



Logic Model Criteria

Whether creating or critiquing a logic model, this guide should be helpful in evaluating each aspect of the model. As you read each segment, ask yourself if the model is 1= **weak**, 3 = **appropriate** or 5 = **strong for the criteria below**.

Component	Rating
Situation Statement: Well defined and sets the stage for the reader; identifies a problem or issue; Includes what research and experience says about the situation; including demographics, trends, and other data. Addresses how the problem or issue fits into UNHCE’s mission/vision and program priorities and includes local information as appropriate.	
External Factors: Describe the context and conditions outside the program and organization; includes all things that will influence the success of the program - politics, family circumstances, demographics, economics, etc.	
Assumptions: Based on experience and research; what are the assumptions you make about your audience, how your program will work, etc. Every planned action and linkage (if-then statement) in the logic model is considered (if ____ then ____ happens).	
Stakeholder Input: How were stakeholders given the opportunity for input?	
Condition Outcomes: Clear and answers the question “So what?” Typically only one or two per model; clearly communicates the condition change that will occur – social, economic, civic or environmental.	
Action Outcomes: Clearly linked to the condition outcomes and reflects actions that will be taken – behavior-, practice-, or policy-change, or social action	
Learning Outcomes: Focuses on learning, skill development, increased awareness or attitudinal changes that build the capacity to implement the action outcomes	
Outputs: Activities, curriculum, etc. that clearly lead to the learning and/or action outcomes specified in the model	
Impact Indicators (SMART Objectives): Outcomes that will be measured are restated – using SMART criteria below. Impact indicators provide the link between outputs and outcomes and also provide the detail that drives the evaluation plans.	
Participants: Describes the intended audience, who needs to participate.	
Inputs: Resources required to implement the outputs; as specific as possible, adequate to carry out the activities listed, days planned, grants, materials, volunteers, etc.	
Evaluation Plan: Each Impact Indicator includes a specific plan on how the indicator will be measured. Indicate the method (survey, pre/post tests, direct observation); who the data will be collected from (4-H members, conservation committees, etc.); when the evaluation will take place and who is responsible for each component of the evaluation.	

SMART format for writing Impact Indicators:

- Specific: concrete; who or what is expected to change
- Measurable: can see, hear, count, smell it
- Audience Directed/Ambitious: who will change or learn, is the target realistic?
- Results-oriented: meaningful, valued results
- Timed: target date

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Ways to check your logic model:

Starting at inputs, at each level read as an “if/then statement”. If we provide the inputs, then we will have the resources to implement the outputs. If we do these activities (outputs), then a specific increase in knowledge will occur. If there is an increase in knowledge, then participants will change their behavior in some way. If this behavior change occurs, then the desired condition outcome will be accomplished. If the statement doesn’t make sense, you may have faulty assumptions and might need to change your model.

OR

Start at the long-term outcome and working backward, you should find the answer to "How?" in the immediately preceding information. The question "How are we going to produce these outcomes?" should be answered by looking at the immediately preceding items.

Overall criteria to assess Logic Model’s quality and usefulness:

- **Meaningful:** it represents action that is valued and worth doing. Does the ultimate outcome represent a meaningful benefit of value to the public? Can the outcome be associated with the program? Does it depict an important response to the situation? Does it represent action that is really worth undertaking? Are all potential negative, unintended consequences or chains of events examined?
- **Plausible:** it makes sense. Is there research, experience and/or evidence to suggest that the activities will reach/engage the intended participants? Will the activities lead to the learning outcomes, which will then lead to action outcomes? Do the relationships among the elements make sense? Are there any missing steps or gaps in logic?
- **Doable:** it can be carried out. Are there human, financial, political, technical, and institutional resources on hand to carry out the initiative? Are the resources realistic? Have you identified the external factors likely to affect implementation? Was any stakeholder input included in the development of the model?
- **Testable:** it can be verified. Is the logic model clear, specific, and complete enough for you (or an external evaluator) to track progress that will be useful and credible? How will you know if the planned action leads to the projected outcomes? Are the evaluation plans appropriate for the impact indicators?

- *Adapted from UWEX – Ellen Taylor Powell*