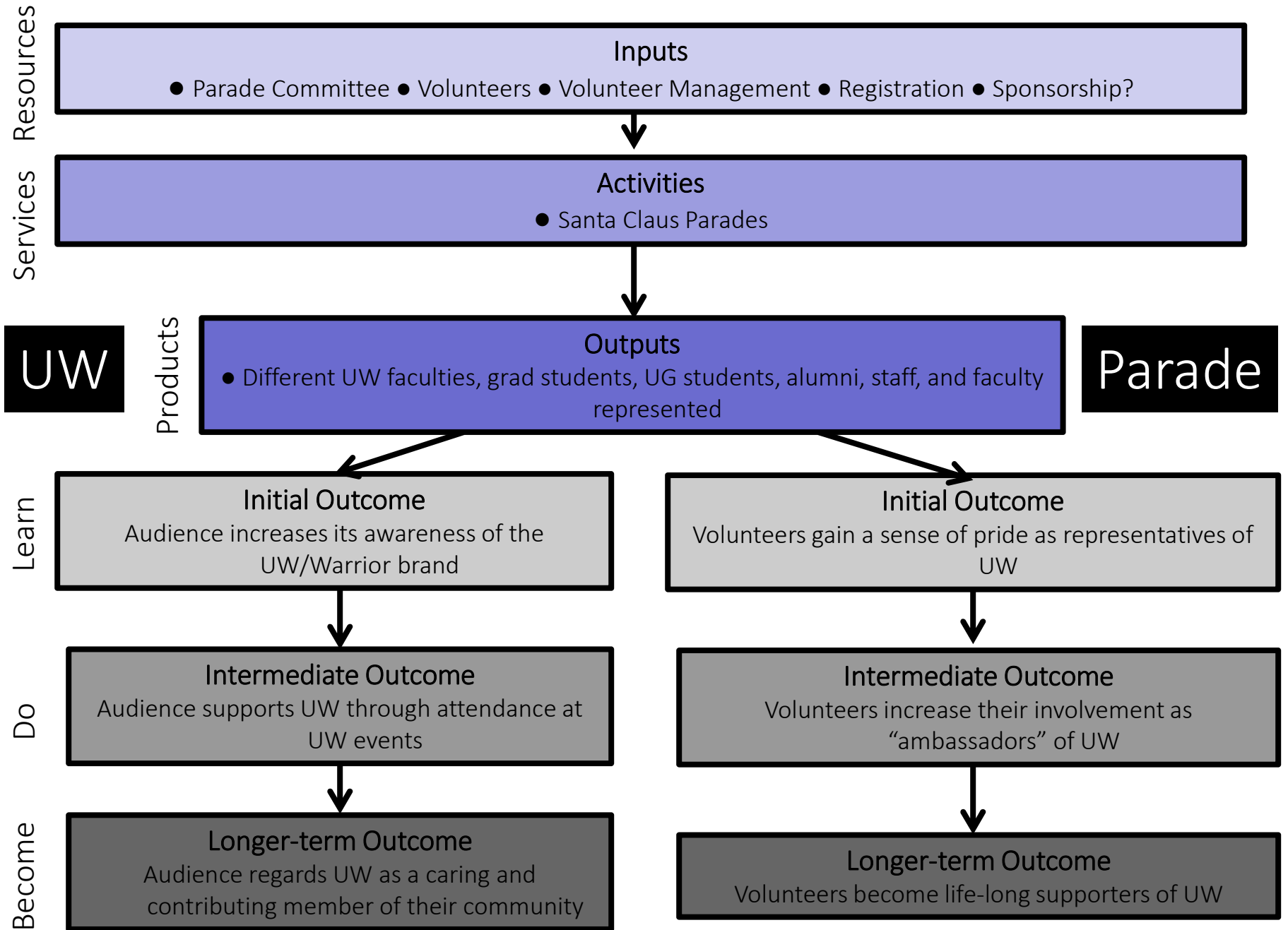
Constructing an Outcome Logic Model



What is a Logic Model?

A description of how a program theoretically works to achieve benefits for participants

The “if-then” sequence of changes that the program intends to set in motion through its inputs, activities, and outputs



Inputs

To accomplish your set of activities,
we will need the following
resources:

Activities

To address our problem or asset, we will conduct the following activities:

Outputs

We expect that once completed or under way, these activities will produce the following evidence of service delivery:

Initial Outcomes

We expect that if completed or ongoing, these activities will lead to the following initial changes:

- New knowledge
- Increased skills
- Changed attitudes or values

Intermediate Outcomes

- We expect that if these initial outcomes are achieved, participants will experience the following intermediate benefits:
 - Modified behaviour

Longer Term Impacts

- We expect that, if completed, these activities will lead to the following longer term changes:
 - Altered status
 - Changed condition

It's a Jungle out there!

by HAGEN



Don't be silly! I'm not growing carrots!
I'm trying to attract rabbits...

Hagen Cartoons: <http://www.hagencartoons.com>