

Learn and Serve America grant applicants must effectively describe how their proposed program will generate the intended outcomes for participants and beneficiaries. A logic model can assist applicants in connecting planned program activities to intended program outcomes.

The central purpose of the application narrative is to describe how and why the proposed program will work to achieve positive outcomes for participants and beneficiaries. Each narrative section requests details on particular aspects of the overall program design. Developing a program logic model is one way to draft a “blueprint” that aligns the different pieces of the proposal with what the program intends to achieve and measure. Although applicants may find it useful to develop a logic model, Learn and Serve grantees are not required to submit logic models.

### ***Why Develop a Logic Model?***

- To clarify activities, influences (community characteristics, intensity and duration, etc.), and objectives of the project.
- To help create performance measures tailored specifically to the project.
- To enable stakeholders to revisit and reevaluate project inputs and outputs in order to improve practice and outcomes.

### ***Components of a Logic Model***

- Community need
- Resources available for carrying out the intended activities
- Program activities supported by resources and used to generate outputs
- Outputs that are the direct result of activities and are stepping stones to outcomes
- Outcomes for participants and communities

For more detailed information about logic models, see the W.K. Kellogg Foundation Logic Model Development Guide at [www.wkcf.org](http://www.wkcf.org). You may find that there are some differences in the terms used in these instructions, and we invite you to determine the approach that best suits your own program. As noted previously, the purpose of this module is to assist you in creating a well-developed application that seamlessly links your defined needs with your program activities and proposed project outcomes.

## Elements of a Logic Model

Before developing a logic model, consider the basic assumptions and facts used to guide the program design. The questions below can help clarify the broader goals and purposes of your proposed Learn and Serve America program.

### Key Logic Model Components

Community Need	Resources	Activities	Outputs	Outcomes
<p><b>What community need/issue will be addressed?</b></p>	<p><b>What resources are needed/available for carrying out the planned service activities?</b></p>	<p><b>What service activities will help address the identified community need?</b></p>	<p><b>What will be the direct result(s) of the service activities?</b></p>	<p><b>What will be the impact on participants, communities, and institutions?</b></p>
<p>It is important to have a clear idea of the need/issue that will be addressed through program activities, as it will be central in selecting a Needs and Service Activities performance measure.</p> <p>Note: Consortia applicants may identify several community needs that their subgrantees will address. However, only one ‘primary’ need/issue is required for the Needs and Service Activities performance measure.</p>	<p>Resources are inputs and can include anything needed to complete or conduct program activities. Common resources for service-learning projects may include instructors/teachers, participants, facilities, materials, funding, transportation, training, and other community assets.</p> <p>Most importantly, projects must use curricula that clearly identify learning objectives.</p>	<p>Activities are the events, exercises, and/or actions that volunteers and participants will be implementing in order to address the identified community need.</p> <p>For developing performance measures, you may describe these activities in broad terms, but be certain that your program design clearly explains how these activities will address the identified need and lead to the expected results.</p>	<p>Outputs are the direct results of program activities. In general, they are those results that can be seen, touched, or counted following the completion of the service activity.</p> <p>Outputs are the type of things you can point to and say, “look – we accomplished these things after implementing our program activities!”</p>	<p>Outcomes represent the change that occurs in the identified need or target population as a result of the program.</p> <p>Outcomes should be realistically achievable, focused on only those outcomes that the program can be reasonably expected to influence, and developmentally appropriate.</p>