



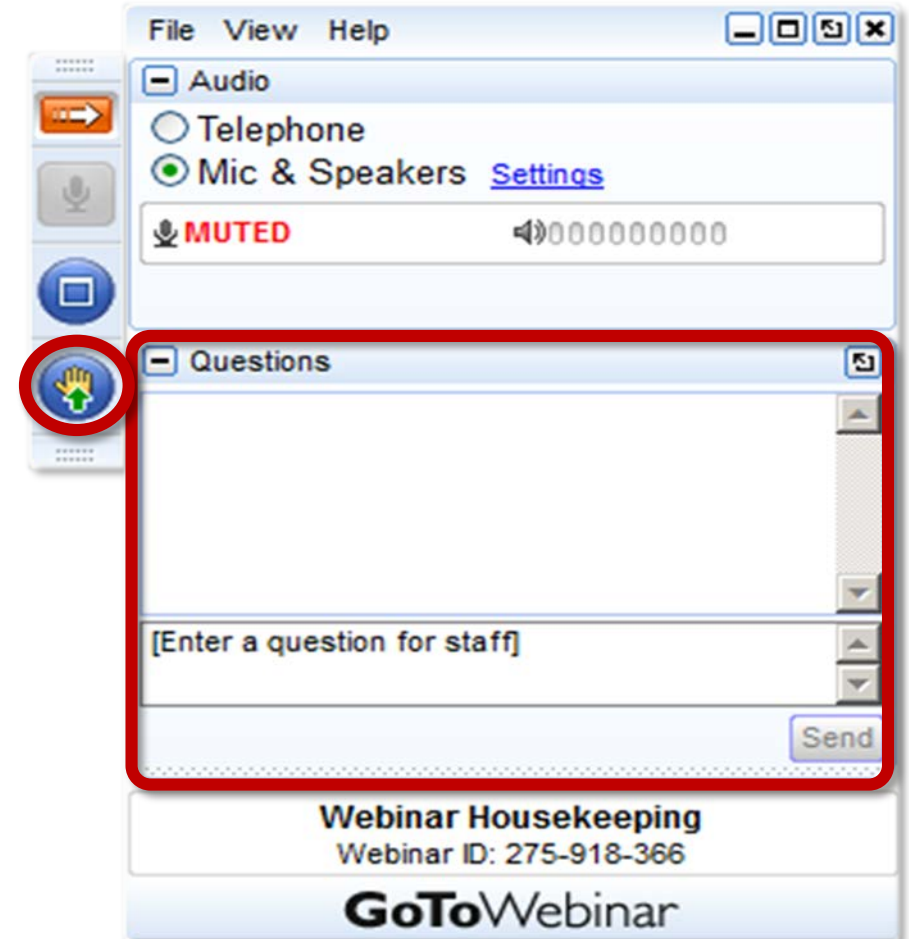
# Developing Your Program Design and Logic Models – The Pre-Application Phase

Amy Salinas and Jennifer Cowart

# Tips for Participating



- Phones are muted;
- To ask questions, use the Questions panel OR
- Click on the hand icon to let us know you have a question; and
- Links and recording will be available after the session – [www.nevadavolunteers.org](http://www.nevadavolunteers.org)



# Guest Speakers



**Amy Salinas**

On3Learn

Austin, TX



**Jennifer Cowart**

On3Learn

Austin, TX

# In Person Meetings



## 1. Thursday, October 12

- 9:00 AM – 11:30 AM
- United Way of Northern Nevada and the Sierra – 639 Isbell Road, Suite 460, Reno

## 2. Tuesday, October 17

- 12:00 PM – 1:00 PM
- Griddle, 460 West Winnemucca Blvd., Winnemucca

To register for either meeting, go to [www.nevadavolunteers.org](http://www.nevadavolunteers.org).

Advance registration is not required.

# Webinars



ALL webinars are  
from 10:00 a.m. –  
11:30 a.m.

- ✓ October 10 – Understanding AmeriCorps and Determining Organization Fit
- October 17 – Developing Your Program Design and Logic Model – The Pre-Application Phase
- October 24 – Understanding the AmeriCorps Budget & Budget Narrative
- October 31 – Understanding the NOFO Narrative and Performance Measures

# Our Purpose



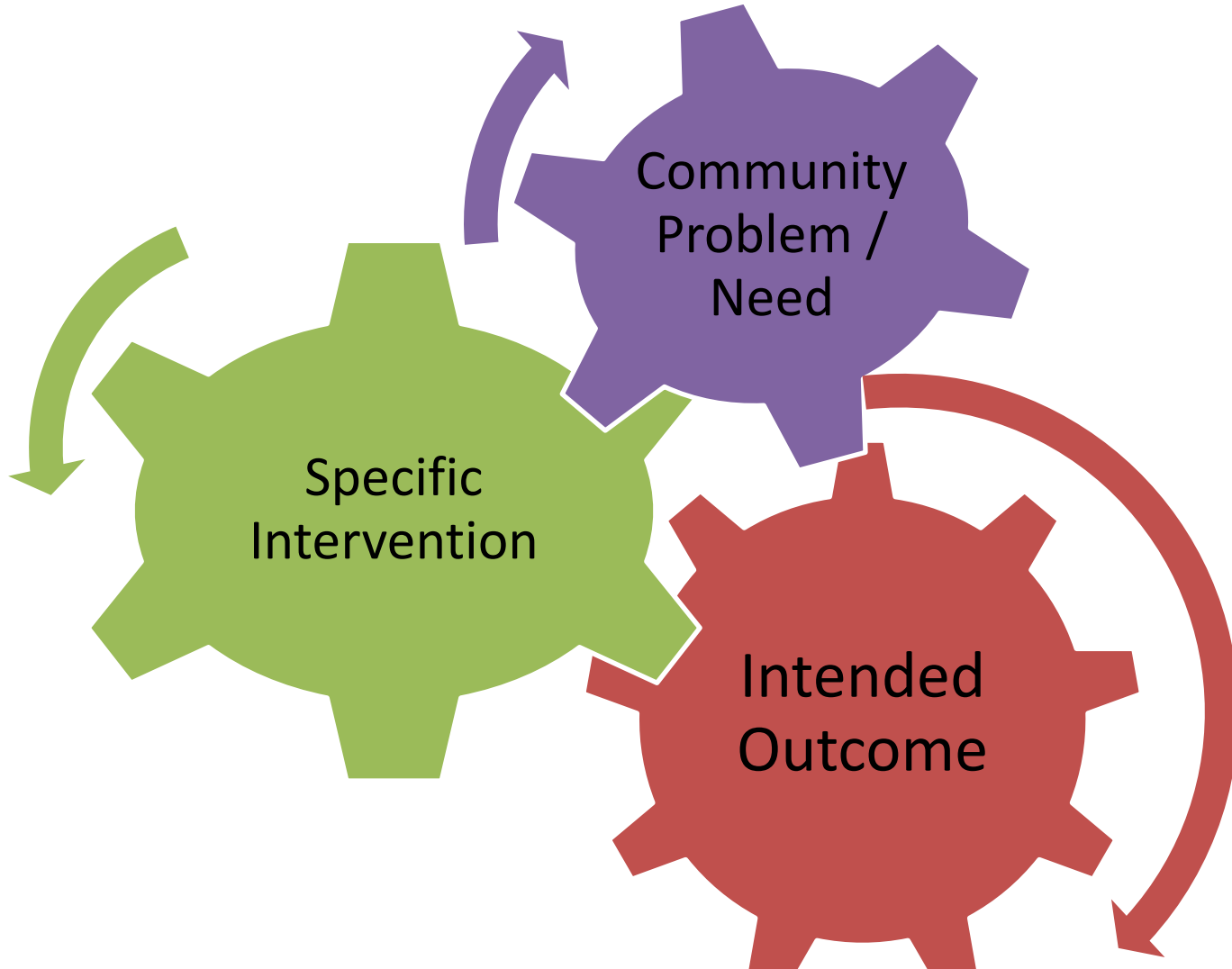
1. Understand the key areas of AmeriCorps program design; and
2. Discuss the pre-application elements and requirements.

# Session Topics



- Program Design Elements
  - Theory of Change
  - Logic Model
  - Evidence
  - Member Management
- Pre-Application Overview
- Pre-Application Narrative

# Theory of Change



What is required to make your change initiative happen? And why?

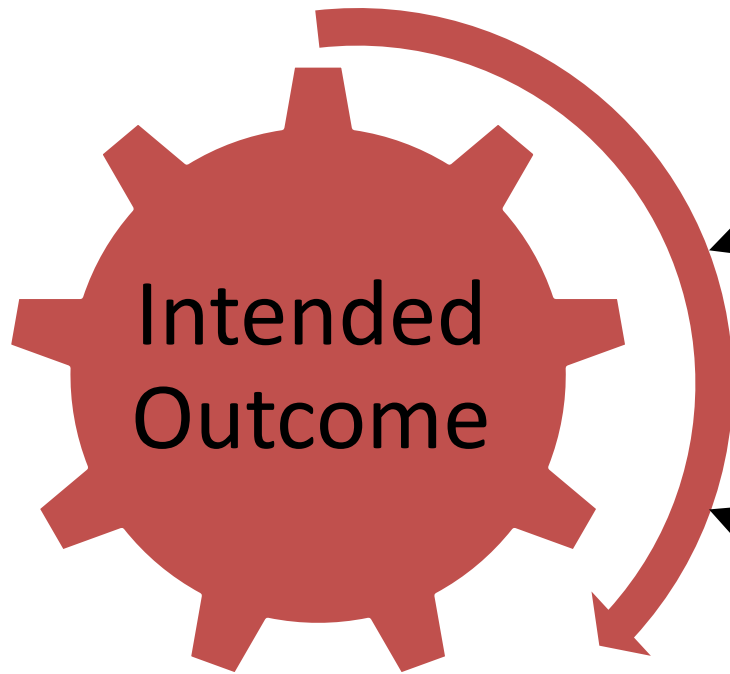


# Theory of Change



- ? What is showing up in your community or communities that makes you think something needs to be done? What is the problem?
- ? What factors are causing this issue/problem to happen?
- ? How do you know? What evidence do you have? Is this evidence current?

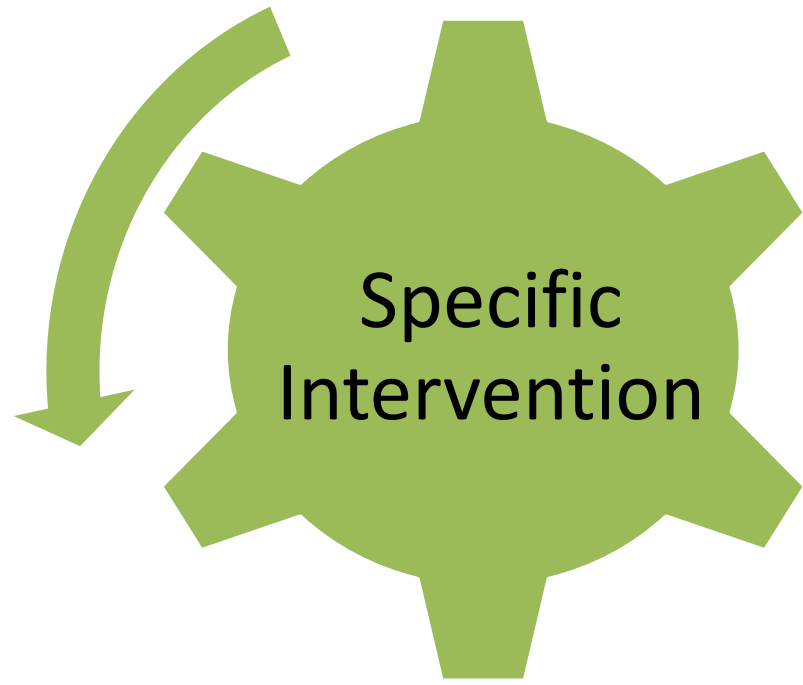
# Theory of Change



Outputs = counts

Outcomes = demonstrated  
changes in knowledge/skill,  
attitude, behavior or condition

# Theory of Change



Specific set of activities in which your members will be engaged that will bring about the change for those who will benefit from the services.

# Theory of Change



1. Plausible – Does the logic of your model seem correct: “if we do these things, will we get the results we expect?”
2. Feasible – Do you have enough resources to implement the intervention you have chosen? Does the time and money needed for the change correlate to the amount of change?
3. Meaningful – Are your intended outcomes important? Is the magnitude of change you expect worth the effort?

# Logic Models



What specifically needs to happen within your program that will help to move the needle on the larger change effort?

## Application Narrative

Section called Program

Design includes:

- Need
- Theory of change and logic model
- Evidence base



## Logic Model

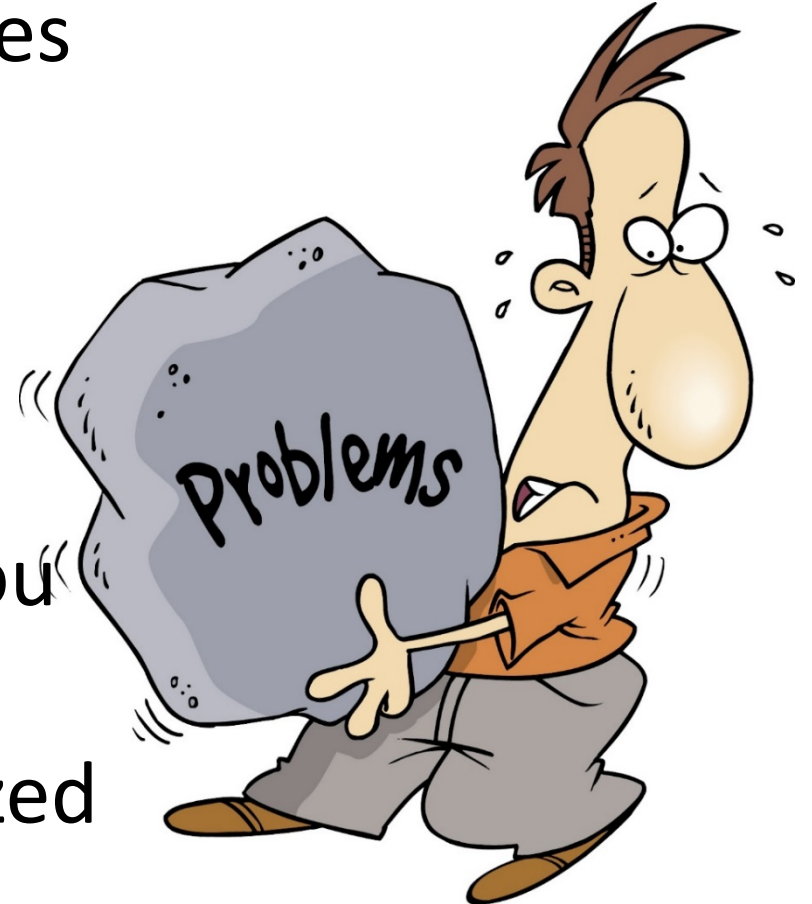
### Document

- Required part of your application
- Limited to 3 pages long

Problem	INPUTS	ACTIVITIES	OUTPUTS	Outcomes		
				Short-Term	Medium-Term	Long-Term
Community problem that the program activities are designed to address	What we invest	What we do	Direct products from program activities	Changes in knowledge, skills, attitudes, opinions	Changes in behavior or action that result from participants' new knowledge	Meaningful changes, often in their condition or status in life

# Logic Model

- ? What is showing up as an issue that makes you think something needs to be done?
- ? What is happening in your community/communities that merits attention?
- ? How do you know? What evidence do you have? Data? Assessment? Community Dialogue? Is all of this current and localized to the proposed service area?





# Logic Model



## Activities

- ? What specifically will members do to address the problem? As you think about their day, what are they doing?
- ? Who is the target population for their activities?
- ? How long and how often will the members do these activities?
- ? What will the duration, dosage, and frequency of the activities be for the beneficiaries?
- ? How many members and what type are you proposing to address the specific problem?

## Primary or Significant Activity:

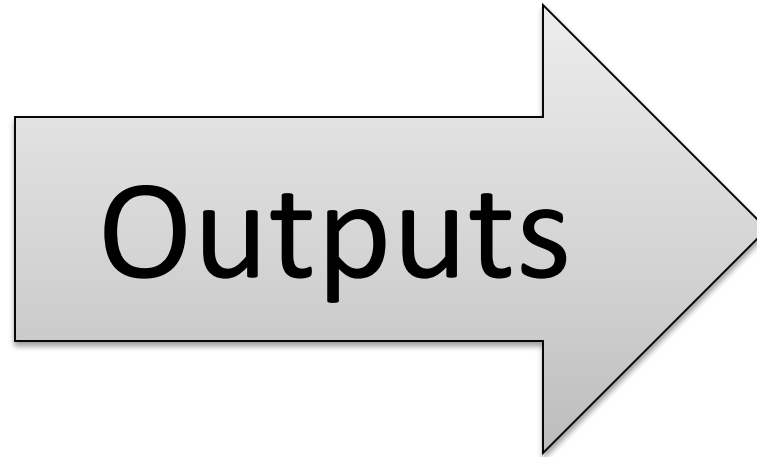
- Where members put most of their effort and time
- All or most of the members participate
- Important to the program mission



# Logic Model



Impact



Outputs

- Counts
- Number of people served
- Services delivered
- Projects completed

# Logic Model



**IMPACT**

Short-Term Outcomes

Changes in knowledge, skills and/or attitudes

Medium-Term Outcomes

Changes in behavior or actions

Long-Term Outcomes

Changes in condition or status in life

# Logic Model

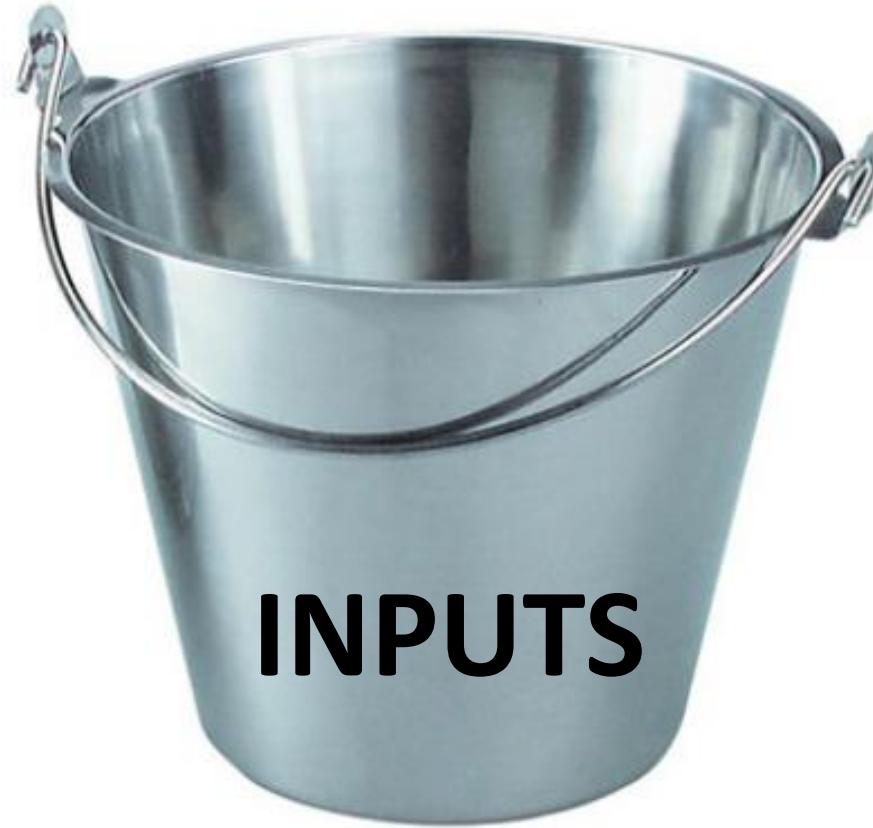


AmeriCorps Members

Program Staff

Funding

Training and Curriculum



**RESOURCES**

Sites

Supervision

Volunteers

Research

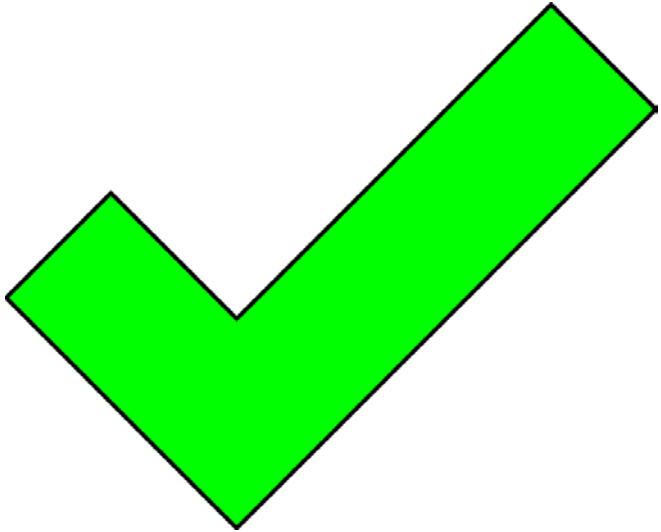


# Member Management



Problem	Inputs	Activities/ Interventions	Outputs	Short Term Outcomes	Mid Term Outcomes	Long Term Outcomes
<p>SAFETY</p> <p>7 target areas have a poverty rate between 27.7% and 47.45%. These areas experience high crime, and are concern areas for LRPD. Following are total number of burglary related reports in the last year by atom: 88060 (175); 89101 (99), 95060 (21), 99088 (303), 103096 (196), 117067 (167), and 123071 (341). The percentage of homes who experienced a burglary related crime in the last year are: 88060 (51%); 89101 (38%), 95060 (5%), 99088 (52%), 103096 (72%), 117067 (35%), and 123071 (34%).</p>	<p>SAFETY</p> <p>- 5 teams of 2 FT and 4 PT members each</p> <p>- 7 targeted atoms/neighborhood areas: 88060; 89101, 95060, 99088, 103096, 117067, and 123071</p> <p>- Home Security Assessment Tool</p> <p>-LRPD provided training and crime stat support</p> <p>-2 Week Member Orientation from LRPD on assessments, community policing, neighborhood information, and more</p> <p>-Ongoing supervision from LRPD while members are on site in neighborhoods</p> <p>-Training throughout the year on public safety, neighborhood revitalization, etc.</p>	<p>SAFETY</p> <p>PRIMARY ACTIVITY:</p> <p>-Conduct security assessments on homes; Perform safety improvements i.e. deadbolt lock installation, painting house numbers on curbs, trimming shrubs/ bushes, etc. (intervention occurs daily until safety improvements are complete/duration will depend on # of improvements/hazards)</p> <p>ADDITIONAL ACTIVITIES:</p> <p>-Public Training and information distribution; Monthly community meetings with LRPD and community leaders; Presentations on theft prevention and neighborhood safety; Create personalized</p>	<p>SAFETY</p> <p>APPLICANT</p> <p>DEVELOPED OUTPUT: 100 homes where security assessments were completed</p> <p>OTHER OUTPUTS</p> <p>-Number of handouts, brochures created and distributed; Number of public safety classes taught; Number of participants at public safety classes; Number of monthly community meetings conducted; Number of participants at monthly community meetings; Number of deadbolt locks installed; 100 personalized safety plans created; Conduct 100 pre/post surveys to test knowledge of public safety</p>	<p>SAFETY</p> <p>APPLICANT</p> <p>DEVELOPED OUTCOME: 95 homes where security was improved</p> <p>OTHER OUTCOMES:</p> <p>-Increase knowledge of public safety</p> <p>-Knowledge of 5 ways to prevent theft</p>	<p>SAFETY</p> <p>-Increased trust between and among LRPD and residents</p> <p>-Increased involvement with LRPD and safety programs</p> <p>-Increase feelings of safety in own home and neighborhood</p>	<p>SAFETY</p> <p>-Decrease in residential burglary</p>

# Logic Model



- Appropriate amount of detail and includes all key program components
- Depicts plausible relationships between program components
- Realistic
- Achieves consensus among your program's stakeholders that the model accurately depicts the program and its intended results



# Logic Model



What is the desired long-term outcome?

Increase # of healthy families. **But how?**

What is the desired intermediate outcome?

Increase # of families using healthy food practices. **But how?**

What is the desired short-term outcome?

Individuals gain knowledge of healthy food choices. **But how?**

What outputs are needed to achieve the outcomes?

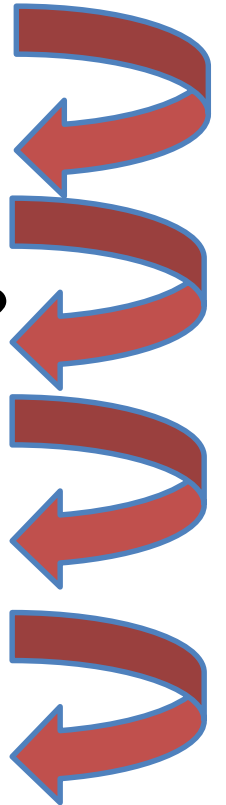
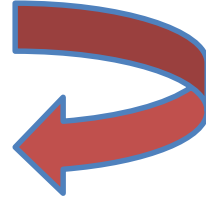
200 families complete an educational workshop. **But how?**

What activities are needed to achieve the outcomes?

Conduct four educational workshops per month. **But how?**

What inputs are needed to achieve the outcomes?

Funding, program staff, AmeriCorps members, volunteers, research.



# Logic Model



- Explains the intervention activities instead of presenting data demonstrating the specific problem/issue in the community the intervention will address
- Uses state or national data instead of local data
- Does not cite data for every specific community in which members will be placed
- Turns into a “data dump” with too many indirect or unrelated statistics
- Community need, interventions, and intended outcomes are not closely related and performance measure elements are not clearly defined
- Details are not consistent with the application narrative and performance measurements.



**ERROR**

# Question Break



**Questions**

# Evidence

## Evidence Tier



&

## Evidence Quality and Evaluation Capacity



# Evidence



## Evidence- Informed

1. Practitioner/organization knowledge and research
2. Qualitative studies
3. Findings from performance measures, basic research, strong logic model and history of demonstrating positive results



## Evidence- Based

Rigorously evaluated by utilizing a randomized controlled trial or quasi-experimental evaluation with demonstrated positive results.

# Evidence Narrative



- State the evidence tier in which they think they qualify.
- Clearly indicate and describe the evidence that supports the highest evidence tier for which the program is eligible.
- Describe the complete body of evidence that supports the program intervention including evidence from lower tiers.



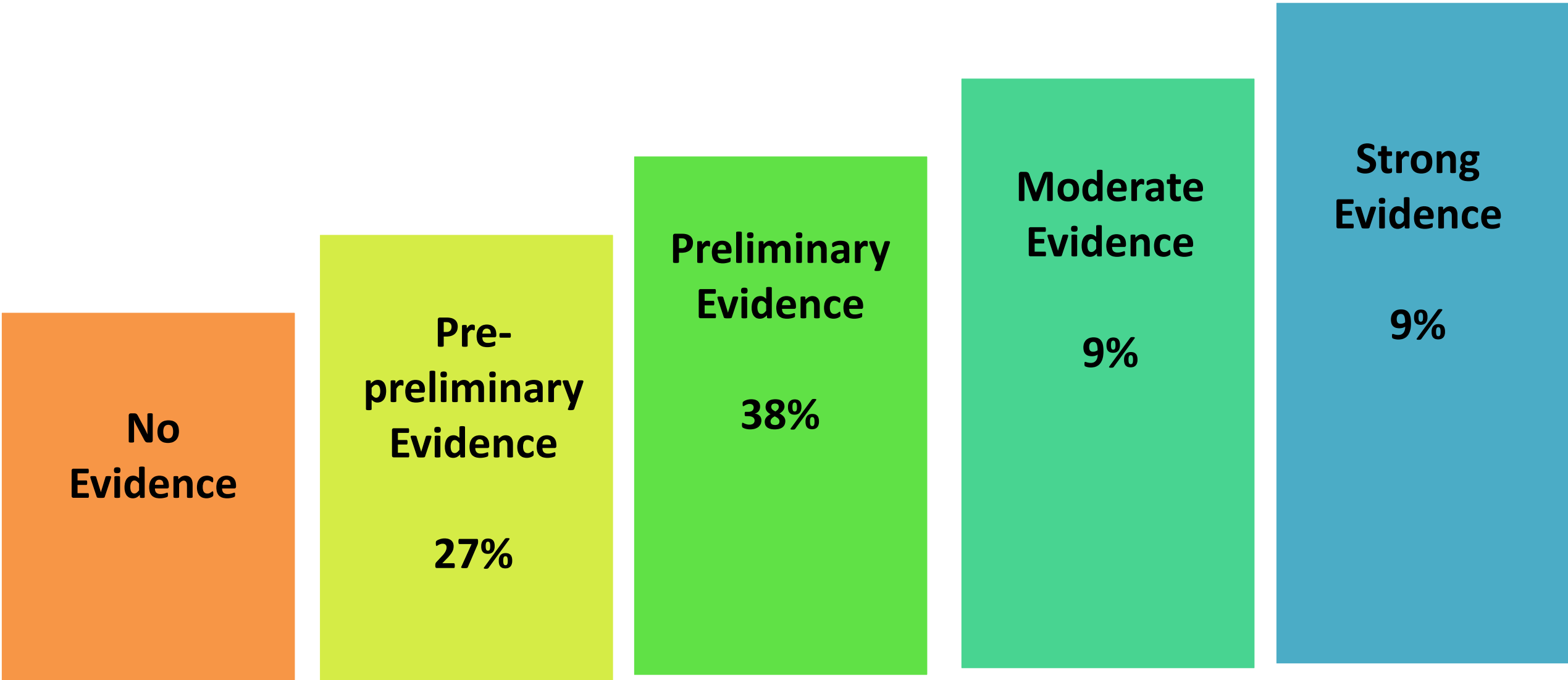
# Evidence Narrative



- Date the research or evaluation was completed and the time period for which the intervention was examined
- Study's relevance to the proposed intervention
- Target population studied (e.g. the demographics)
- Methodology utilized in the study
- Description of the data, data source and data collection methods
- Outcomes or impacts examined and the study findings
- Strength of the findings



# Evidence





# Evidence



No evidence provided  
that they have collected  
any qualitative or  
quantitative data to  
date.

No  
Evidence

# Evidence



## Pre- preliminary Evidence

Presents evidence that it has collected on at least one aspect of its logic model such as:

- Community problem
- Intervention activities and services
- Participant outcomes

# Evidence



## Preliminary Evidence

Provides data from at least one outcome study of their own intervention that yielded promising results for the proposed intervention or that the applicant proposes to replicate a similar intervention with fidelity to the evaluated program model.

# Evidence



Submits up to 2 well-designed and well-implemented studies of their own program that evaluated the same intervention described in this application and identified evidence of effectiveness on one or more key desired outcomes of interest.

**Moderate  
Evidence**

# Evidence



Demonstrates that the intervention described in the application has been tested nationally, regionally, or at the state level using a well-designed and well-implemented QED (quasi-experimental design) or RCT (random control trial) of their own program. The studies were conducted by an independent entity external to the organization.

**Strong  
Evidence**

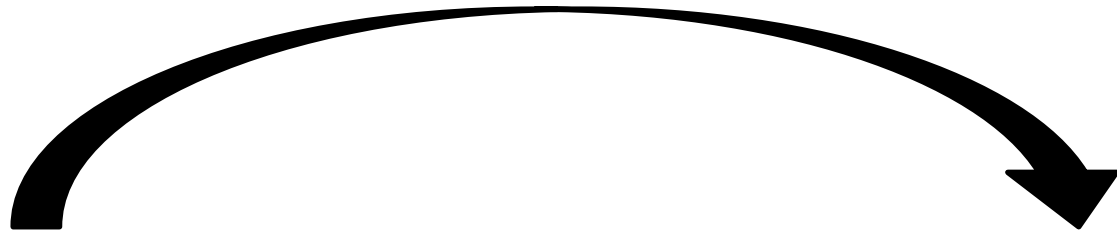
<b>Evidence Quality and Evaluation Capacity Standards</b>	<b>No Evidence &amp; Pre- Preliminary Points</b>	<b>Preliminary Points</b>	<b>Moderate &amp; Strong Points</b>
Evidence is of satisfactory quality. Applicants with no evidence describe an evidence-informed theory of change.	2	2	2
Data collection systems are sufficient to yield high quality process and outcome data.	5	4	1
Demonstrates adequate capacity to use process and outcome data to inform continuous learning and program improvement.	5	5	5
Long-term research agenda is aligned to the organization's learning needs and position on the evidence continuum (evidence tier).	0	1	4

# Question Break



**Questions**

# 2018-2019 Pre-Application



**Pre-  
Application**

**Final  
Application**



# 2018-2019 Pre-Application



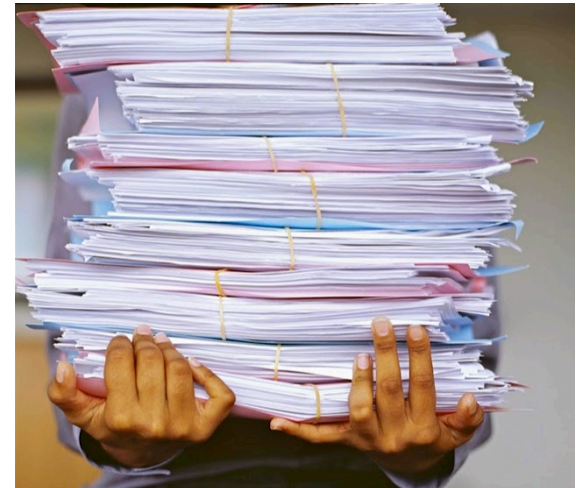
- General agency information
- Program design (300 words)
  - What population do you plan to serve?
  - What community needs will the AmeriCorps members be addressing?
  - What core activities will members be implementing or delivering?
- Organizational capacity (250 words)
- Cost effectiveness and budget adequacy (250 words)
- Performance measures

# 2018-2019 Pre-Application



## Additional Documents

- Organizational Readiness Assessment (for new applicants only)
  - <http://nevadavolunteers.org/ameriCorps/ameriCorps-funding/notice-of-funding-opportunities/>
- Independent Financial Statement Audit
- Single Audit, if applicable





# 2018-2019 Pre-Application



Pre-application is due no later than 5 pm (PST) on Thursday, November 2<sup>nd</sup>

**Thursday**

November

**2**

# Resources



- CNCS Self-paced tutorials:
  - Theory of Change
    - <http://www.nationalservice.gov/resources/performance-measurement/designing-effective-action-change>
  - Evidence
    - <http://www.nationalservice.gov/resources/ameri-corps/building-evidence-effectiveness>

# Webinars



ALL webinars are  
from 10:00 a.m. –  
11:30 a.m.

- ✓ October 10 – Understanding AmeriCorps and Determining Organization Fit
- October 17 – Developing Your Program Design and Logic Model – The Pre-Application Phase
- October 24 – Understanding the AmeriCorps Budget & Budget Narrative
- October 31 – Understanding the NOFO Narrative and Performance Measures