

Key Terms for Logic Model:

Here are some terms you should be familiar with as you develop your logic model for your evaluation framework.

- **Goal:** This is the outcome you are trying to achieve.
- **Inputs:** these are the resources you invest in the program or service you are evaluating
- **Activities:** this is what you are actually going to do to make the goal a reality.
- **Audience or Target:** This is the group that you want to reach through the activities. This is the group you want to impact.
- **Outputs:** This is the unit measurement of what happens during your activities. Like the number of sessions held or number of people attended.
- **Outcomes:** These are typically measured in short, medium, and long-term. Short term outcomes usually result in learning. Medium-term outcomes result in action and long-term outcomes result in change in condition. Showing the long-term outcomes is what will show your impact.
- **Metrics or data:** these are the pieces of information you are going to gather to show your outcomes.
- **Assumptions:** factors that you understand to be true about the goal and your ability to achieve it. It's assumptions about the inputs, activities, and audience.
- **External factors:** other things that happen, typically out of your control, that influence your ability to achieve your outcomes.