

Ansonia High School: P.A.C.E. Program Logic Model

Definitions

Goals

A goal of a project is the aspect in which the program intends to have influence or the change that a program intends to cause among the units the project engages. The goal is accomplished when the change occurs. Projects usually try to solve a problem that exists or prevent problems that might exist unless a project intervenes. When thinking about goals, please do not think in numerical terms. The Community Foundation is interested in the change in participants that the project aims to cause. A project can have both short-term goals as well as long-term goals. A project can have multiple goals. A project's goals should never be for the project to exist, since such a goal does not speak to the change that the project aims to achieve.

Assumptions

Many projects or initiatives make assumptions about the people they intend to reach, the quality and/or intensity of the services offered, and/or the environment in which the program operates. It is important to be explicit about the assumptions that the program makes, since many programs succeed or fail based on whether the assumptions are realistic. For example, a program may assume that the target population actually will come to the program offered, that the community supports the program and will contribute to it, that staff are qualified or trained to carry out the program consistently, and that the intensity of the program is sufficient enough so that participants will change their behavior or exhibit the desired behavior.

Target Population

A project should have a well-defined target population. The target population includes those people, organizations, or other types of units that the program intends to engage and affect. Rarely does a program engage everybody in an area and never does a program aim to change everyone. People targeted can often be described by demographic characteristics (age, gender, race/ethnicity, immigration status) and/or social and economic characteristics (income level, employment history, sexual orientation, etc.)

Inputs

Inputs are the things/people/resources the program utilizes to operate. It is important to state exactly what resources the program needs to operate. For example, in this column list the money and in-kind contributions that the program uses. Also list any special staff characteristics that are needed for the program.

Activities

A program's activities are the things that the program actually does. Usually, a program's activities include how the program is marketed, how the program recruits participants, how the program engages the participants (e.g., through training participants, sharing information, and/or providing support to participants), and how the program will achieve the change that it envisions.

Outputs

Outputs are indicators that the program is up and running. They are the aspects of the program's performance that are within the control of the program. Indicators such as the number of trainings, meetings or workshops, and the number of people enrolled in program are outputs. Outputs should not be confused with outcomes. An outcome shows that the goal has been reached or behavior has changed. Outputs simply show that the program is operating.

Outcomes

The outcomes are usually a more specific form of the goal statement. They are the aspect of behavior change that the program focuses upon.

Outcome Measures

Outcome measures are numerical ways of expressing the outcomes. Often, there is more than one way to express the outcome. The outcome measure that your organization chooses will depend on data availability, which information is easily accessible, and which information you feel your organization can easily collect. The Community Foundation strongly encourages every grantee to think of the smallest number of outcome measures that would "make the case" that change has occurred.

Note: A good Program Logic Model should help you think through the logic and likely effectiveness of your program. The same logic model can be used for a variety of funders. Further, the Program Logic Model can be shared with a variety of stakeholders.