

Evaluation Planning Brief: Tearless Logic Model

Developing a program logic model assists program staff and other stakeholders in defining the goals of a project and develops a road map for getting to the goals. The logic model is also used during the evaluation process to measure progress toward the program goals. To facilitate the creation of the logic model, community-based organizations can consider using the Tearless Logic Model.

Tearless Logic Model

The Tearless Logic Model uses a series of questions to assist non-evaluators in completing the various components of the logic model. Once the questions are answered, the evaluator can reformat the titles in the logic model to match those recommended by NEO. Questions related to each of the columns are as follows:

1. Anticipated **impacts** or **“Goal”**
 - If you really got it right, what would it look like in 10 or 20 years?
 - If our organization were operating at our very best, what would we be achieving?
2. **Target population**
 - Who do you serve or help, both directly and indirectly?
 - Who benefits from your work in the community?
 - Who are you ultimately trying to serve?
3. Why we do it or **“Long-term Outcomes”**
 - What changes in programs, policies, and practices are necessary to reach your vision?
 - If we have reached our “vision,” what has changed to allow that?
4. Why we do it or **“Intermediate Outcomes”**
 - What changes would you expect to see in the behaviors/actions of those you serve?
 - What will the people you serve do differently?
5. Why we do it or **“Short-term Outcomes”**
 - What changes in knowledge, beliefs, and attitudes would you expect to see in the groups you serve?
 - What changes would we expect to see in the next year if we are heading in the right direction?
6. What we do or **“Activities”**
 - What do you need to do to create the changes we have just discussed?
 - What new or different activities would it take to create change?
 - What must be undertaken to make this change possible?
7. What can be counted or **“Outputs”**
 - What can you ‘count’ when you successfully do the ‘activities’ we just talked about?
 - How many do we serve and what do we provide them?
8. What we invest or **“Inputs”**
 - What do you have and what do you need to make this happen?
 - What will it cost your program/organization to offer the activities we just discussed (people, materials, facilities, hardware, computers, etc.)?

The Tearless Logic Model was created by:

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