

# The Power of a Program Logic Model

---

Lisa Janicke Hinchliffe  
[lisalibrarian@gmail.com](mailto:lisalibrarian@gmail.com)

Statistics and Evaluation Section Satellite Conference  
IFLA WLIC 2023



Lisa Hinchliffe, 2023

# Abstract and Goals

This session will present the program logic model as a method for planning, implementing, monitoring, and evaluating library services and then discuss how such a program logic model supports evidence-based decision-making, value reporting, and advocacy for resources.

The session will draw on the presenter's experience with using and also training others to use logic models, using the W.K. Kellogg Foundation Logic Model as an exemplar.

Three cases will be presented to evidence the power of a program logic model in different situations:

- designing a new research professional development support program for faculty librarians and documenting activities and outcomes,
- developing an implementation plan for a library's strategic plan and a monitoring strategy and milestones, and
- documenting an existing library service to reveal the assumed theory of impact and evaluating success relative to existing resources and activities.

The presentation will conclude with discussion of challenges faced in using program logic models for planning and evaluation and approaches to overcoming barriers to successful implementation.

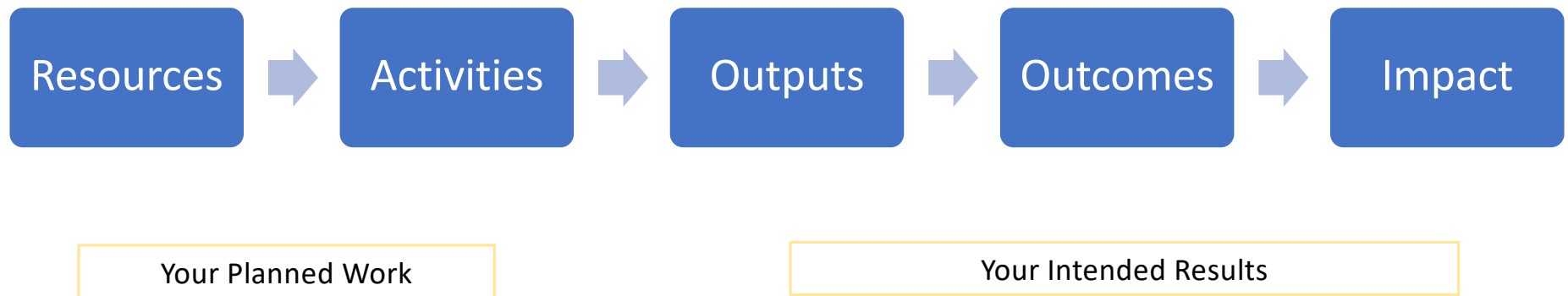
After the session, attendees will be able to:

- Analyze a basic program logic model for a library service.
- Identify how a program logic model can support decision-making, strategic planning, and/or outcome, impact, and value reporting.
- Advocate for program logic models as a component of library program evaluation.



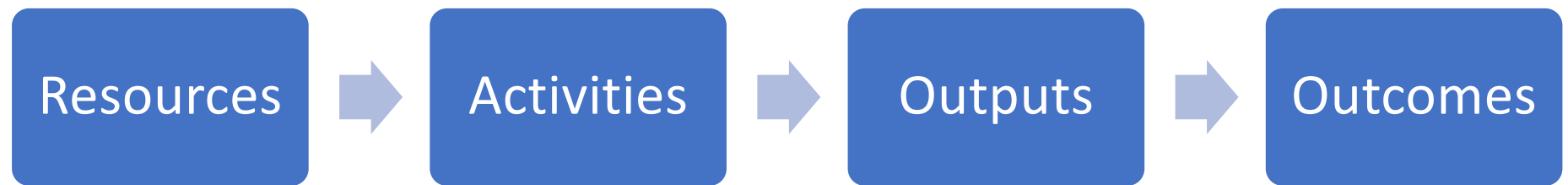
# PROGRAM LOGIC MODEL

“A logic model is a systematic and visual way to present and share your understanding of the relationships among the resources you have to operate your program, the activities you plan, and the changes or results you hope to achieve.”



Excerpted from W.K. Kellogg Foundation's *Logic Model Development Guide*  
Lisa Hinchliffe, 2023

# PRACTICE – IN-LIBRARY USE ONLY COLLECTION



# PROGRAM ELEMENTS

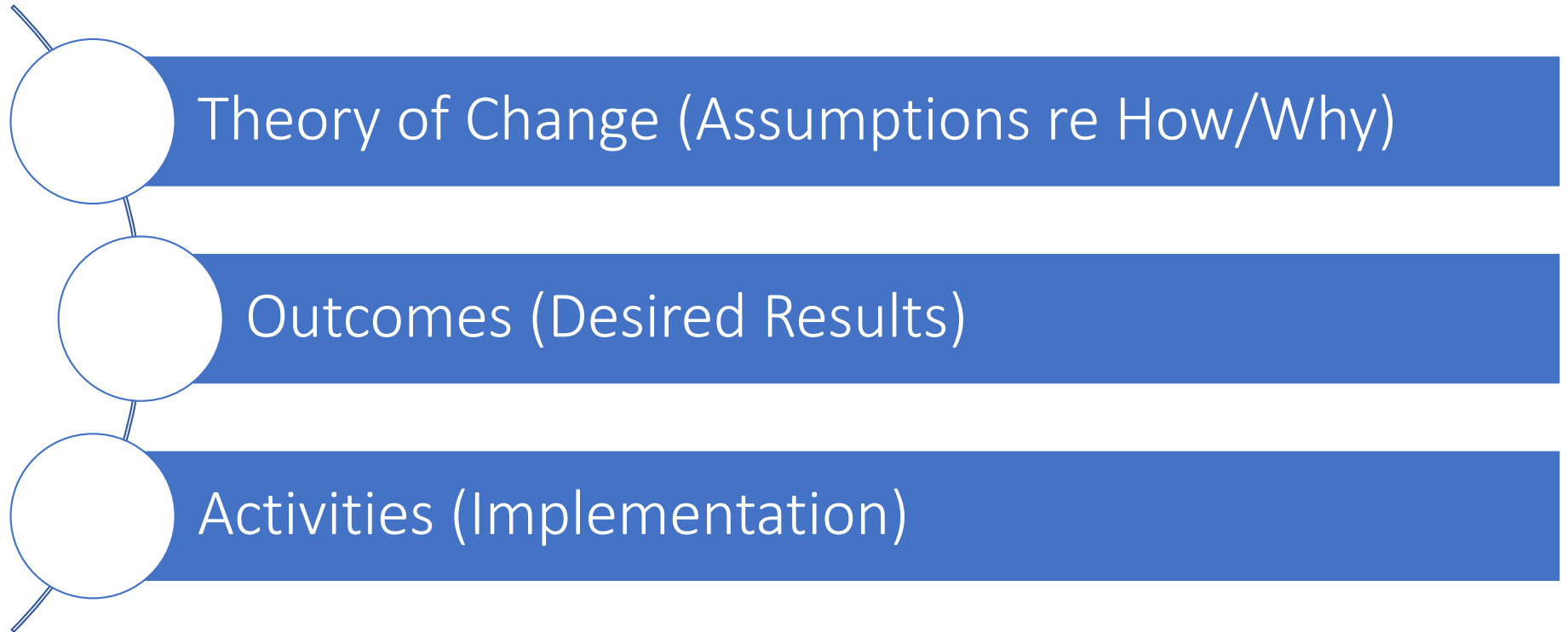


Lisa Hinchliffe, 2023

# BENEFITS

- Describing Programs for Understanding and Evaluation
- Focusing Attention and Resources for Operations and Improvement
- Developing Communication and Marketing Strategies

# Logic Model Approaches/Areas of Focus



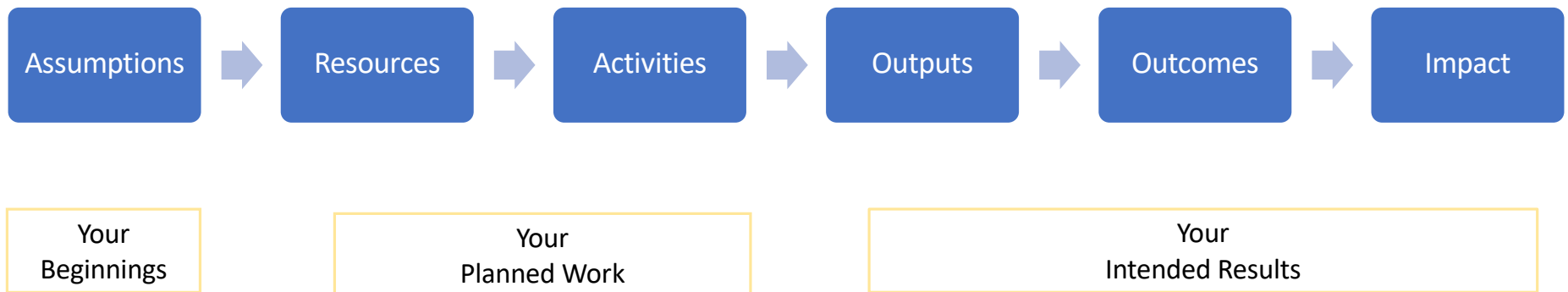
# CLARIFYING PROGRAM THEORY





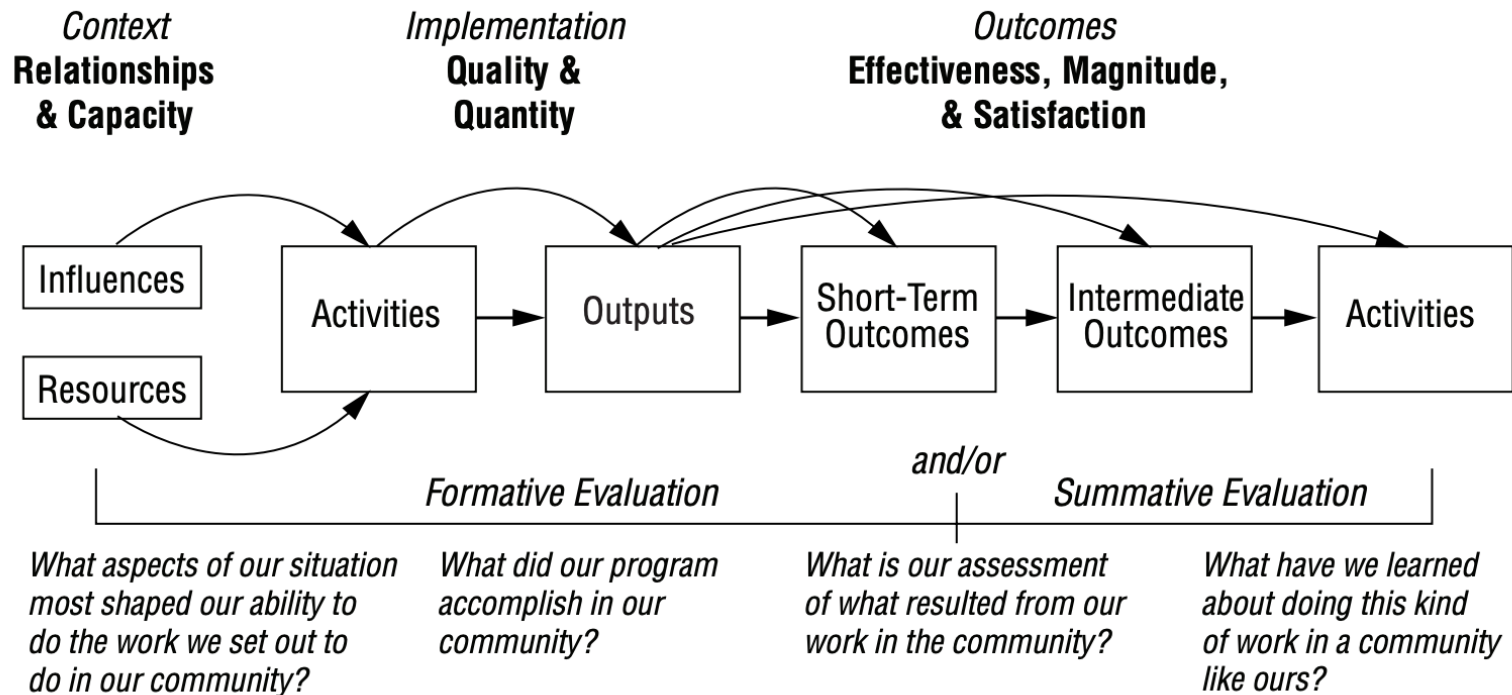
# ASSUMPTIONS PRECEDE THE PROGRAM LOGIC MODEL

“A logic model is a systematic and visual way to present and share your understanding of the relationships among the resources you have to operate your program, the activities you plan, and the changes or results you hope to achieve.”



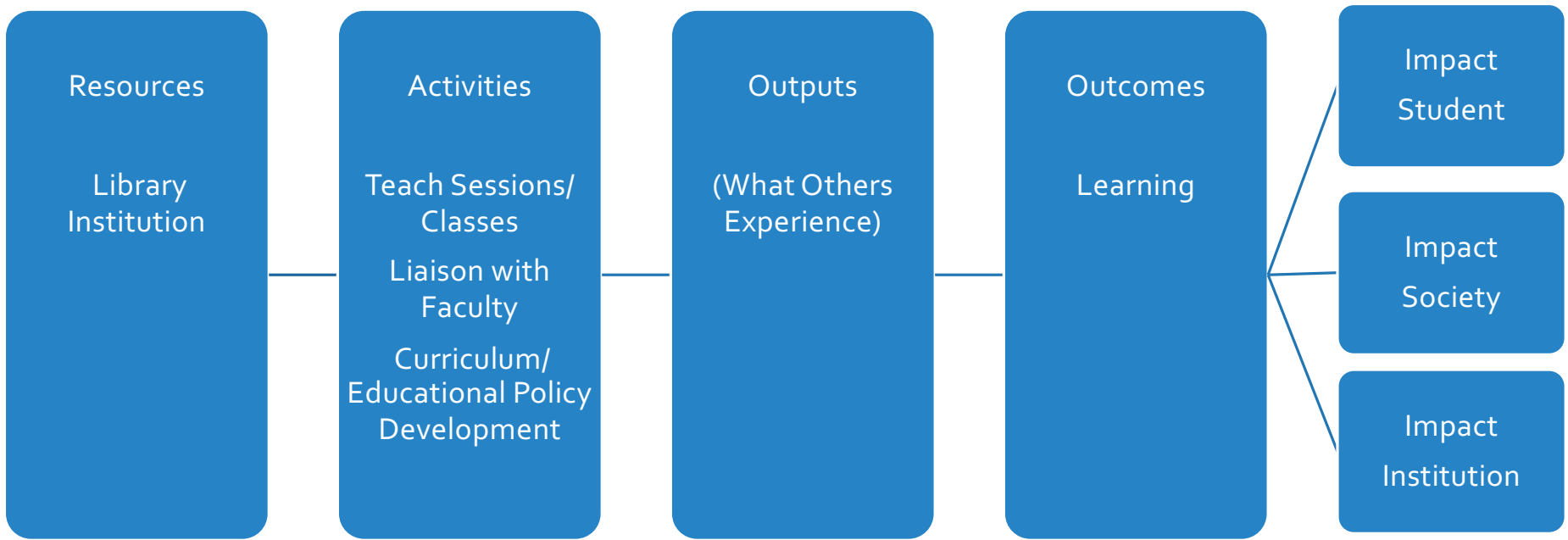
# *What Parts of Your Program Will Be Evaluated?*

Using a logic model to frame your evaluation questions.



# EXAMPLES

# Information Literacy Program Logic Model

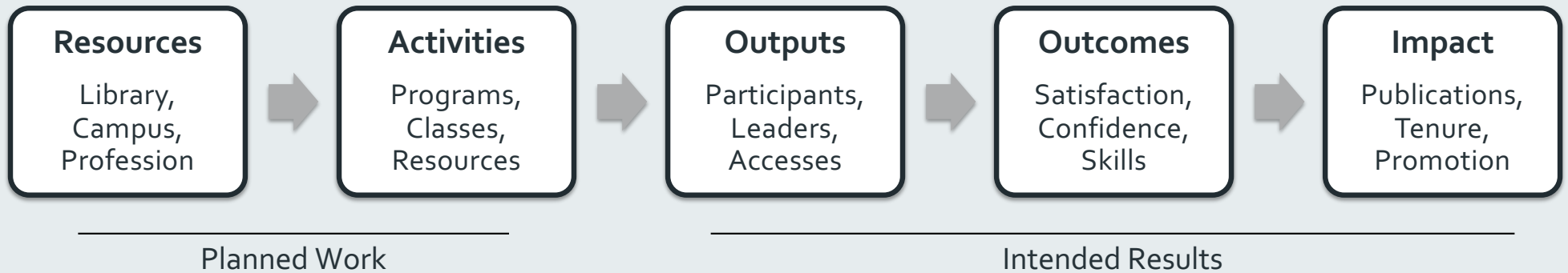


Your Planned Work

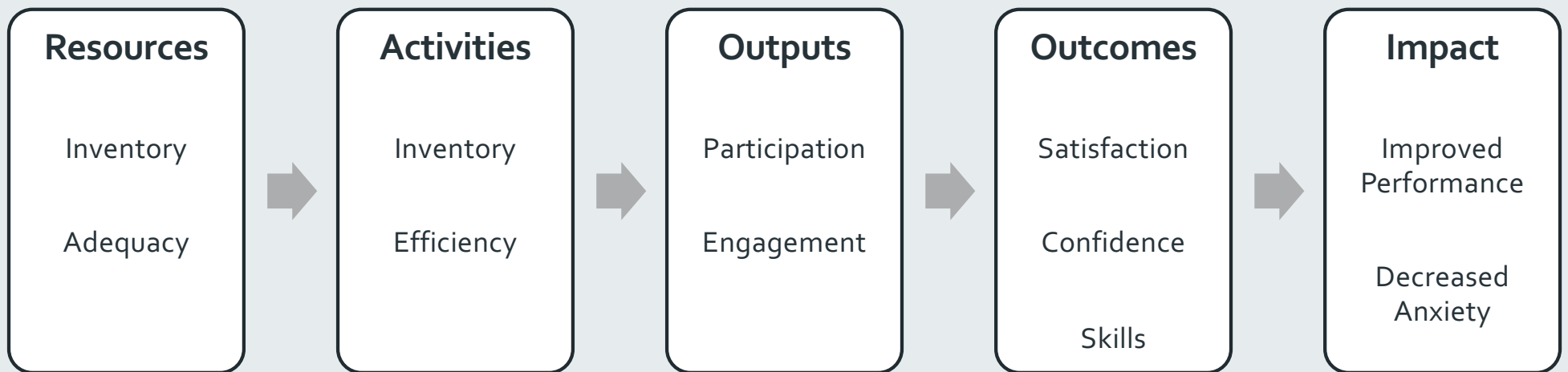
Your Intended Results

Lisa Hinchliffe, 2023

# Professional Development for Research Logic Model



# Professional Development for Research Logic Model Evaluation Framework



# Example of Strategic Plan Excerpt Represented as Logic Model

## Activities (Directions)

- \* Provide student-centered services and spaces that foster a sense of belonging in an inclusive and welcoming environment.
- \* Offer transformational learning opportunities for students through programming, exhibits, events, and innovative spaces.
- \* Support technology and workspaces that encourage full engagement with curricular content and job preparation.
- \* Provide leadership in areas of textbook affordability and open education to promote diversity, equity, and inclusivity.
- \* Offer employment opportunities that prepare student employees to be responsible and engaged professionals.

## Impact (Goal)

Bell Library will actively contribute to the student experience in positive and meaningful ways that **advance student success, nurture a sense of community, and promote social justice.**

Lisa Hinchliffe, 2023

<https://www.tamucc.edu/library/about/vision-mission/index2.php>

**FIGURE 4**

Research Commons Program Logic Model

## Program Implementation Logic Model

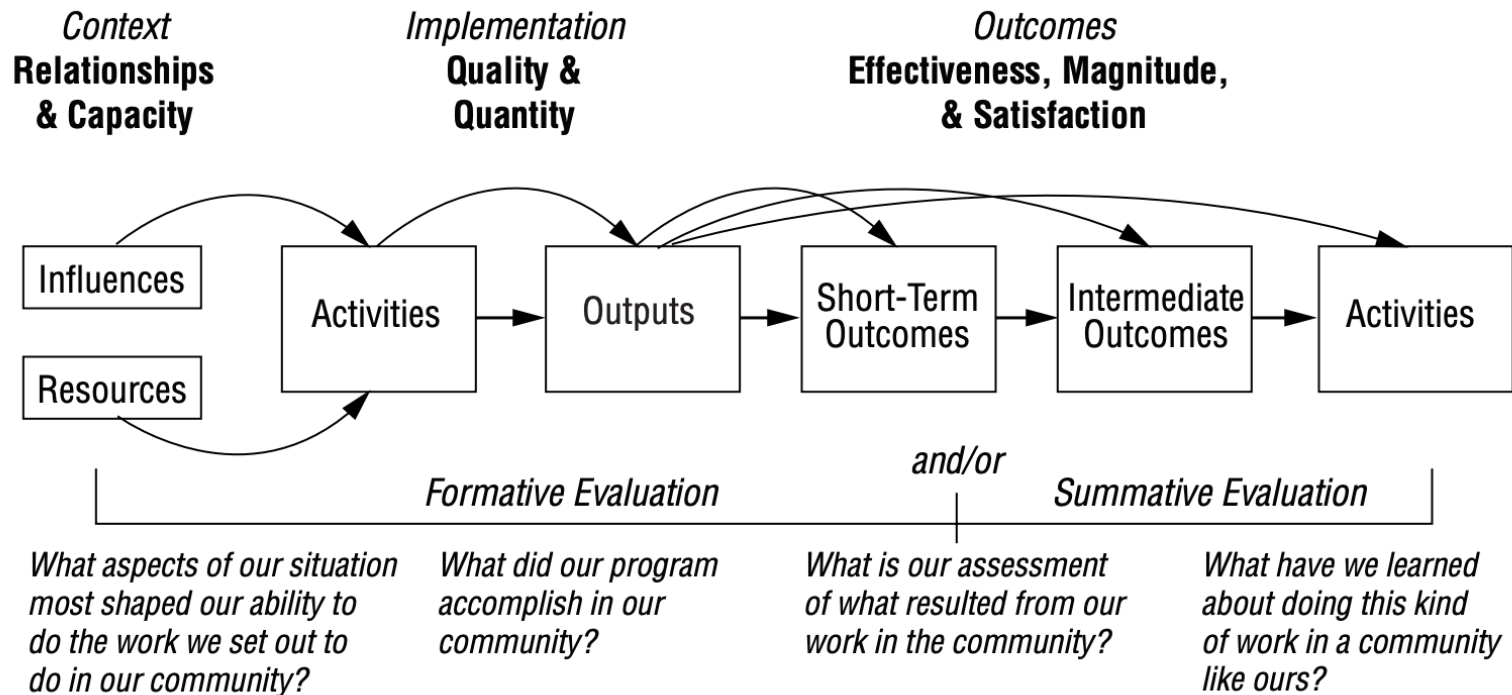


Lisa Hinchliffe, 2023



# *What Parts of Your Program Will Be Evaluated?*

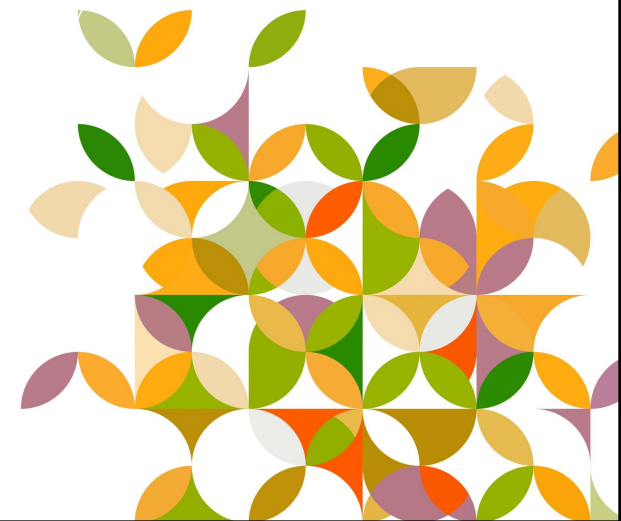
Using a logic model to frame your evaluation questions.



# Challenges

- Garnering commitment to articulating the program logic model
- Mis-alignment across the program logic model
- Lack of clarity re intended outcomes/impacts
- Conflating implementation and outcomes
- Confusing outputs and outcomes

Lisa Hinchliffe, 2023



# Tips

- Make a messy first draft
- Use “if this, then that”
- Ask “why does the library” repeatedly
- Clarify which is to be evaluated:  
implementation, uptake, outcomes/impact

Lisa Hinchliffe, 2023



# Questions? Comments?

---

Lisa Janicke Hinchliffe  
[lisalibrarian@gmail.com](mailto:lisalibrarian@gmail.com)

Statistics and Evaluation Section Satellite Conference  
IFLA WLIC 2023



Lisa Hinchliffe, 2023