Constructing Logic Models for Program Evaluation

Mihaiela Ristei Gugiu, Ph.D.
The Crane Center for Early Childhood Policy and Research
Semi-Structured Interview Protocol

- Used in:
  - U.S.
    - USDA Food and Nutrition Services
    - NIH: National Center for Biotechnology Information
  - Australia
  - Europe
  - South Korea

- Applied in the fields of:
  - Business & economics
  - Health care
  - Education
  - Criminal Justice
Semi-Structured Interview Protocol

1. Identify key informants to interview

2. Identify basic background and contextual information

3. Generating logic model elements

4. Modeling program outcomes

5. Modeling program activities and outputs

6. Modeling program inputs

7. Building a rational theory

8. Developing a program theory

9. Prioritizing logic model elements

10. Building a graphical or tabular logic model
Logic Model - Career Services Program

### Inputs

- **I₁: Staff**
  - Staff time

- **I₂: Facility**
  - Interview and conference rooms, personnel offices

- **I₃: Equipment**
  - Office computers, video recorders

- **I₄: Technologies**
  - Facebook, Twitter, Skype

- **I₅: Material**
  - Career guide, job search guide, flyers, postcards

- **I₆: Supplies**
  - Center supplies

- **I₇: Other**
  - Money for employers’ visits to campus, job fair events

### Activities

- **A₁** Document critiques of résumés and cover letters
- **A₂** Mock interviews
- **A₃** Career advising
- **A₄** Provide resources to students seeking internships
- **A₅** Liaison to CMU colleges to publicize the services offered
- **A₆** Outreach to students to publicize the services offered
- **A₇** Employer development network

### Short-Term Outcome

- **ST₁**
  - Increased employment rate and starting salary
  - A₁
  - A₂

- **ST₂**
  - Improved overall quality of documents
  - A₁

- **ST₃**
  - Improved job interviewing skills
  - A₂

- **ST₄**
  - Improved comfort and confidence during job interviews
  - A₂

- **ST₅**
  - Improved career decision-making
  - A₃

- **ST₆**
  - Improved ability to find internships
  - A₄

- **ST₇**
  - Increased awareness about the services offered
  - A₅

- **ST₈**
  - Increased number of employers that attend the CMU job fairs
  - A₇

### Importance of Outcome

- Critically important
- Moderately important
- Low importance
Thank you!

Citation: