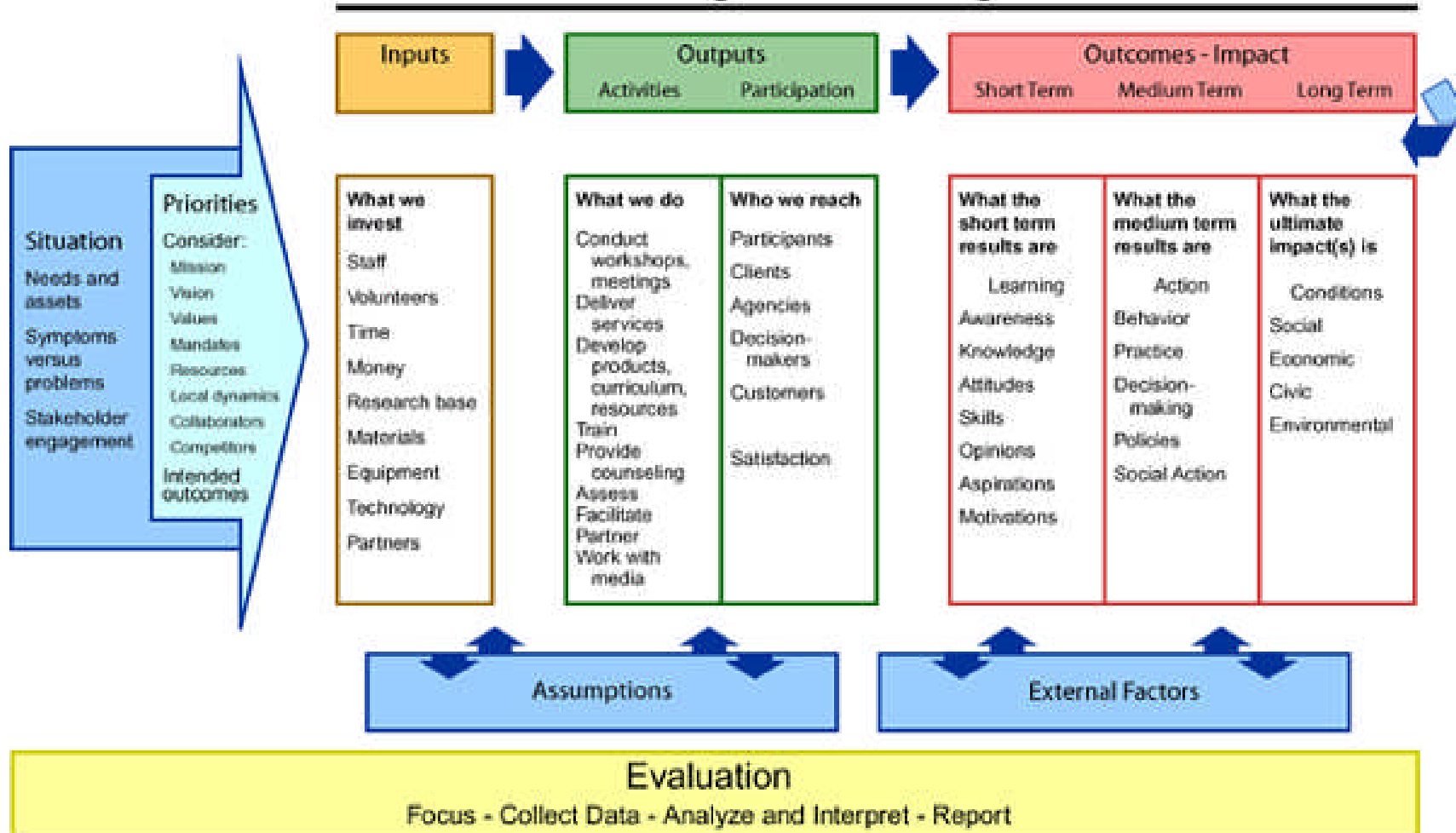


# SAMPLE PROGRAM LOGIC MODEL UNIVERSITY OF WISCONSIN EXTENSION PROGRAM

## Program Action - Logic Model



Source: <http://www.uwex.edu/ces/pdande/evaluation/evallogicmodel.html>

# SAMPLE PROGRAM LOGIC MODEL

## UNIVERSITY OF WISCONSIN EXTENSION PROGRAM

The logic model is at the center of UW-Extension Program Development. It displays the sequence of actions that describe what the program is and will do – how investments link to results. We include 5 core components in this depiction of the program action:

1. **INPUTS:** resources, contributions, investments that go into the program
2. **OUTPUTS:** activities, services, events and products that reach people who participate or who are targeted
3. **OUTCOMES:** results or changes for individuals, groups, communities, organizations, communities, or systems
4. **Assumptions:** the beliefs we have about the program, the people involved, and the context and the way we think the program will work
5. **External Factors:** the environment in which the program exists includes a variety of external factors that interact with and influence the program action.

In UW-Extension, we use the logic model in planning, implementation, evaluation and communication. While the term “program” is often used, we find a logic model equally useful for describing group work, team work, community-based collaboratives and other complex organizational processes as we seek to promote results-based performance.

The UW-Extension logic model draws on experience with the USAID Log Frame (~1971) and the hierarchy of program effectiveness (Bennett, 1976; later with Rockwell, 1995), long a program evaluation framework in Cooperative Extension nationwide as well as work by Wholey, 1979, 1987; Mayeske, 1994; Reisman, 1994; United Way, 1996; Montague, 1997 and others. This logic model classifies **Activities** as **OUTPUTS** where we also include **Participation**. This has

- allowed us to simplify the model and language
- helped us focus on outcomes versus outputs
- allowed us to attend equally to the important aspects of who participates or is reached that is central to our programming and diversity goals.