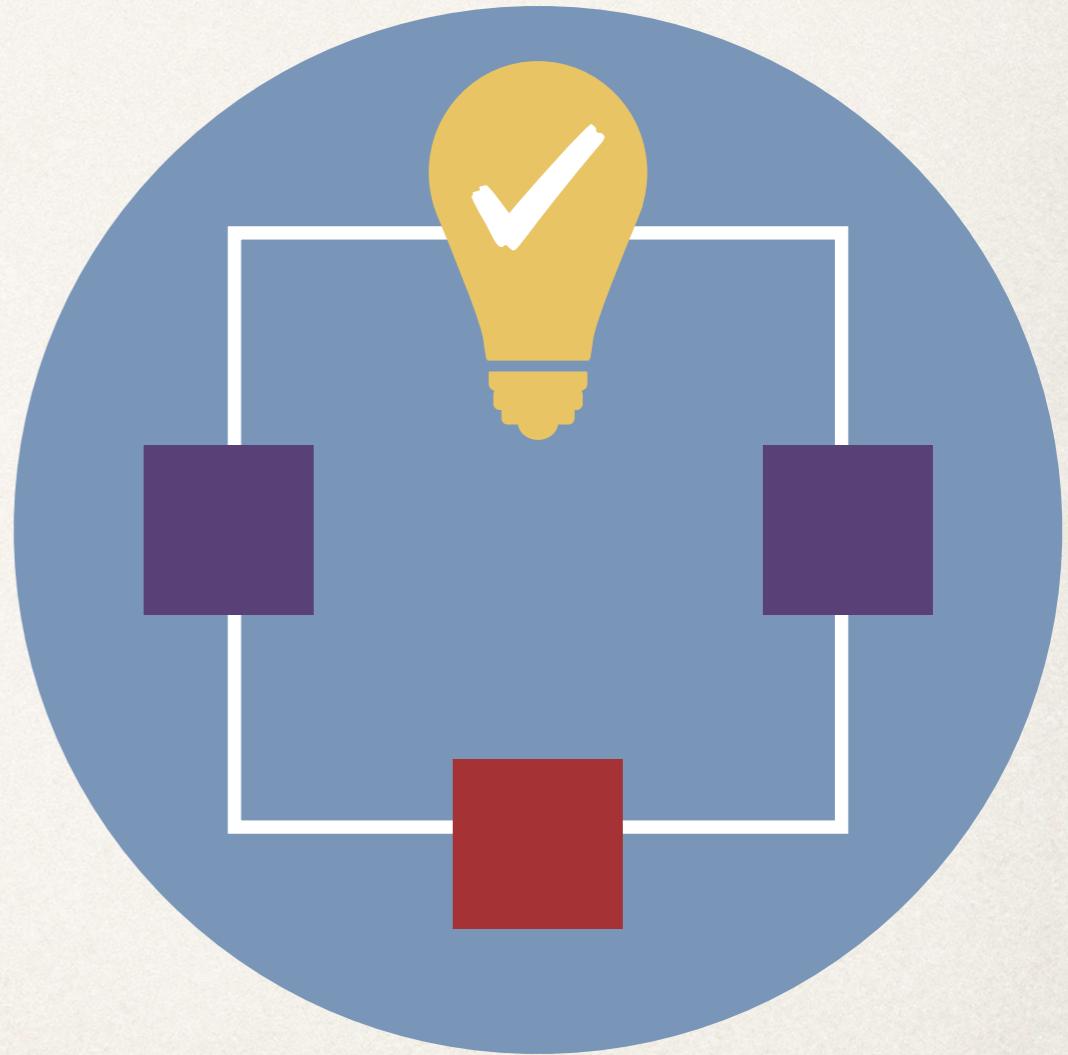


Jacob Campbell, LICSW  
Heritage University  
SOWK 460 Spring 2020

# Program Evaluation Process & Logic Models

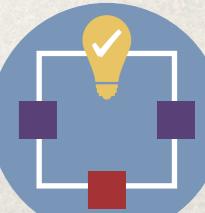
The start of a the program  
evaluation process



# Agenda

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- ✿ Overview of program evaluation process
- ✿ Logic models



# Key Parts of Program Evaluation



Engage stakeholder in  
the evaluation process



Data  
collection

Assess and address  
agency political factors

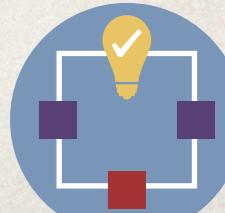


Reporting and  
using data



Choose an  
evaluation design

Addressing  
culturally competent  
program evaluation



# Steps in Program Evaluation

7

Data management and analysis

8

Utilization of information

1

Identify evaluation question

2

Conceptualize question

3

Operationalize Question

4

Pick and define method

5

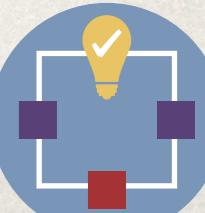
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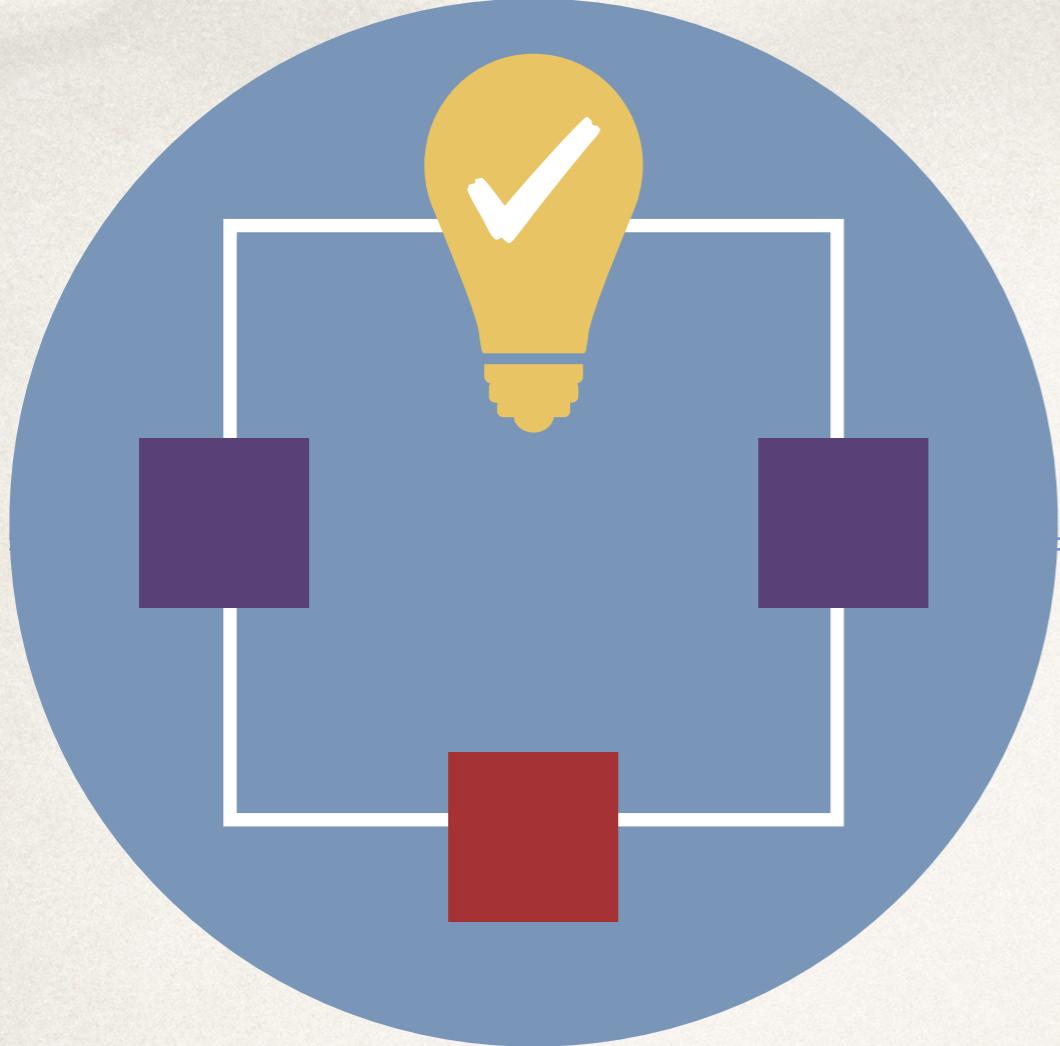
6

Data collection



What is your  
current thinking  
for your program  
evaluation?

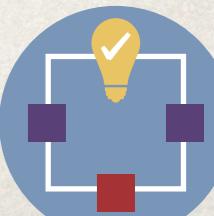




# Logic Model

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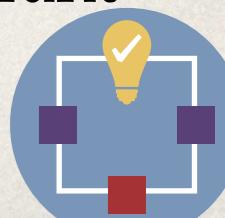
A program logic model is a picture of how an organization does its work -- the theory and assumptions underlying the program. A program logic model links outcomes (both short- and long-term) with program activities/ processes and the theoretical principles / assumptions of the program.



# Logic Models - Purpose

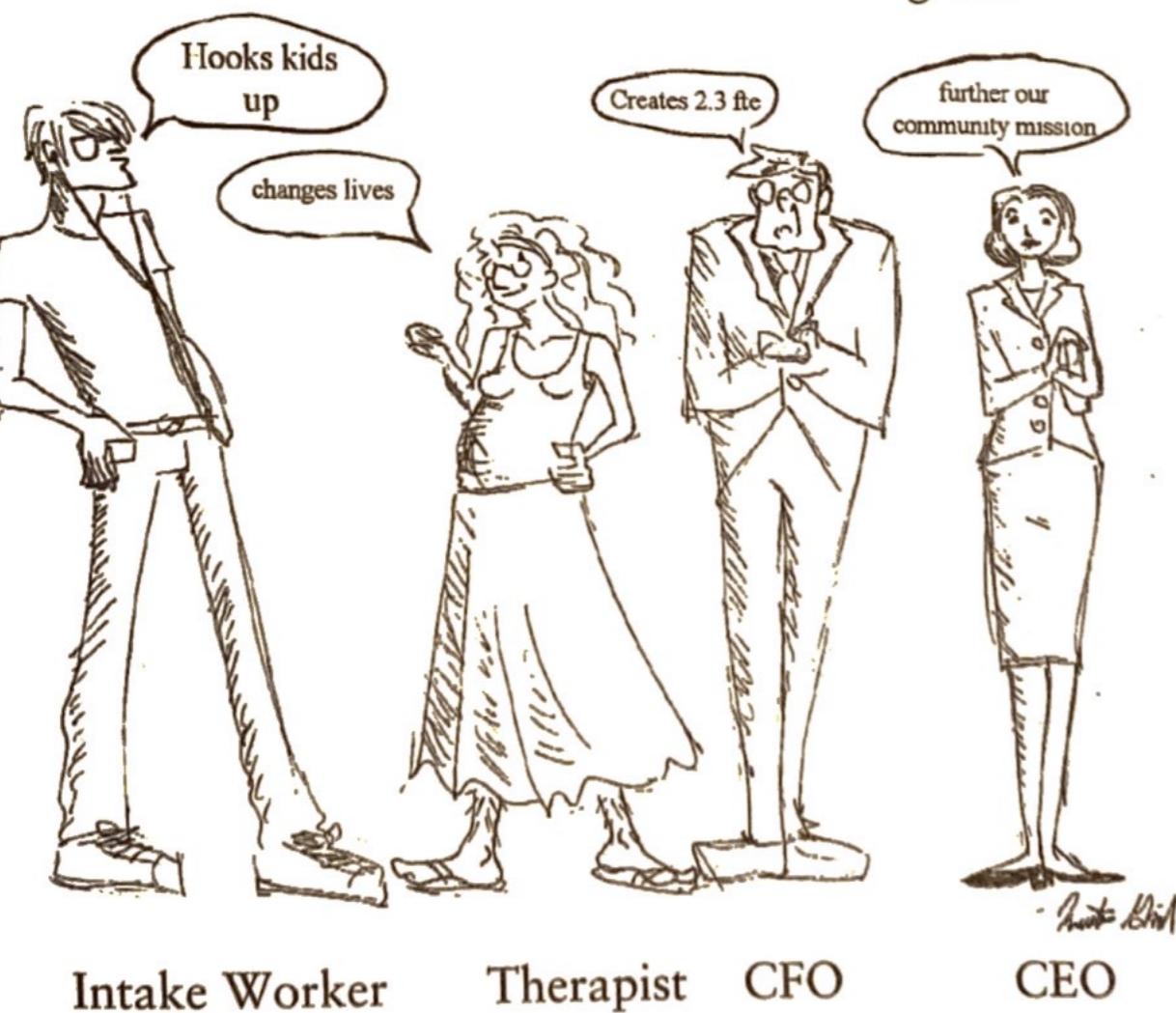
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- ❖ Stakeholders are allowed to articulate their views about the program
- ❖ Stakeholders are allowed to hear and appreciate the views of other stakeholders
- ❖ Divergent views about the program are synthesized in a collaborative process.
- ❖ An integrated 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

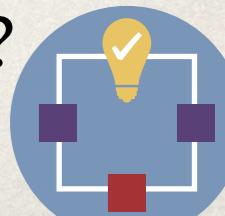
Purpose of Information/Referral Program



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

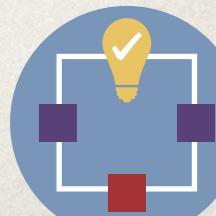
## Potential Interview Questions

- ❖ 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?

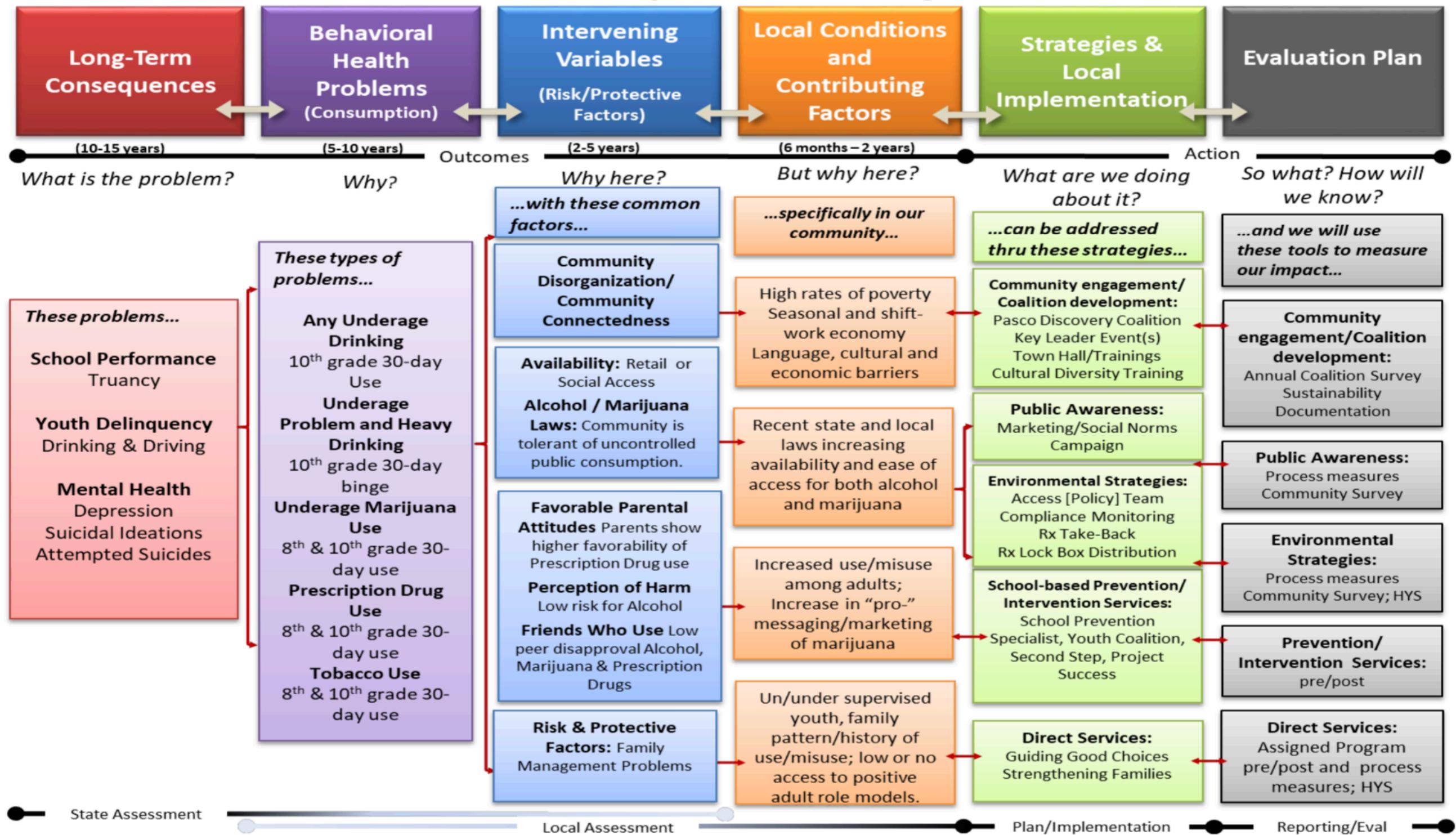


# A Program Logic Model

Resources	Staff Activities	Program Processes	Immediate Outcomes	Intermediate Outcomes	Long-range Outcomes



# Pasco Discovery Coalition Logic Model



Resources/Inputs	Activities	Outputs	Outcomes	Impact
The human, financial, organizational, and community resources a program has available to direct toward doing the work	What the program does with its resources (processes, tools, events, technology, actions)	The <b>direct product</b> of program activities; described in terms of size and/or scope of services/products delivered or produced by the program	Specific <b>changes in program participants'</b> behavior, knowledge, skills, level of functioning, etc.	<b>Organizational, community, or systems-level changes</b> 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



@perrygrone on unsplash

<https://unsplash.com/photos/lbLgFFIADrY>