# The Power of a Program Logic Model

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#### 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."

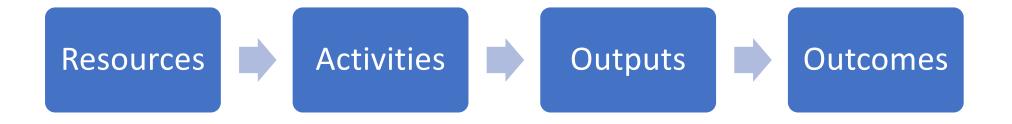


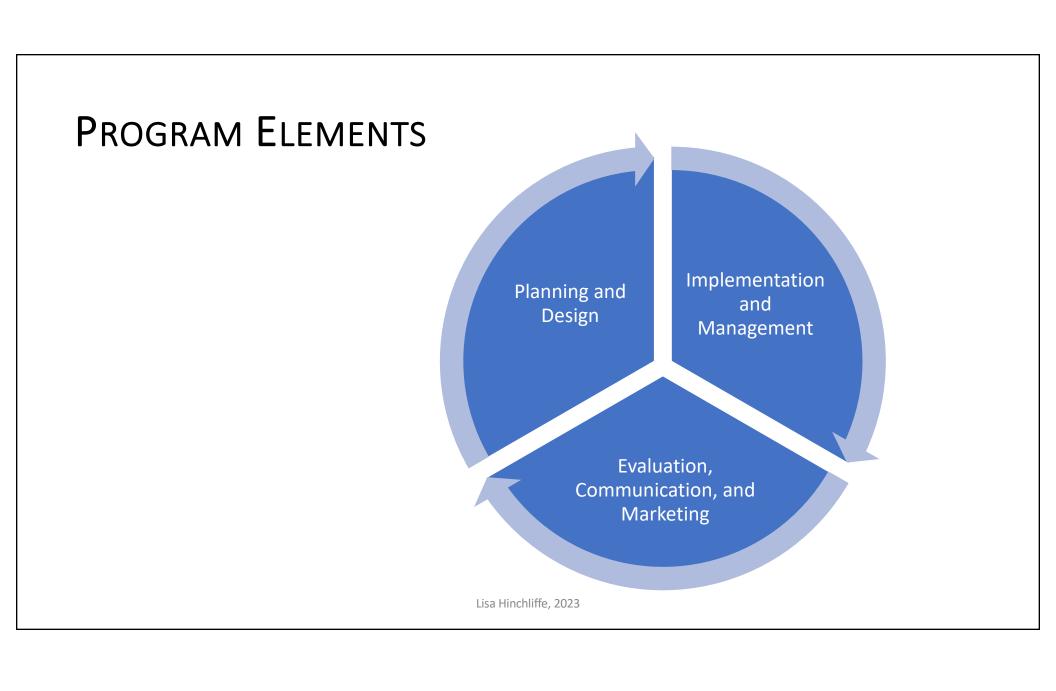
Your Planned Work

Your Intended Results

Excerpted from W.K. Kellogg Foundation's Logic Model Development Guide

#### PRACTICE - IN-LIBRARY USE ONLY COLLECTION





#### **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

Theory of Change (Assumptions re How/Why)

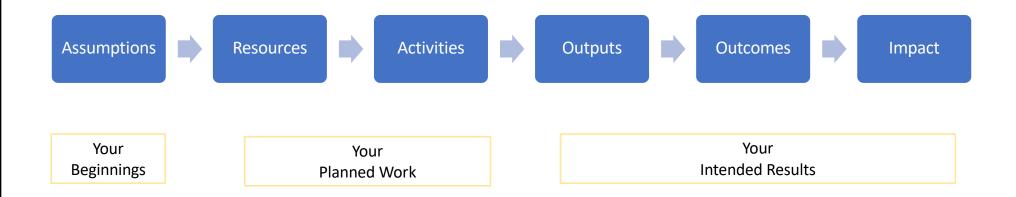
Outcomes (Desired Results)

Activities (Implementation)

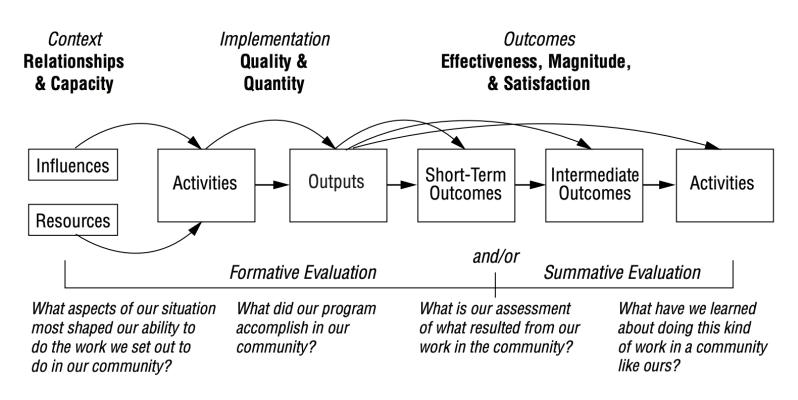
## CLARIFYING PROGRAM THEORY Problem/Issue Community **Desired Results** Needs/Assets Statement **Influential Factors** Assumptions Strategies Lisa Hinchliffe, 2023

#### ASSUMPTIONS PRECEDE THE PROGRAM LOGIC MODEL

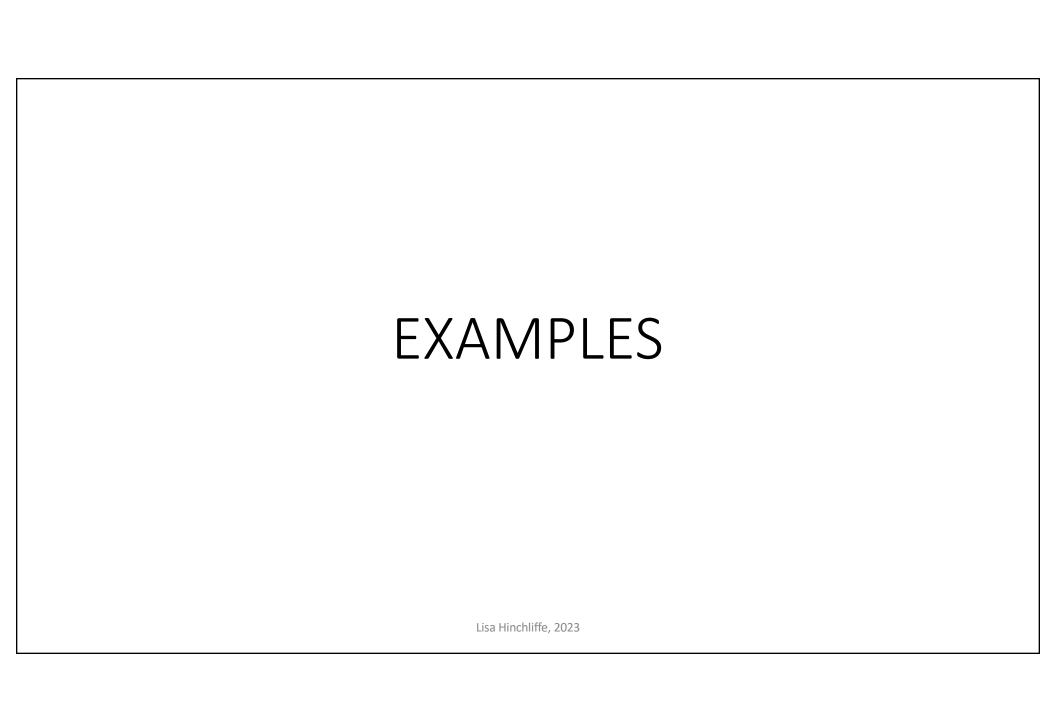
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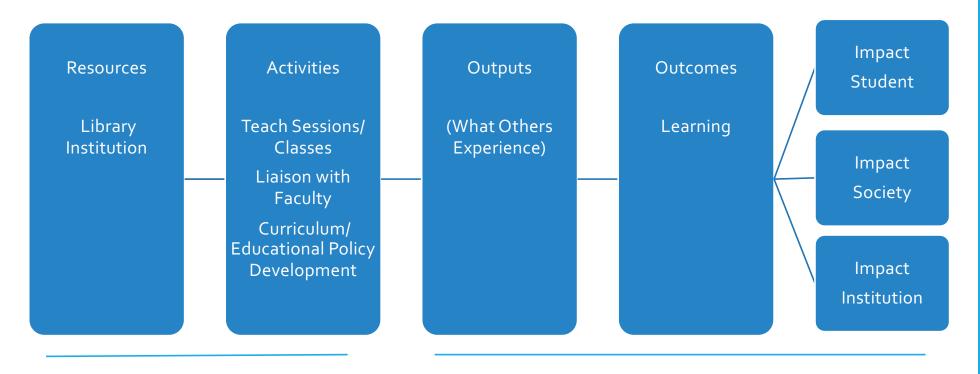
# What Parts of Your Program Will Be Evaluated? Using a logic model to frame your evaluation questions.



W.K. Kellogg Foundation's Logic Model Development Guide p. 36)



## **Information Literacy Program Logic Model**



Your Planned Work

Your Intended Results

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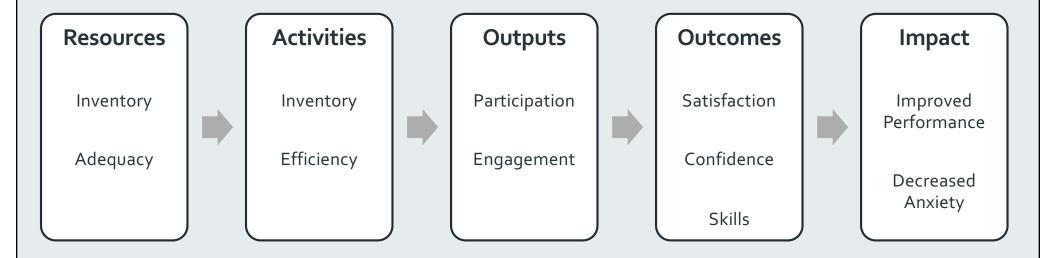
## Professional Development for Research Logic Model



Planned Work

Intended Results

### Professional Development for Research Logic Model Evaluation Framework



## Example of Strategic Plan Excerpt Represented as Logic Model

#### **Activities (Directions)**

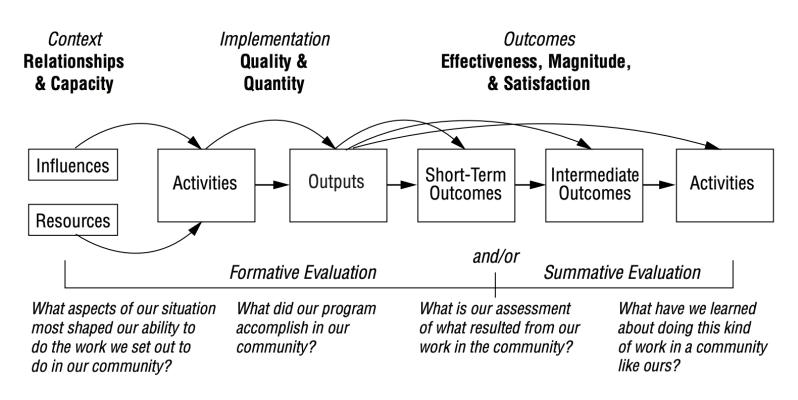
- \* Provide student-centered services and spaces that foster a sense of belonging in an inclusive and welcoming environment.
- \* Offer transformational learning opportunities for students through programming, exhibits, events, and innovative spaces.
- \* Support technology and workspaces that encourage 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.

#### FIGURE 4 Research Commons Program Logic Model Program Implementation Logic Model **Activities** Short- & Mid-Term Long-Term Impact **Engagement Strategies** Resources **Outcomes** Why Why What, Dally Work Actions Researchers Researchers Multiple flexible. Support faculty/ Promote best practices and technology enriched, graduate students to provide support for proactively Partner or collaborate with Recognize libraries collaborative spaces develop a sustained planning, executing, and managing research program research. the RC to design and/or as a valuable Knowledgeable provide educational activicontributor to Develop specialized tles supporting research. research success. technical/ Provide training, forums, and professional staff training resources events which: - Support peer-to-peer learning View the library as an asset Actively engage Planning assistance Research advice/ Foster Interdisciplinary for developing and sustainlibrary spaces to advance their work. Ing a research program. for educational and consultations connections research showcase Teach researchers to develop events Strategic partnerships and apply basic methodological Broaden their view of Use library spaces and technological skills for data and utilize services and to establish One-stop shop for Communication plan visualization, digital humanities, resources which support Interdisciplinary broad, multifaceted research. connections. research support Advance development of skills Develop and apply basic required for a sustained research skills in the areas of data program, including grant seeking, data management, responsible management and visualizaresearch practices, and scholarly tion, digital humanities, GIS, and research Impact. publication As academia increasingly rewards interdisciplinary research, incoming faculty and graduate students are challenged to identify and navigate research support services available through various colleges and units on campus. Arts, humanities, and social science researchers, in particular, lack basic support for technology-based projects in terms of funding, access, and training. Space is needed to facilitate cross-disciplinary connections and to provide a more centralized resource for faculty and graduate research support.

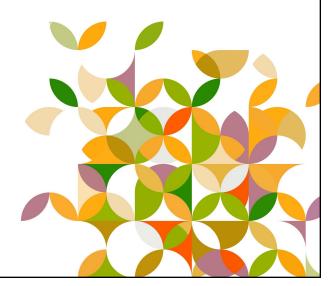
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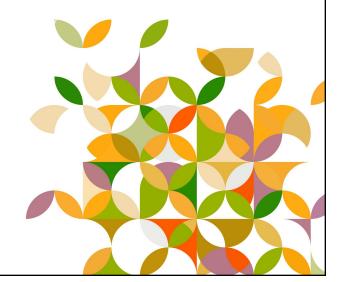
#### Challenges

- 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



#### 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



## Questions? Comments?

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