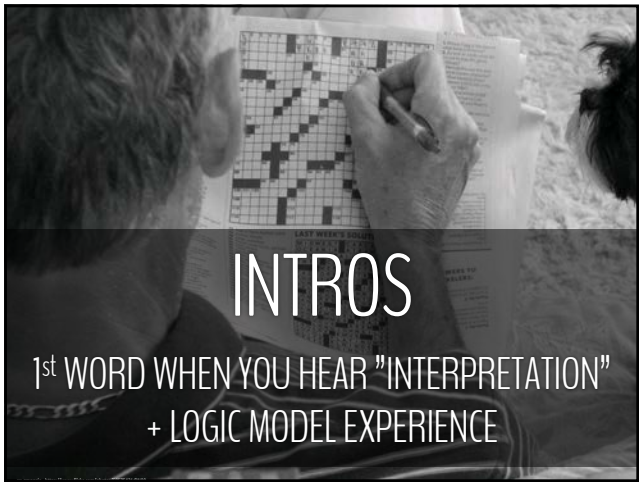
LOGIC MODELING
FINDING OUR NORTH STAR + CHARTING OUR COURSE

1

I'M KATE
EXPOSEYOURMUSEUM.COM/PHA

2


INTROS
1st WORD WHEN YOU HEAR "INTERPRETATION"
+ LOGIC MODEL EXPERIENCE

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EXPECTATIONS

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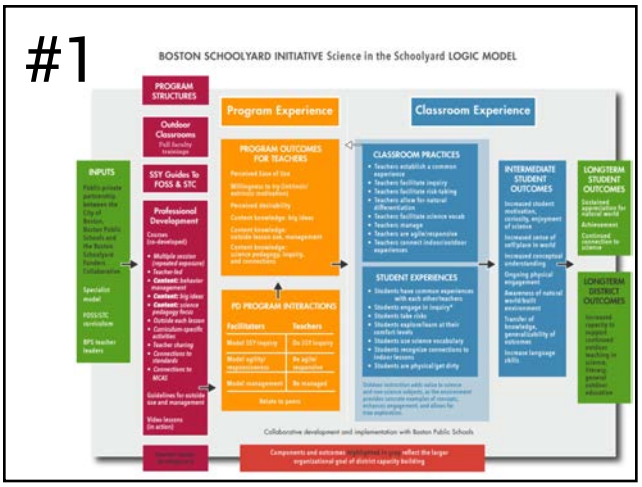
#1



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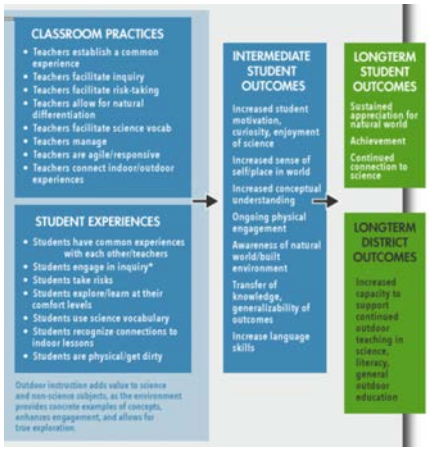
#1
close up



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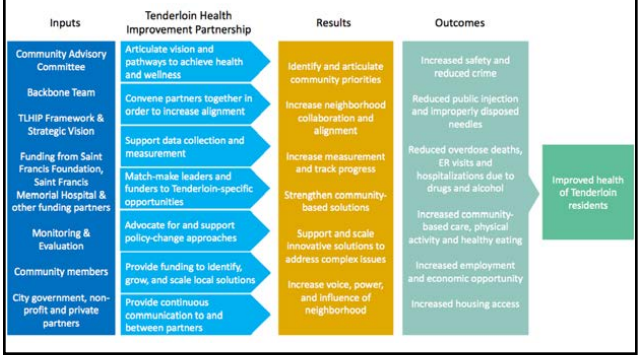
#2



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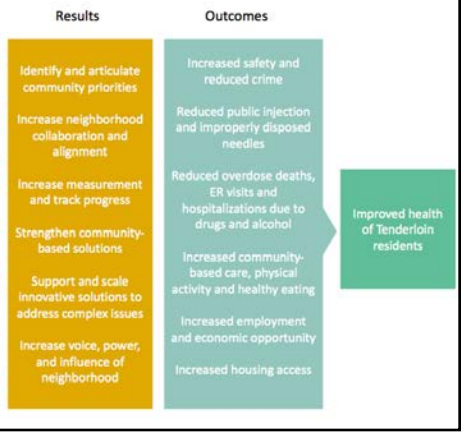
#2
close up



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#3

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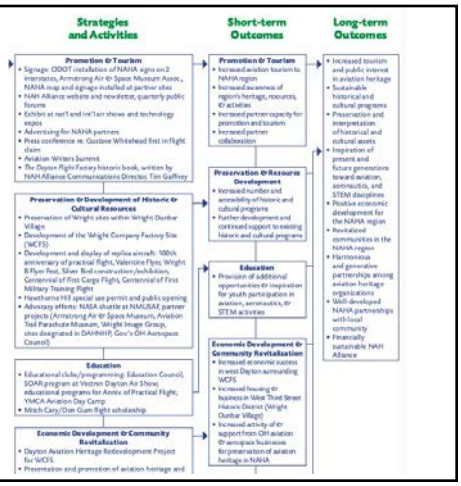
#3
close up



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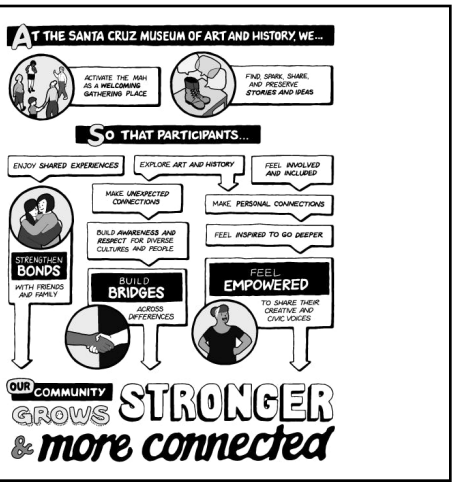
#4



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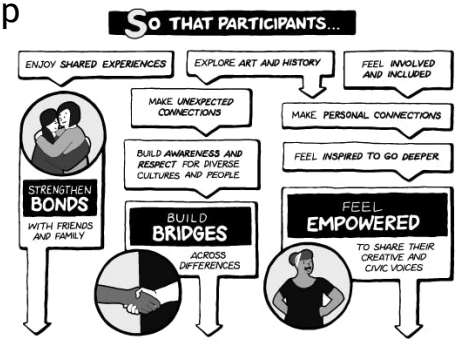
#4

close up



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#5

INPUTS	OUTPUTS		OUTCOMES		
	Activities	Participation	Short	Medium	Long
Project Teams Clients Office Spaces People Time/Hours Time Technology Materials Equipment Research	Conduct knowledge transition workshops Increase safety of accessible travel Deliver accessible workouts Improve local accessibility of restaurants/bars Provide opportunities for safe occupations for those experiencing homelessness Develop inclusive physical activity and leadership curriculum	Participants Community Members Volunteers Funders Community Groups Key Informants Project Stakeholders Clients	Increase EDI in community Larger reach of OT in communities and greater awareness of OT Improves understanding, practice and commitment to EDI at OTbyDesign Increases awareness of accessibility in communities and across industries Improves knowledge, attitudes, and skills of staff across projects to support diverse clientele	Local partnerships Local policy changes to support EDI Advocacy for accessible environments Diverse populations have further access to spaces and services Success of pilot projects and initial stages of programs OTbyDesign develops partnerships with other healthcare professionals to expand reach of programs and services offered	Cultural changes in communities which support and thrive with EDI Accessibility as the standard, not the addition Contribute to broader discussion of connections between EDI and OT profession, and OT's role in these initiatives National policy changes to support inclusion and diversity Sustainability of implemented programs by OTbyDesign Pilot projects will expand nationally to other locations

ASSUMPTIONS	EXTERNAL FACTORS
- Community is excited and motivated to increase equity, diversity and inclusion - There will be funding available from our project partner organizations - Participants will benefit from the programs - We are a capable group to work on EDI issues (have the skills, knowledge and cultural humility/safety practices)	- Political climate and will to work on equity, diversity and inclusion factors - COVID-19 pandemic - Staffing changes - Funding changes - Competition with other community organizations

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#5

close up

OUTCOMES		
Short	Medium	Long
Increase EDI in community Larger reach of OT in communities and greater awareness of OT Improves understanding, practice and commitment to EDI at OTbyDesign Increases awareness of accessibility in communities and across industries Improves knowledge, attitudes, and skills of staff across projects to support diverse clientele	Local partnerships Local policy changes to support EDI Advocacy for accessible environments Diverse populations have further access to spaces and services Success of pilot projects and initial stages of programs OTbyDesign develops partnerships with other healthcare professionals to expand reach of programs and services offered	Cultural changes in communities which support and thrive with EDI Accessibility as the standard, not the addition Contribute to broader discussion of connections between EDI and OT profession, and OT's role in these initiatives Sustainability of implemented programs by OTbyDesign Pilot projects will expand nationally to other locations

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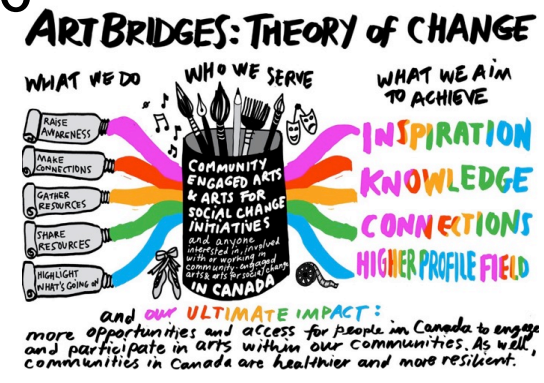
#6



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#6

close up

and our ULTIMATE IMPACT:
more opportunities and access for people in Canada to engage and participate in arts within our communities. As well, communities in Canada are healthier and more resilient.

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#7

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#7

close up

Short-term Outcomes

- Increased Corridor identity
- Increased cultural pride in SC heritage
- New tourism products in the Corridor
- Increased capacity in community organizations to administer and support heritage and cultural programs
- Increased partnerships with local for-profit and non-profit community organizations focusing on heritage and culture goods and services.

Long-term Outcomes

- Sustainability of the SCNHC
- Increased economic development in rural areas
- Local pride in heritage and culture of area ("pride in their place")
- Increased tourism

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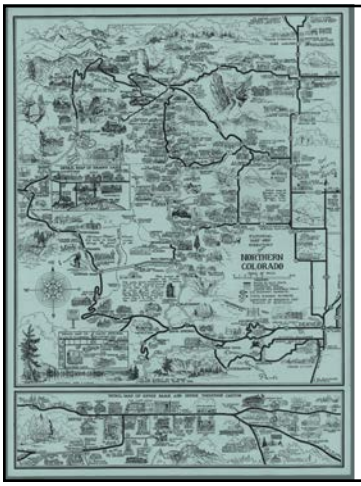

Logic Models 101

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Outcomes-based.

…huh?

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A new way of thinking about how we measure our work.

This used to be enough:

-What signage, exhibits, activities, or programs did we install or provide?
-Who participated?
-How many people came?
-What were their races/ ages/genders?

Now this is expected:

-So what?
-What difference are we making?
-What results were achieved?
-Who benefitted? How?
-How is our work making the world more wonderful?

OUTPUTS (PEOPLE & ACTIVITIES) → OUTCOMES (IMPACT)

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What gets measured gets done.
If you don't measure results, you can't tell success from failure.
If you can't see success, you can't reward it.
If you can't reward success, you're probably rewarding failure.
If you can't see success, you can't learn from it.
If you can't recognize failure, you can't correct it.
If you can demonstrate results, you can win public support.

-Reinventing Government,
Osborne and Gaebler, 1992

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OUTPUTS (PEOPLE & ACTIVITIES) → OUTCOMES (IMPACT)

What?
So What?
Now What?

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Where are we going?
What is our destination?
How will we get there?
How will we know when we've arrived?

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A logic model is not:
Reality.

A logic model is:
What's possible.

A framework.

Describes relationships between investments, activities, and results.

A common approach for integrating planning, implementation, evaluation, and reporting.

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Project Name:
Purpose Statement:

Situation & Priorities	Inputs	Outputs		Outcomes → Impact		
				What We Expect To Change		
		Activities	Participation	Thoughts Awareness Skills Attitudes Motivations Aspirations Knowledge	Actions Behaviors Policies Practice Decision-Making	Big Condition Shifts Social Political Status Economic Environmental
	Our Resources	What We Do	Who We Reach	Short Term "mind-shifts"	Medium Term "behavior changes"	Long Term "systemic change"
Assumptions—in place now and we'll continue to rely on				External Factors—out of our control, but could influence the above		

Logic modeling is a guide…

Our North Star.

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Every day logic model:
family trip to the beach

INPUTS	OUTPUTS	OUTCOMES
family members	get to beach	family feels connected
budget	set up	family members learn about each other
transportation	walk along beach, skip stones, swim, surf, play games, laugh, talk, eat	family bonds
beach equipment		family members closer than ever

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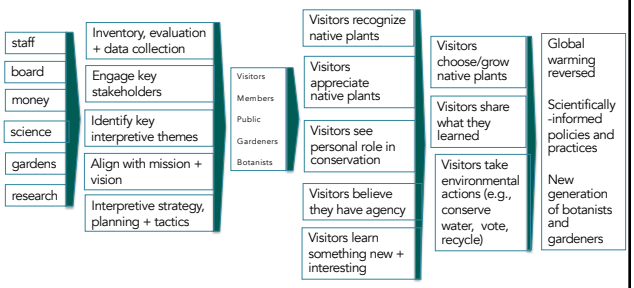
Botanic Gardens Interpretative Goals:

1) provide relevant, factual content to visitors, 2) inspire local residents to choose/grow plants native to region, and 3) take action to protect and sustain the planet



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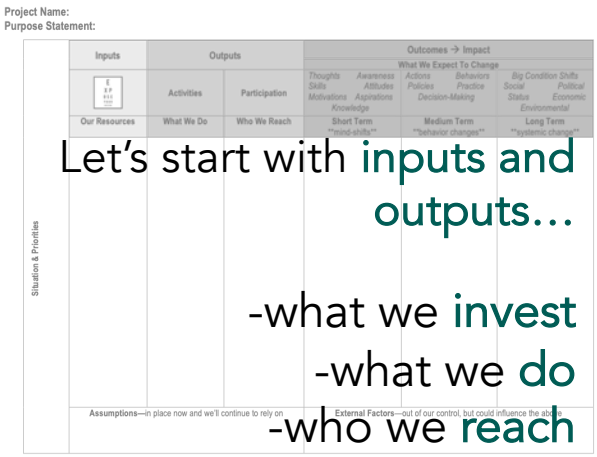

Let's start with inputs and outputs…

-what we invest
-what we do
-who we reach

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Now outcomes…

Outcomes → Impact		
What We Expect To Change		
Thoughts, Skills, Awareness, Attitudes, Motivations, Aspirations, Knowledge	*Actions, Policies, Behaviors, Practice, Decision-Making*	*Big Condition Shifts, Social, Political, Status, Economic, Environmental*
Short Term **mind-shifts**	**Medium Term** **behavior changes**	**Long Term** **systemic change**

*consider different audiences

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Now outcomes…

Outcomes → Impact
What We Expect To Change
Thoughts, Skills, Awareness, Attitudes, Motivations, Aspirations, Knowledge
Short Term **mind-shifts**

Short Term = Mind-Shifts

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Now outcomes…

Medium Term = Behavior Changes

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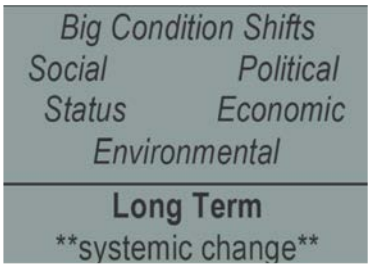
Now outcomes…



Long Term = Systemic Change

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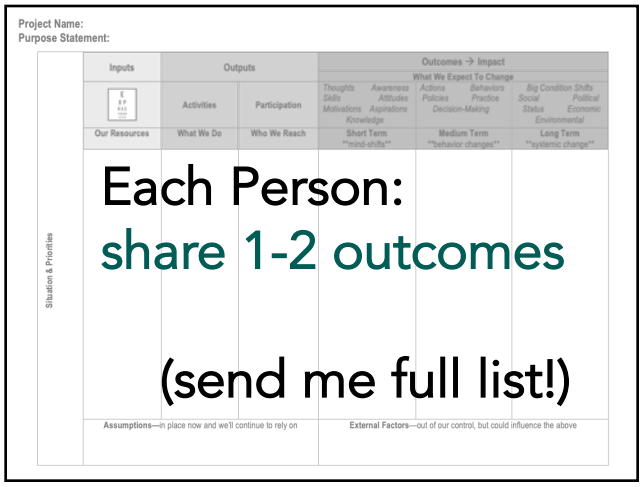

Each Person:
share 1-2 outcomes

(send me full list!)

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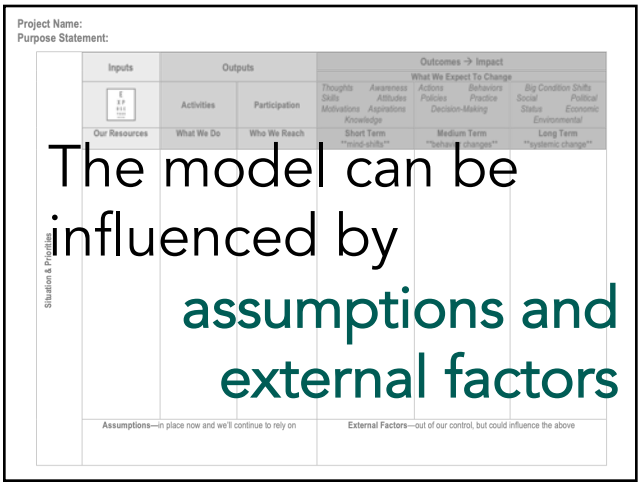

The model can be influenced by assumptions and external factors

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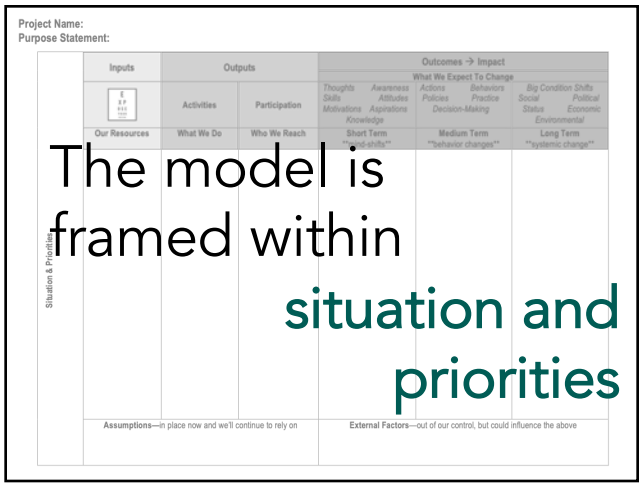
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Purpose Statement:
Inputs
Outputs
Outcomes → Impact
What We Expect To Change
Activities
Participation
Our Resources
What We Do
Who We Reach
Short Term
Medium Term
Long Term
Situation & Priorities
Assumptions—in place now and we'll continue to rely on
External Factors—out of our control, but could influence the above
The model is framed within situation and priorities

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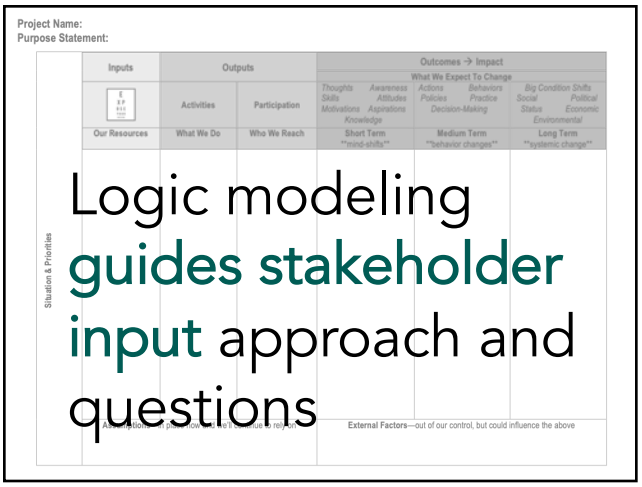
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Short Term
Medium Term
Long Term
Situation & Priorities
External Factors—out of our control, but could influence the above
Logic modeling guides stakeholder input approach and questions

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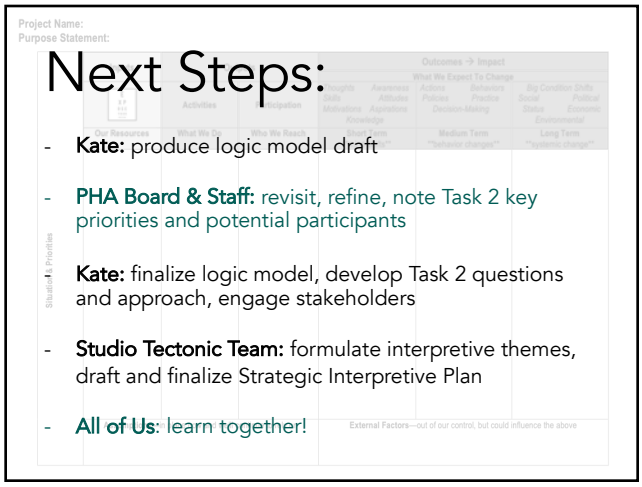
Project Name:
Purpose Statement:
Next Steps:
- Kate: produce logic model draft
- PHA Board & Staff: revisit, refine, note Task 2 key priorities and potential participants
- Kate: finalize logic model, develop Task 2 questions and approach, engage stakeholders
- Studio Tectonic Team: formulate interpretive themes, draft and finalize Strategic Interpretive Plan
- All of Us: learn together!

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THANK YOU!
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kate@exposeyourmuseum.com

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