



Designing a Logic Model to Support Effective Evaluations

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Today's Presentation

- Will illustrate the use of logic models for supporting evaluations.
- Based on a real-world effort to educate the public.
- Using a narrow educational effort to keep the talk focused on logic models.
- Program run by Canada Deposit Insurance Corporation (CDIC)-Presented with their permission.



What is a “Logic Model”

- A logic model is a “road map” that shows what a program intends to do, how it will be done, and its intended impact.
- It helps to support evaluation and to communicate about a program.
- We will show the pieces of the model and then put them together



Canada Deposit Insurance Corporation (CDIC)

- Insures repayment of eligible deposits held in member FIs if the institution fails. *(Objective 1)*
- Member FIs are federally incorporated banks and trust companies accounting for more than 85% of all deposits in Canada
- The CDIC act requires CDIC **"To promote and otherwise contribute to the stability of the financial system in Canada"**. *(Objective 2)*

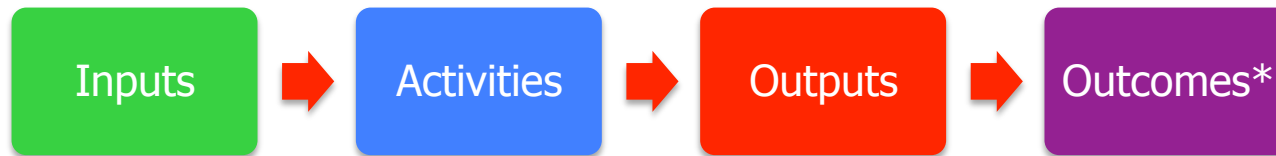


Role of Education

- Promoting awareness of deposit insurance contributes to public confidence in the financial system.
- If people know about coverage, they can make better decisions about protecting their savings/investment.
- Global research suggests that detailed knowledge of deposit protection reduces the likelihood of a bank run that will destroy a bank's viability.
- Education needed is clearly defined. Makes assessment easier.
 1. There is a government-backed insurance system that protects your savings automatically.
 2. Insurance covers losses from \$1 to \$100,000 per eligible account.
 3. What is covered by deposit insurance and what is not covered.

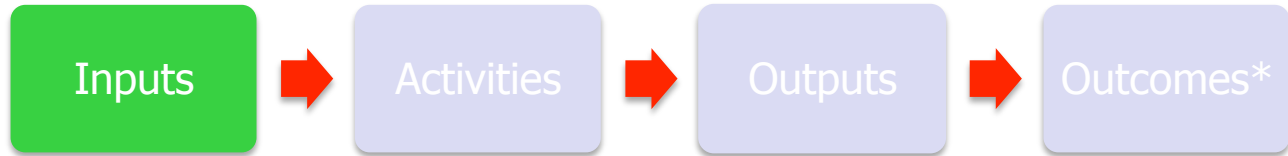


Generic Logic Model



*Outcomes are often sub-divided into Immediate, Intermediate and Ultimate Outcomes

Unless otherwise stated, the source of definitions is the Treasury Board of Canada Secretariat website at <http://www.tbs-sct.gc.ca/cee/dpms-esmr/dpms-esmr05-eng.asp>



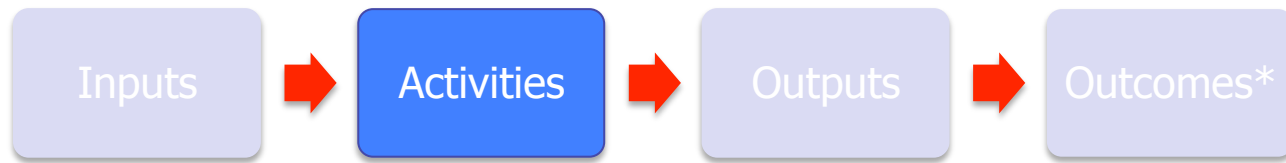
“Inputs” are Program Resources

Inputs are not always shown, but this illustrates typical inputs: Personnel, Funds, Facilities, Equipment

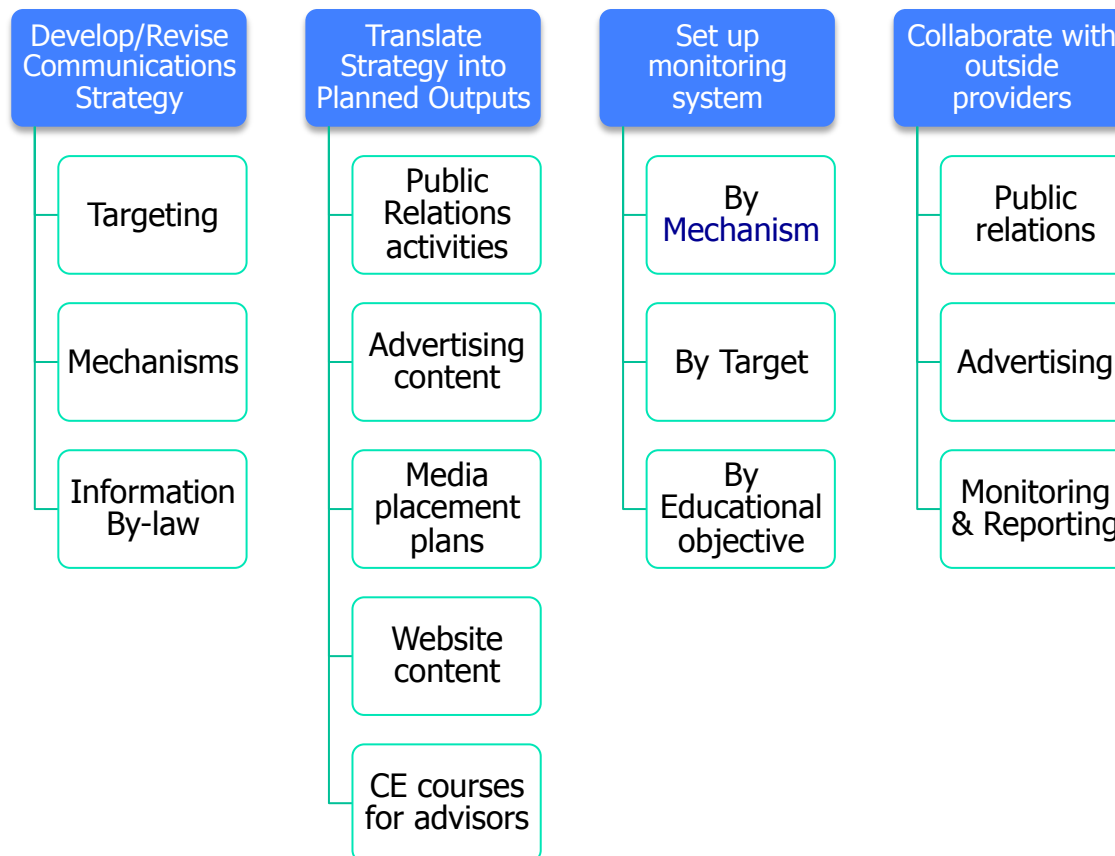
CDIC Communications staff (#)

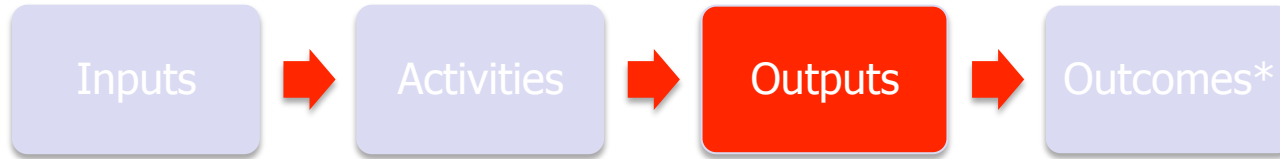
Advertising & PR Outreach Budget (\$)

Contracted services (Type, \$)

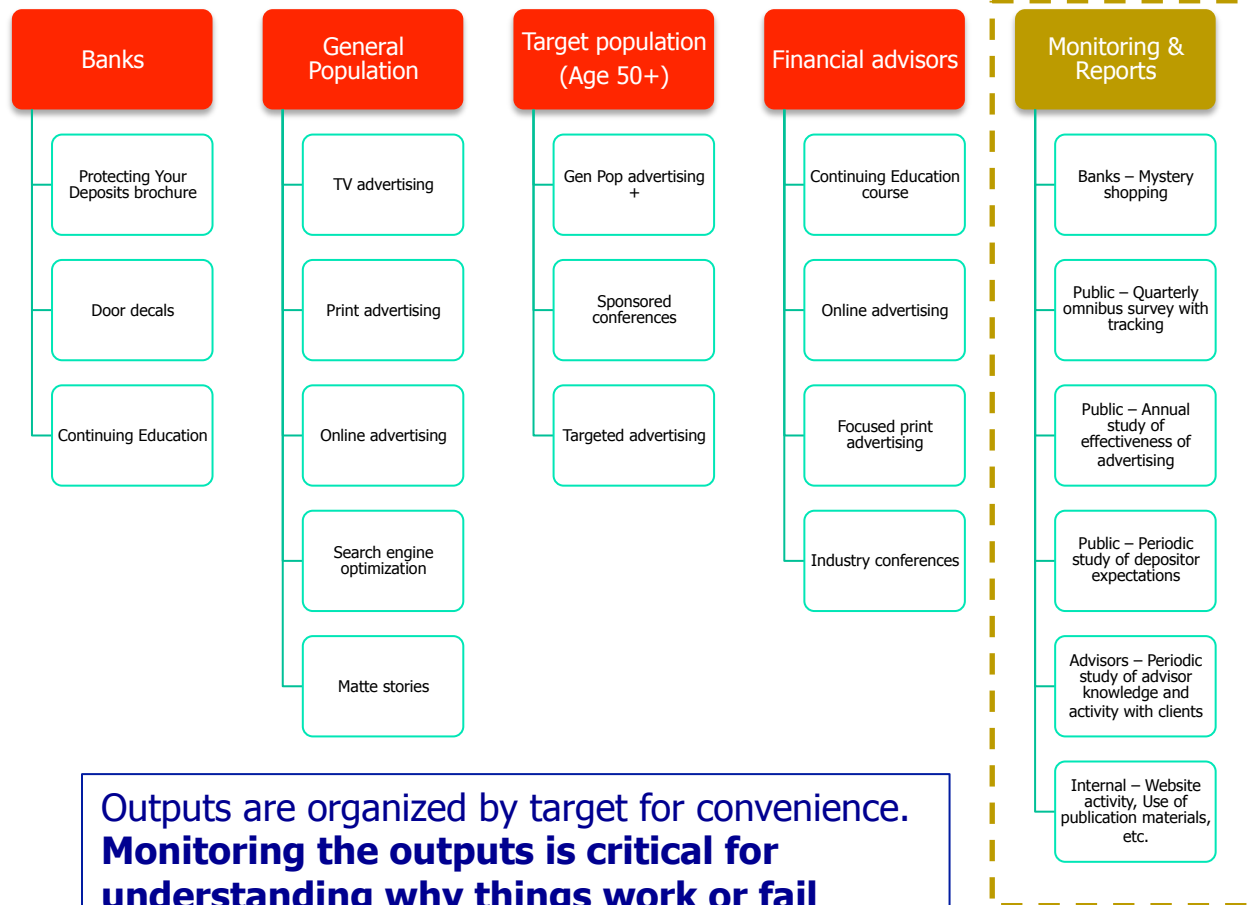


“Activities” = What you do to produce outputs

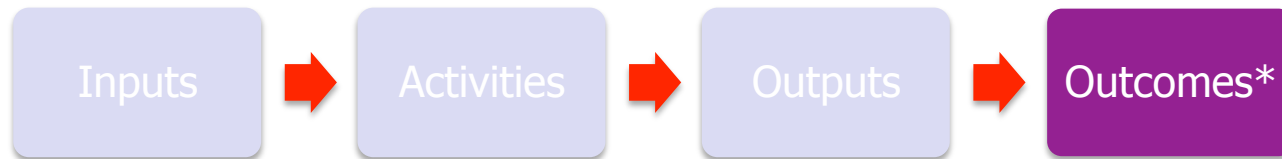




“Outputs”=Direct products or services produced by the activities

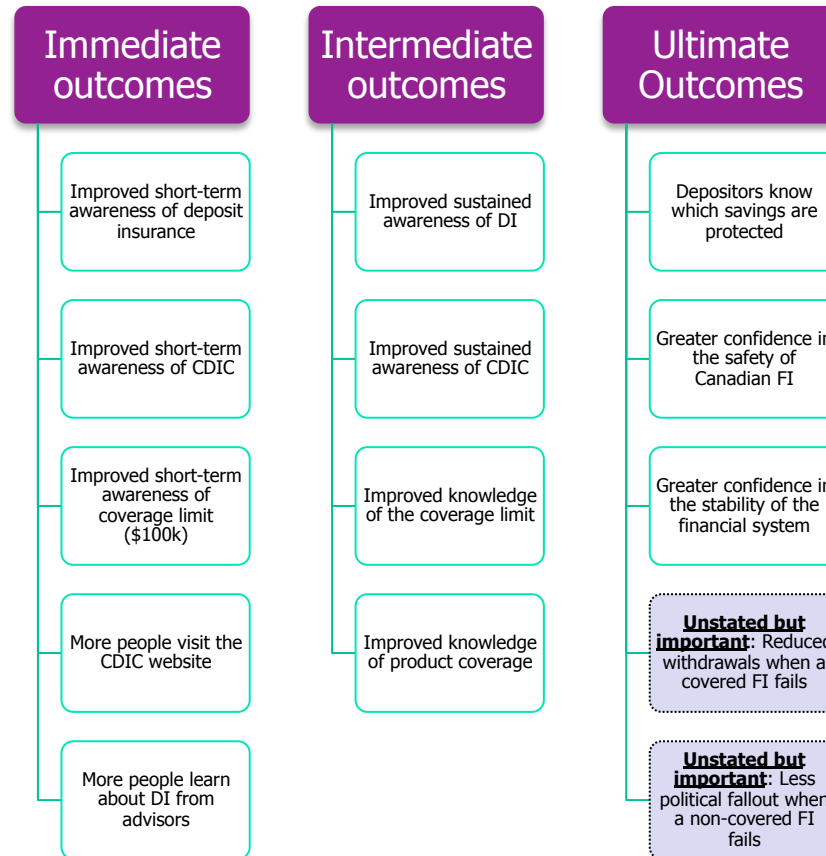


Outputs are organized by target for convenience.
Monitoring the outputs is critical for understanding why things work or fail



“Outcomes”=The changes that result from the program

CDIC has measures of almost all outcomes allowing them to link inputs, activities and outputs to outcomes.



Immediate outcomes are short-term and Ultimate outcomes are long-term.



Examples of Outcome Measures

- Awareness of deposit insurance
 - Know that someone protects their deposits
 - Heard of deposit insurance
- Awareness of CDIC
 - Total including Unaided and Aided
 - Sustained
- Awareness of the \$100,000 coverage limit
 - Total including Unaided and Aided
 - Sustained
- Awareness of major product coverage
 - Yes: Demand deposits (Savings account), Chequing, Term deposits
 - No: USD savings, stocks, mutual funds, bank money market funds
- Number of People Seeking information about CDIC/DI via different channels (total, website, phone, advisor, bank, etc.)

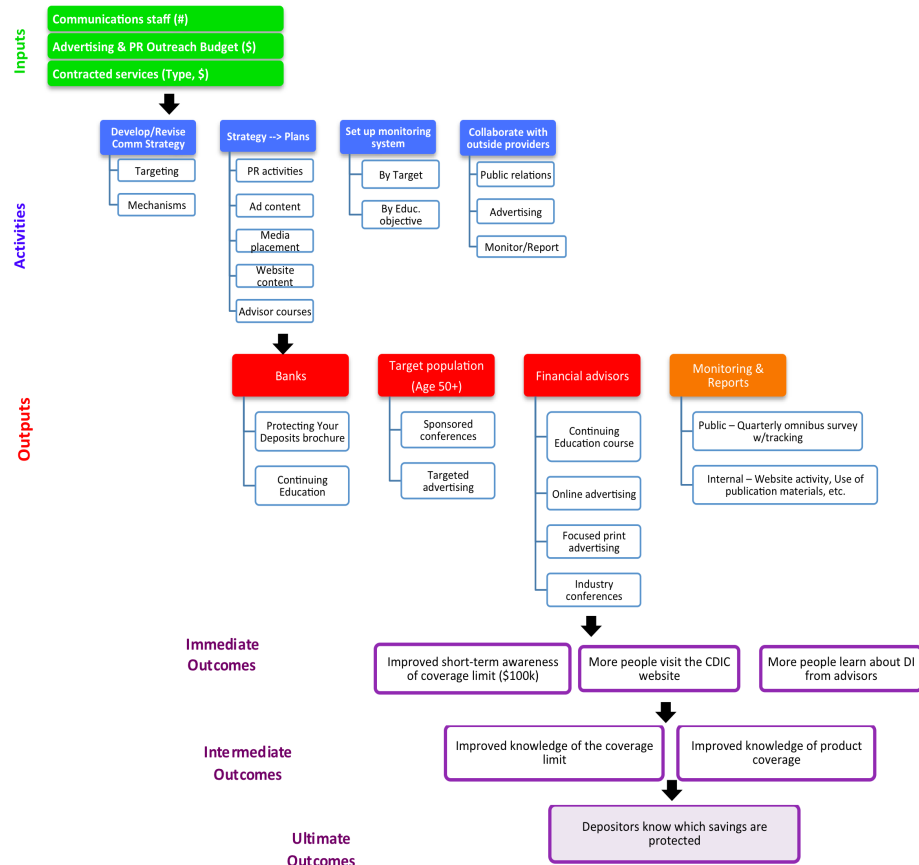


Reporting

- Quarterly mini-report for Board of Directors
 - Current values of selected indicators
 - Change from previous quarter and one year ago
 - Both for general population and targets
- Annual detailed report to the Board
 - Full range of measures
 - Three years of quarterly tracking
 - General population and targets
 - Assessment of inputs, outputs and intermediate outcomes
 - Interpretative text and commentary on trends
- Special reports (on-demand)



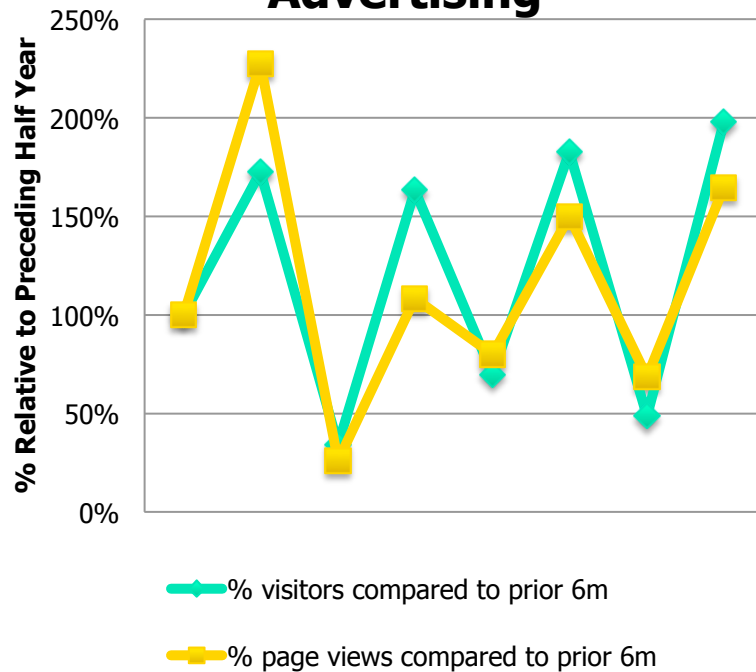
Let's Look at One Objective



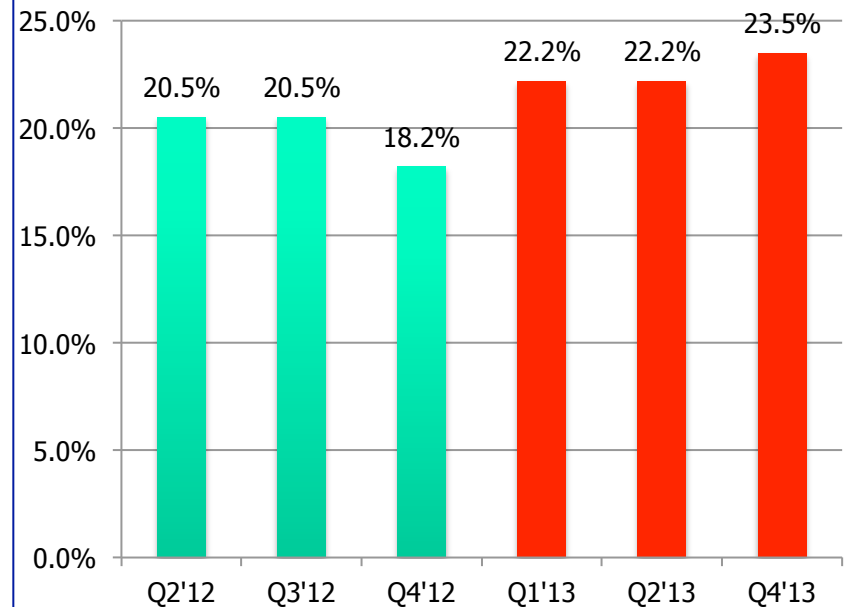


Immediate Outcomes

Online Activity & Advertising



% Clients* discussing CDIC with Advisor

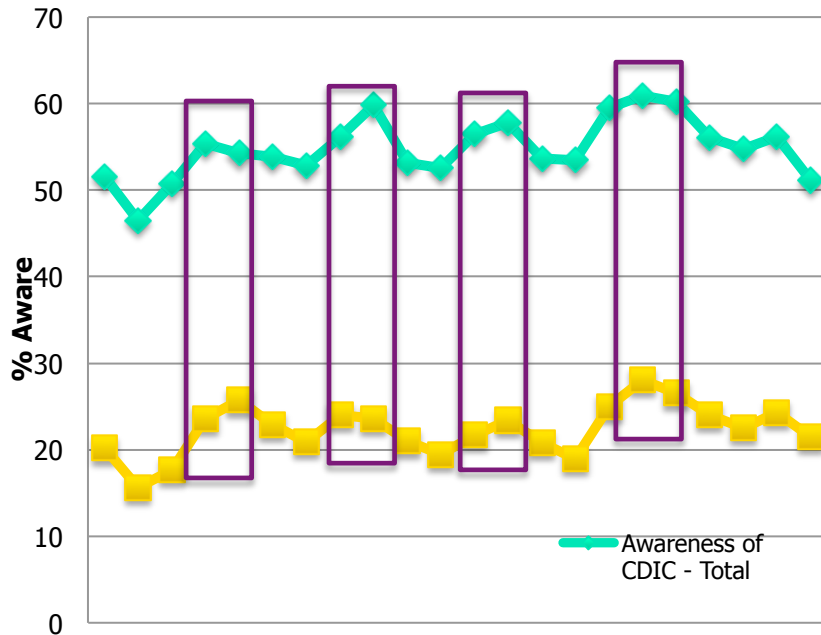


* For 2012, total of preceding two 6m periods. For 2013, past year.

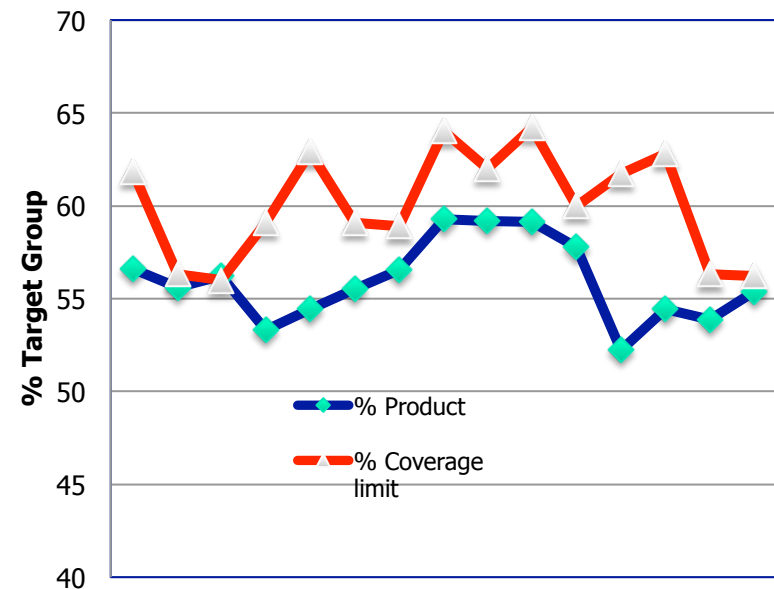


Intermediate Outcomes

Key Indicators & Advertising



Knowledge Over Time - Target Group





Examples of Findings

- Measuring outputs is critical.
- Outcomes track expenditures.
- Different activities create different outcomes:
 - Awareness
 - Information-seeking
 - Long-term retention
- Info presentation has a “shelf-life”.
- Multiple methods always better.
- Effective strategies can stop working.



Summary – Logic Models

- Provides a means to organize your resources and activities to achieve outcomes.
- Helps you explain/show what you are doing more effectively to others.
- Gives guidance on what to measure, when to measure, how to measure, when to change.
- A powerful diagnostic tool.
- A powerful evaluation tool.



Thank You

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