Logic Models: A Tool for Linking Activities to Outcomes

All Cultural Coalitions operate based on an assessment of resources (Cultural Inventory) and a Cultural Plan, and all distribute sub-grants to organizations (and sometimes individuals) within their region as a key activity. While many Coalitions don't have "strategic plans" with quantifiable goals beyond grant-making, all have an underlying goal of doing more than administering grants, because their members are passionate about culture. That common goal is to preserve and strengthen culture in all its forms throughout the state. But what does this mean? How can you be more intentional about your activities and your partnerships, and how do you know if you're making progress?

A logic model is a tool for articulating the links between what you do and what big changes you want to see, so that you can be intentional about focusing your energy where you'll have the greatest impact. The questions posed by a logic model provide a great framework for a retreat conversation or as part of several board meetings.

Page 2 of this document is a blank logic model template. It's a group exercise, and here's how to do it.

- Start by listing the things you do (Column B): for example, your coalition might focus on grant making, promoting/publicizing cultural activities, and building connections across diverse groups within the community. Fill out the broad categories of your activity.
- Then, consider what you want to be different in your community as a result of your work, long term (Column F). If you have a vision statement, you may be able to draw from that. Fill out the long term outcomes you hope to see in your community, matching outcomes to the activities in each row.
- Now, consider what progress would look like between now and then.
    - First, what would you like to do this year? (Column C). That is your "output": for example, "make at least 10 sub-grants, including at least two to new groups representing the outlying areas, hold 2 grant writing workshops that help at least 15 groups to prepare potential applicants for success" etc.
    - Then, imagine that if you do your part, what will grantees to be able to do that they couldn't do before? Those are (Column D) "short term outcomes" for the next 1-2 years: for example: "new performances, school enrichment activities, community events, language classes, etc. that serve at least x people".
    - Next, if grantees do their part, how will the community benefit in the next 3-5 years? These are (Column E) "medium term outcomes": for example, "more community awareness of and appreciation for diverse culture; more dual language speakers; more volunteer-led exhibitions and events, more collaborative projects, larger grants attracted to support community culture, etc."
    - You started with filling out Column F, long term outcomes. Now that you've laid out short and medium term outcomes, revisit Column F and assess how likely you are to progress toward the long term outcomes you are seeking. Should you change the emphasis of your work? Seek out specific partners with whom to coordinate efforts? Add new Board members who can make critical connections? Start to measure something you aren't measuring now?
- Last, go back to Column A, "Inputs": What resources do you have to advance your work? Is there a match between your resources and your planned activities? If not, what can you do about that?
- Revise your logic model as appropriate and review it at least annually to gauge your progress.

Your own goals, and own community context, should drive your choices, not necessarily the examples above! Good luck! For more information about logic models, check out the following resources:

- W.K. Kellogg Foundation Logic Model Development Guide

  The Logic Model for Program Planning and Evaluation, University of Idaho

Cultural Coalition Logic Model Outline

A	B	C	D	E	F
Inputs- What you invest	Activities/Programs- What you do	Outputs- Measures of what you do at the time you do it	Short term outcomes (1-2 years): What changes for grantees?	Medium-term outcomes (3-5 years): What changes as a result of what grantees do?	Long term outcomes (6+ years): How is your community changed?