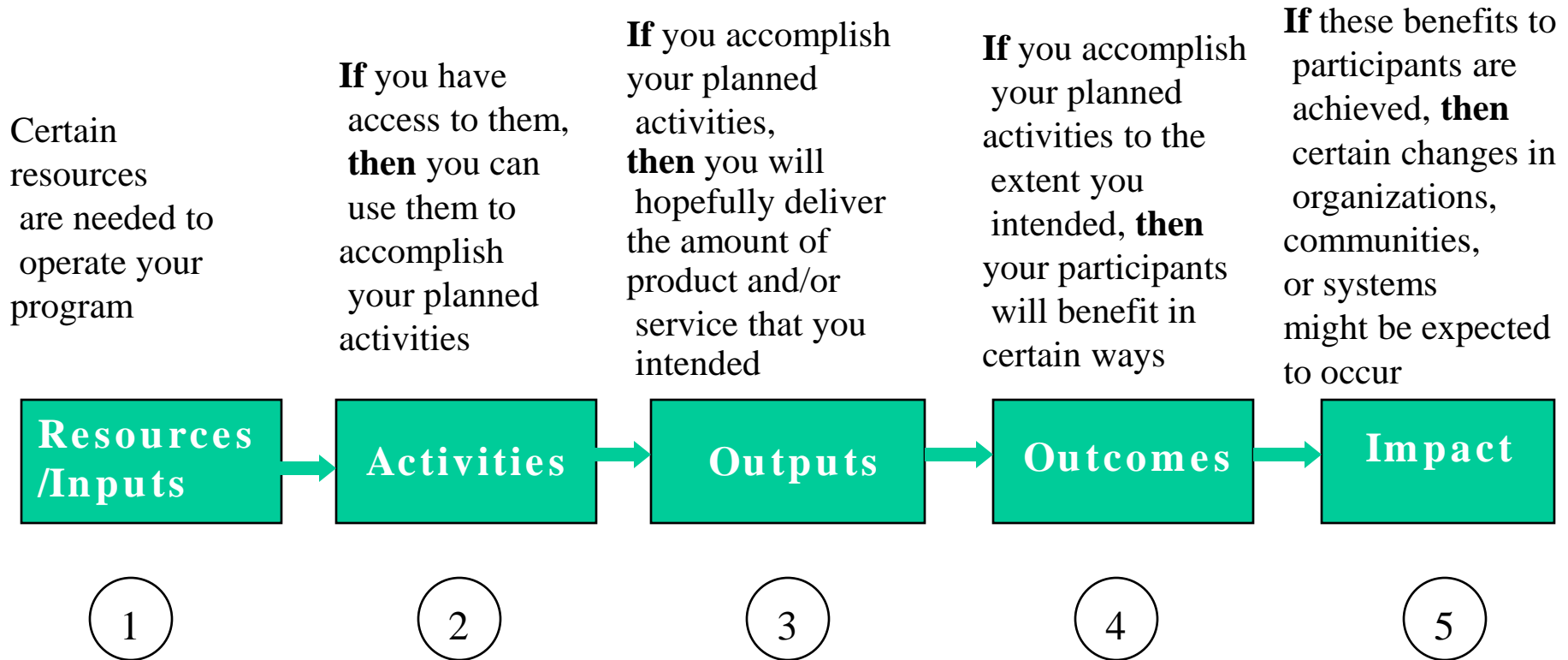


LANGUAGE OF EVALUATION

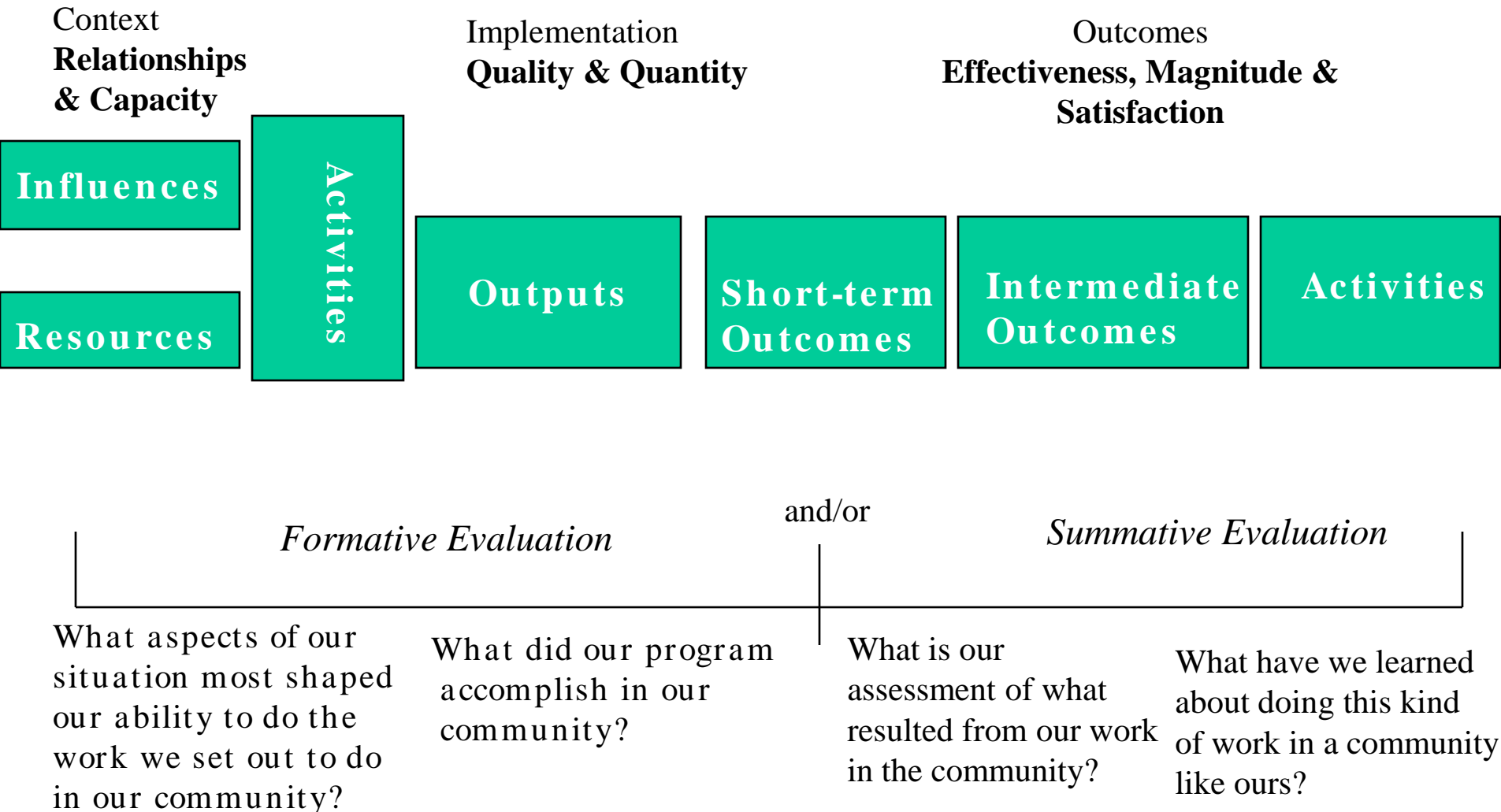
LOGIC MODEL



Your Planned Work

Your Intended Results

Using a Logic Model to Frame Your Evaluation Questions





Program Elements	Criteria for Program Success	Benefits of Program Logic Models
Planning & Design	Program goals & Objectives & important side effects are well defined ahead of time	Finds “gaps” in the theory or logic of a program & work to resolve them
	Program goals & objectives are both plausible & possible	Builds a shared understanding of what the program is all about & how the parts work together
Program Implementation & Management	Relevant, credible & useful performance data can be obtained	Focuses attention of management on the most important connections between action & results
Evaluation, Communication & Marketing	The intended users of the evaluation results have agreed on how they will use the information	Provides a way to involve & engage stakeholders in the design, processes, & use of evaluation