Organizing and Designing Content Using the Logic Model

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Objectives for today

After our discussion, you will be able to:

- State the reasons for organizing content with the end in mind
- Organize content for a single learning session using the Logic Model

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Logic Model

- How have you used the logic model?

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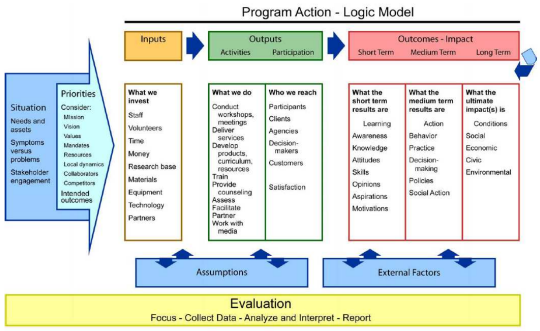
What is the "Logic Model"?

- A tool used to organize thoughts and content
- Helps us plan with the end in mind

- A depiction of a program showing what the program will do and what it is to accomplish.
- A series of "if-then" relationships that, if implemented as intended, lead to the desired outcomes
- The core of program planning and evaluation

PROGRAM DEVELOPMENT

Planning – Implementation – Evaluation



Situation

Situation

The first step in planning what you will do is defining the issue or problem.

- Logic Model terminology: "situation"
  - What is the situation that requires this kind of work?
  - What would you like the situation to be… what would be a better situation?
  - Why are you doing this work?

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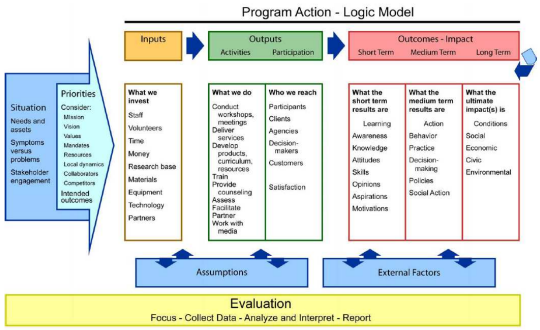
PROGRAM DEVELOPMENT

Planning – Implementation – Evaluation



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Outcomes

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Beginning with the End in Mind

Once you clearly know the situation and believe there is a role for Extension education in addressing the problem, what would you like the end result to be?

- Share an objective that you developed in preparation for today's discussion

Objectives and Outcomes

- Both help you plan with the end in mind
- Both focus on the learner, not the teacher
- They can be broad or specific
  - Goals or program objectives = medium or long term outcomes
  - Learning objectives = short term outcomes
- Where does your objective fit in the logic model framework?

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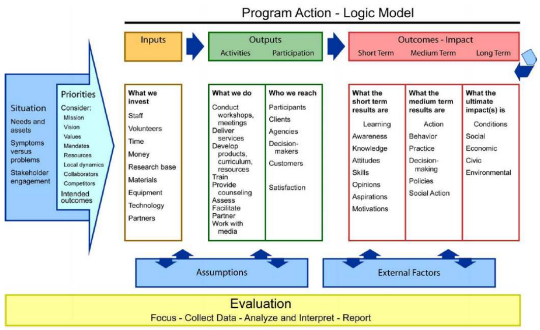
Planning – Implementation – Evaluation



Outcomes

For planning, we need to have the long term (broad, goals or program objectives) identified, then identify the medium term (behaviors) needed to get there, and finally the short term (learning) needed to make the behavior change.

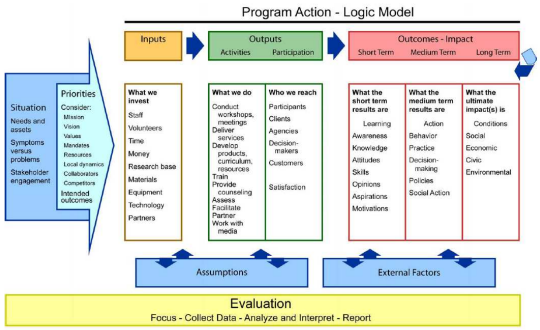
Condition Change

Behavior Change

Learning

PROGRAM DEVELOPMENT

Planning – Implementation – Evaluation



Outputs

Outputs

Another thing to consider is who needs the education and how would they best receive it?

- Understand your audience
  - What audience needs the education?
  - What do they already know?
  - What do they need to know to be able to improve?
  - Gather as much info as you can

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Audience Needs Assessment

- Doesn't have to be formal
- How?
  - Ask key people
  - Ask the person who contacted you, if appropriate
  - Ask someone else that has worked with the group
  - Survey the people who are coming by phone, email, etc.
- What to ask?
  - What is your biggest challenge related to…?
  - What is one question you would like answered?
  - What do you need to know how to do?

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Methods to Reach the Audience

- We need to use teaching methods that are appropriate to the audience
  - For example, the adult learner
  - Those that learn visually
  - Those that are there because they "have" to be
  - Etc.

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Narrow your focus

- Be careful about how much you try to accomplish in one session.
  - We often want to tell them everything we know about a topic
  - Better to stick to a limited number of concepts and cover them well
  - Need to read your audience to know this
- Build on their current knowledge and skills
- If sequence is important for the topic, progress from simple to complex

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Organizing the Content

- Freewheeling/mind mapping
  - One way to organize
  - Non-linear thinking
  - There are many other ways

The overall goal is to:

- Tell them what you are going to do
- Do it
- Tell them what you did

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Summary

Whatever you teach:
it needs to lead toward the intended learning
that leads toward the intended behavior change,
that leads toward your intended impact,
that improves the situation.

Many individual sessions done in a variety of ways, perhaps with many different audiences, will lead toward the same outcomes… and the ultimate impact.

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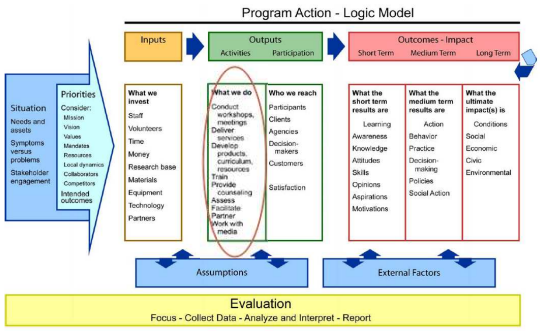

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