

United Way Logic Model Synopsis

Earlier this year in conjunction with United Way and using their Outcome Logic Model we worked with Pete Brown to develop an outcome measurement workshop. The focus of the workshop was to teach us how to clearly define outcomes, how to reach those outcomes and how the outcomes are measured. The workshop was developed around a COTS specific example and as the workshop progressed, teams of COTS staff worked the example to get a better understanding of how to measure outcomes using the Outcome Logic Model. This workshop differed from other workshops because the example was organization specific. Using an organization specific example minimized the learning curve for COTS and as a result staff now routinely reviews programs with an outcome measurement focus.

We are also developing a parenting program called "Kid's First" using the Outcome Logic model. The need had already been identified so our next step was to identify initial, intermediate and some long-term outcomes. From the outcomes we developed course goals and objectives. Our next steps will be to sequence the objectives and determine the inputs and activities. Identified inputs and activities will set the curriculum for the course. A Beta run for the course could then be completed.

COTS' takes a values based approach to human transformation. Over the course of the last several months we've identified the values that make up our culture. We have also identified key program elements needed for successful human transformation. Key program elements include meeting basic needs, guidance and support, nurturing and boundaries and motivation and perseverance. Combining the key program elements with the outcome logic model has given us a very powerful tool for successful program development and evaluation. Using the new combined matrix a program can be reviewed or developed that defines the values required to meet the outcomes identified under the key program elements.

Our ongoing experience using this model could greatly benefit the United Way and other nonprofit organizations. Many questions will arise as organizations put this into practice that we, in partnership with the United Way would be able to answer. Our practical experience combined with the United Ways "large picture" view provides an excellent opportunity to benefit other organizations.