



WestEd 

December 4, 2025

Proposals 101 Series for School and District Leaders

Session 3: Designing With Impact: Logic Models and Data Tools



Welcome!

This session is hosted by the California Stronger Connections Technical Assistance Center.

We provide support to local educational agencies to foster safe, healthy, and supportive learning environments.



Meet Today's WestEd Team



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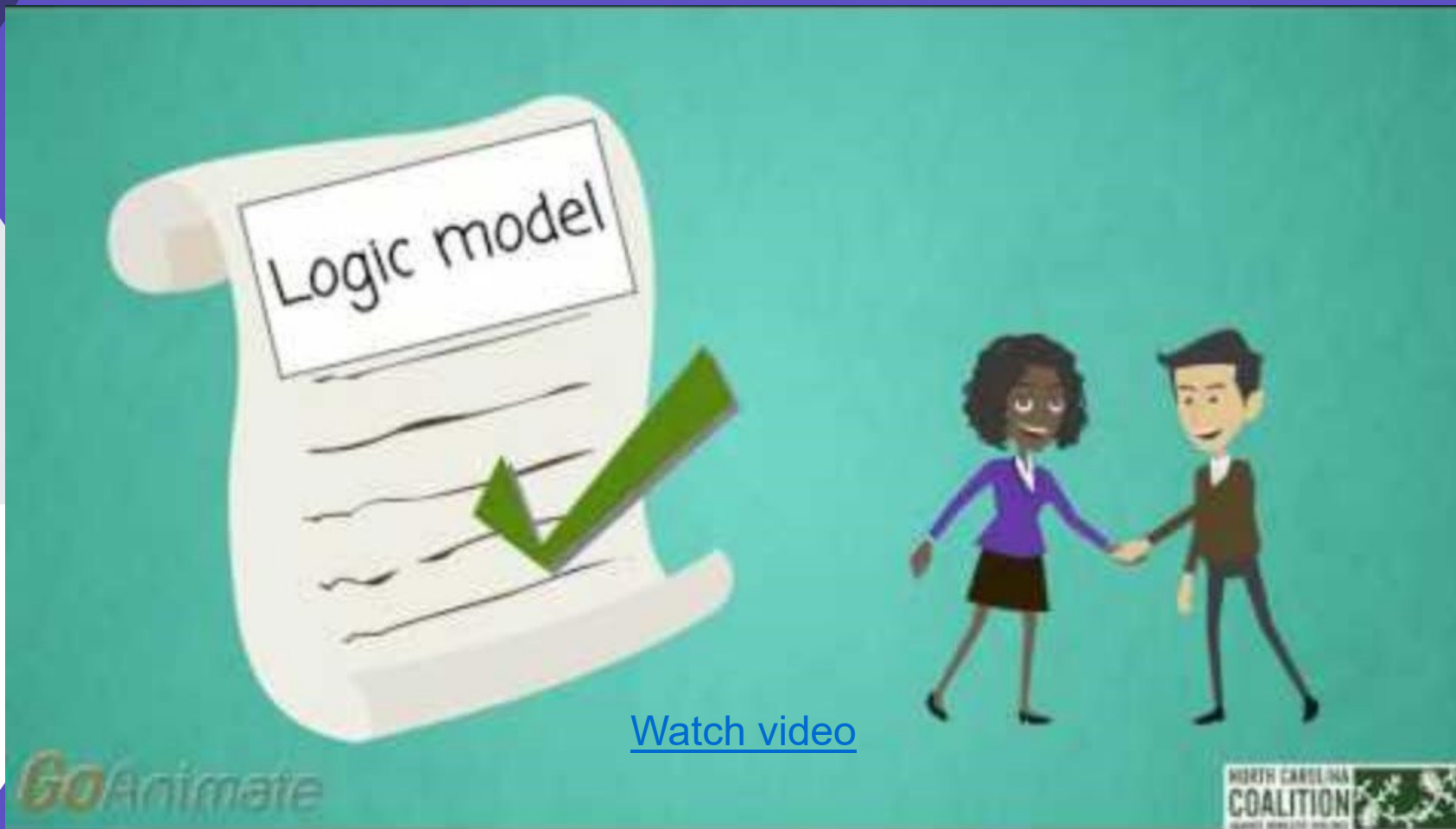
Proposals 101 for School and District Leaders: Turning Strong Ideas Into Funded Projects

- A 5-part interactive learning series on proposal writing, offering flexible participation and follow-up discussion opportunities.
 - **Session 1: Understanding the Landscape: Insights from CDE Proposal Reviewers**
(November 13, 2025)
 - **Session 2: Getting Started and Setting Yourself Up for Success**
(November 20, 2025)
 - • **Session 3: Designing With Impact: Logic Models and Data Tools** ←
(December 4, 2025: 1:00-2:00 p.m. PT)
 - **Session 4: Telling Your Compelling Story: Blending Data and Narrative**
(December 11, 2025: 1:00-2:00 p.m. PT)
 - **Session 5: Pulling It All Together: Case Studies, Feedback, and Final Review**
(January 15, 2026: 1:00-2:00 p.m. PT)



Today's Objectives

- Understand the purpose and value of logic models.
- Learn how to connect logic models with funding opportunities.
- Explore simple data tools that strengthen proposals.

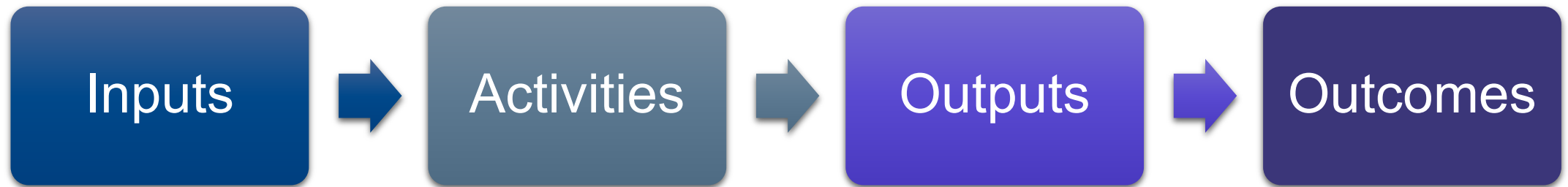


Logic Models



What Is A Logic Model?

- A visual “road map” showing how your resources, activities, and intended results connect.
- Helps clarify how a program is expected to work and what it aims to achieve.
- Makes the relationships between inputs, actions, and outcomes easy to understand.



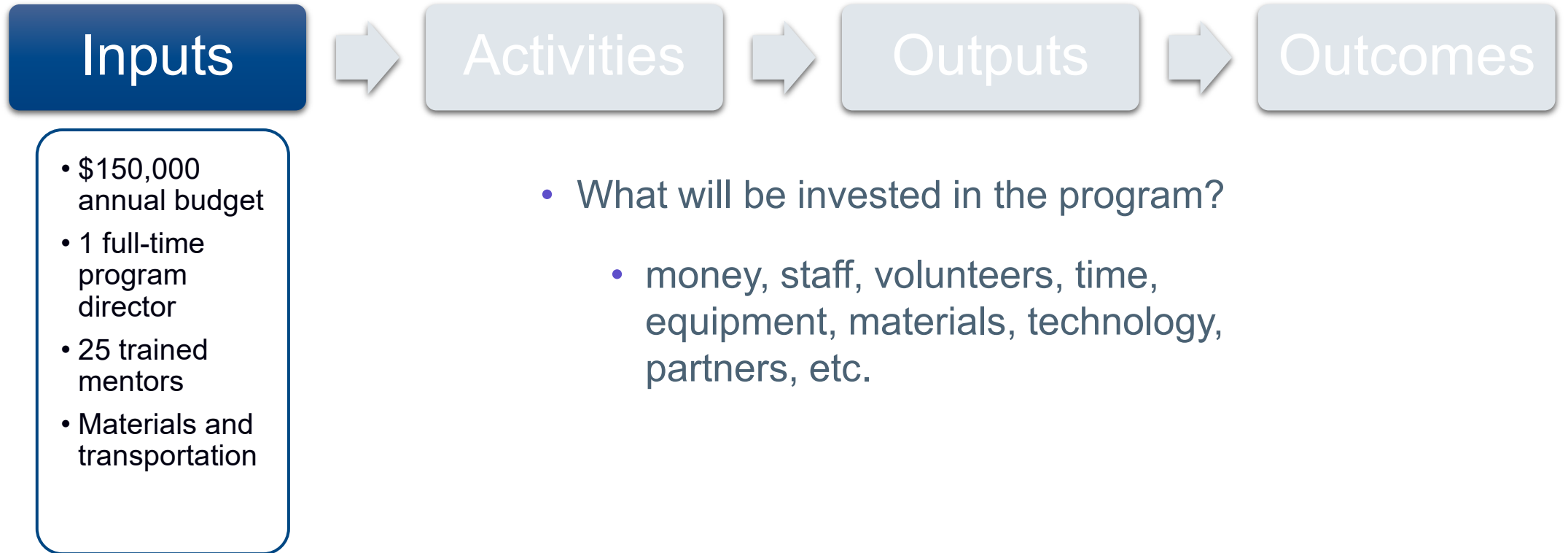
Why Use a Logic Model?

- Makes your assumptions clear.
- Builds shared understanding among staff and partners.
- Shows what data you need to track progress.
- Clearly communicates your problem and why your program is the right fit in a visual format.
- Defines what success will look like.
- Commonly required by funders.

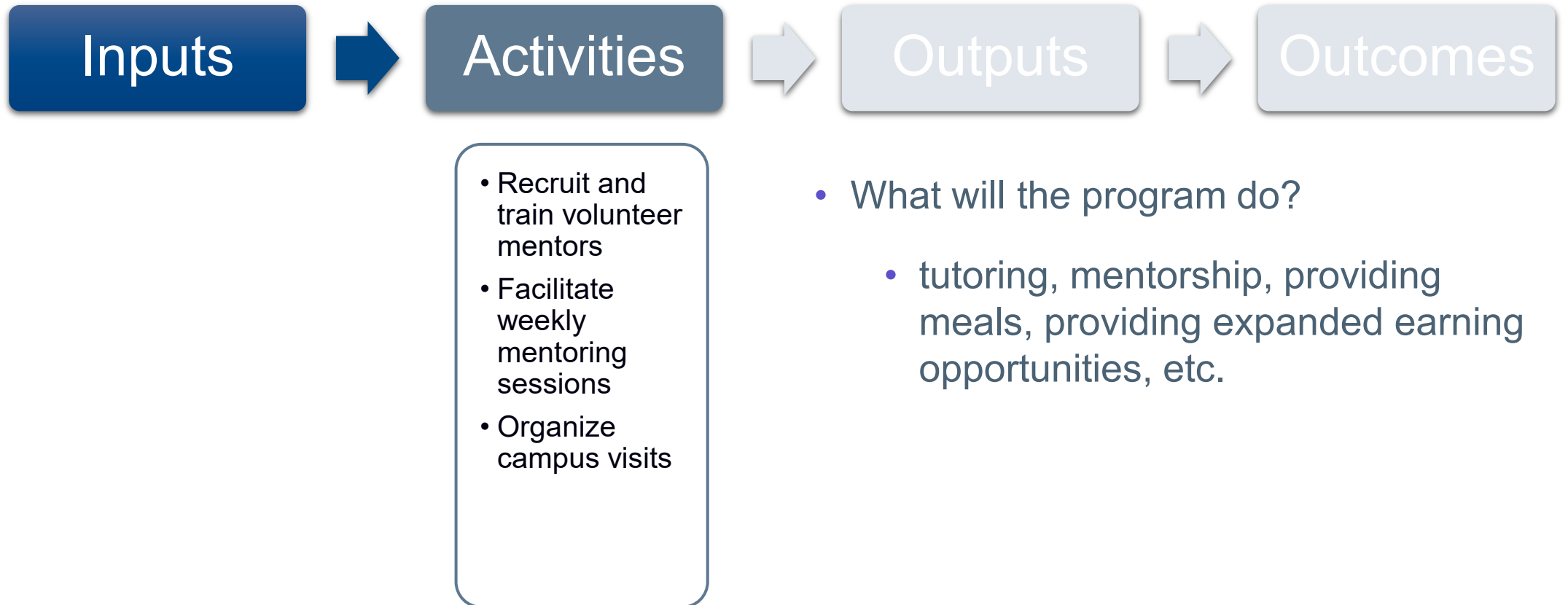
Logic Model: Scenario

- Riverside High School is applying for grant funding to launch a targeted mentoring program for students at risk of not graduating on time.
- Recognizing that many of these students lack access to guidance and exposure to postsecondary pathways, the school aims to pair them with trained community mentors who will provide consistent support, academic encouragement, and opportunities to explore college and career options.
- Through structured weekly mentoring sessions and organized campus visits, the program seeks to increase students' engagement, strengthen their sense of belonging, and expand their awareness of future possibilities.

Logic Model: Inputs



Logic Model: Activities



Logic Model: Outputs



- What will the direct results of the program be?
 - how much/many activities could be provided?
 - number of youth matched with a mentor, number of planned tutoring sessions, number of youth to be served, etc.

- 25 students matched with mentors
- 1,000 mentoring hours provided
- 3 college visits

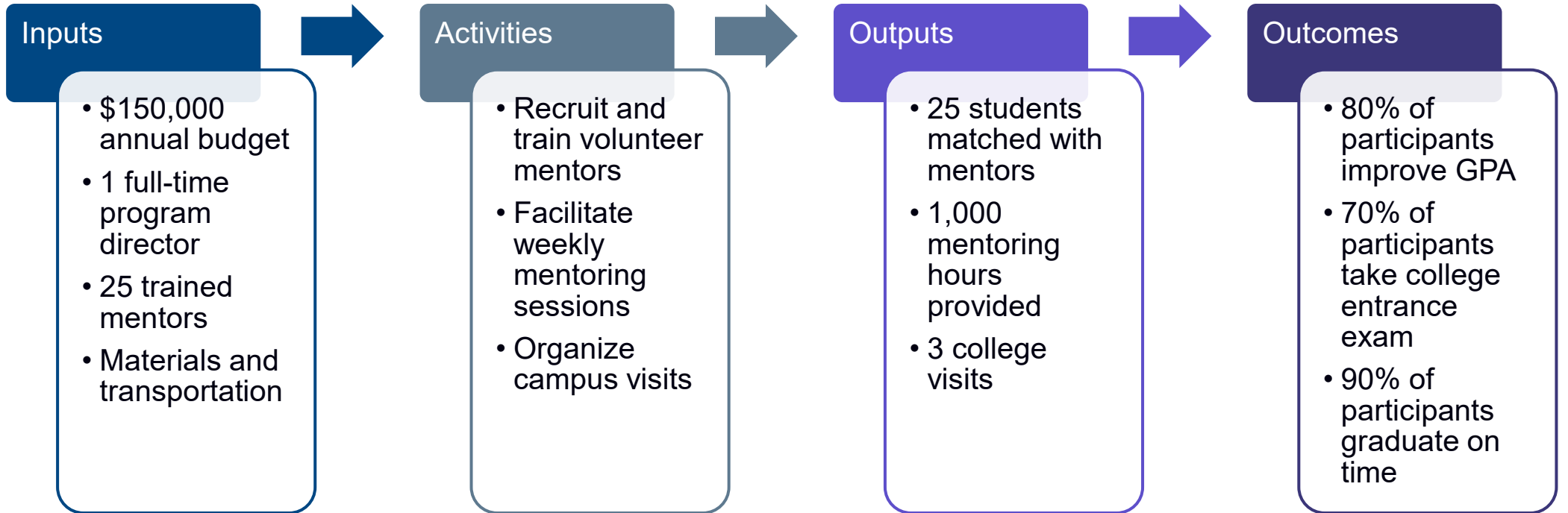
Logic Model: Outcomes



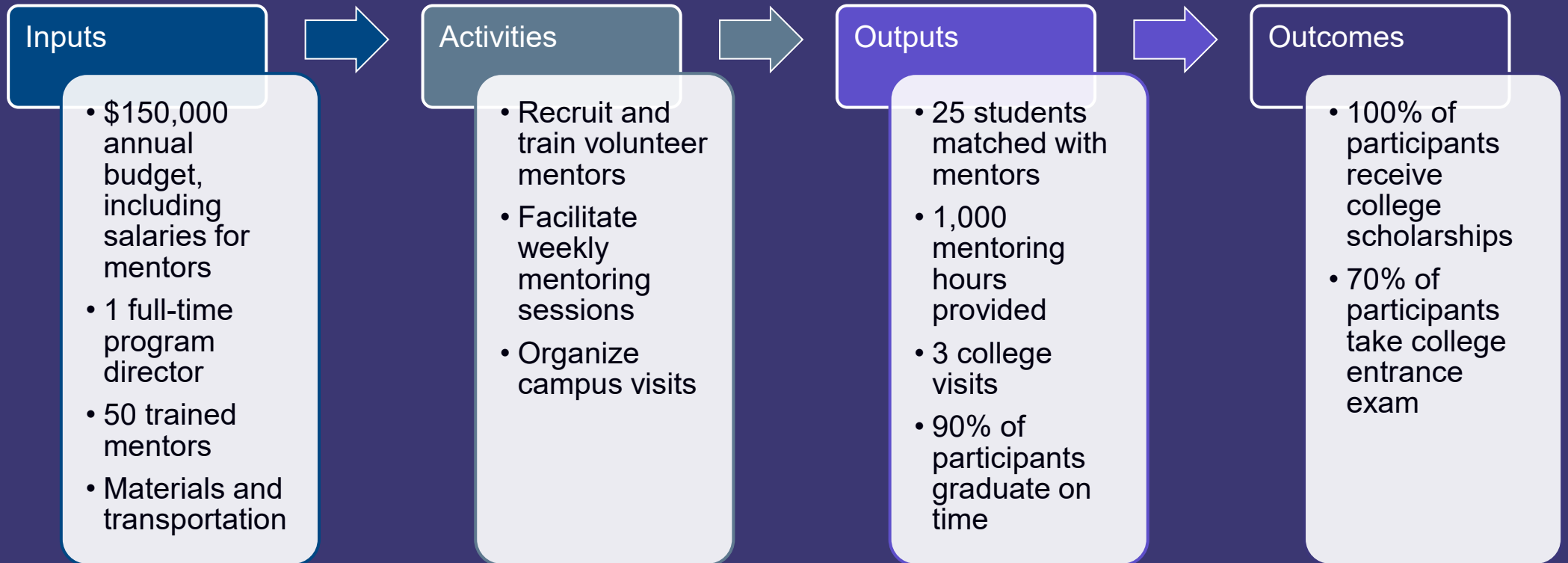
- What are the planned benefits or goals of the program?
 - new skills, change in behavior, change in attitudes, new knowledge, etc.
 - can be short and long term

- 80% of participants improve GPA
- 70% of participants take college entrance exam
- 90% of participants graduate on time

Putting It All Together



What is Misaligned?



Tips & Tricks: Creating Your Logic Model

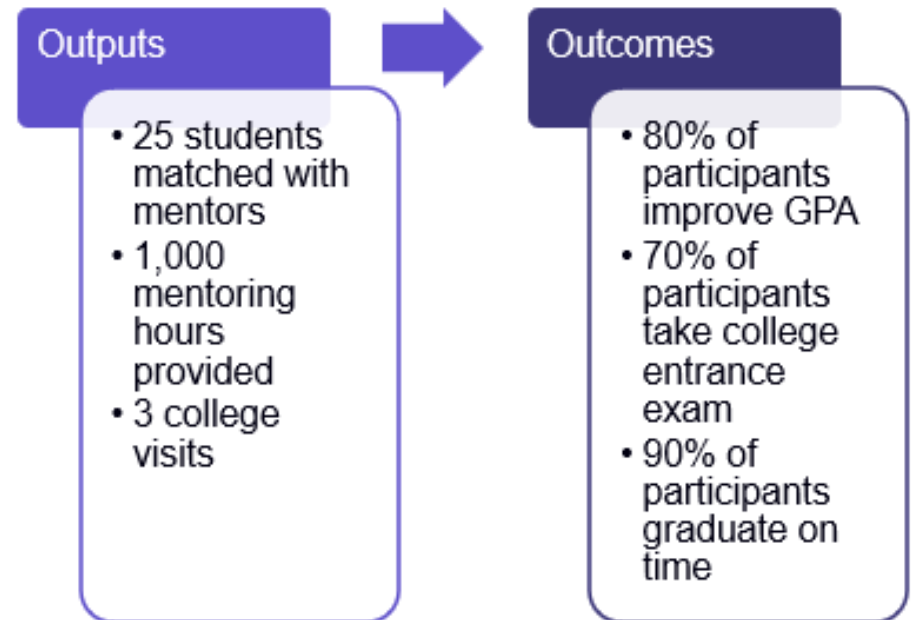


Logic Model Tips & Tricks: Outputs vs. Outcomes

- Do not confuse what you are doing with the change it creates.
 - Funders want to know what difference you are making, not just what activities you complete.
 - Outputs = what you **DO** (services delivered, people served, hours provided).
 - Outcomes = the **CHANGE** in the people you serve (skills gained, behaviors improved, conditions strengthened).

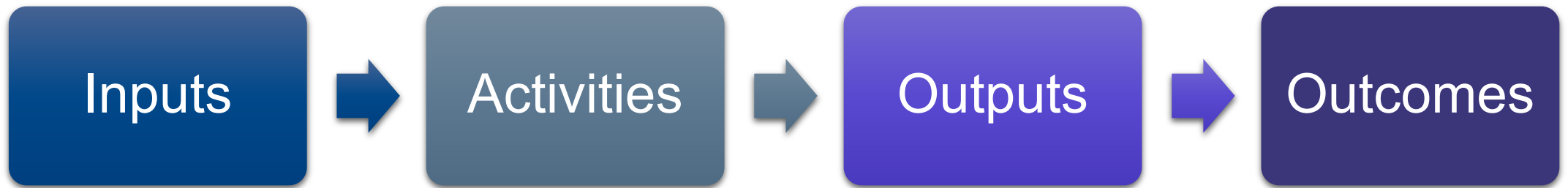
Logic Model Tips & Tricks: Collecting Evidence for Outputs and Outcomes

- Plan to use evidence that already exists or is built into the program itself
- **Output Data**
 - Mentor session logs (attendance & hours)
 - College visit sign-in sheets
 - Volunteer mentor training logs
- **Outcome Data**
 - GPA pulled from SIS each quarter
 - College exam registration lists
 - On-time graduation data



Logic Model Tips & Tricks: If/Then

- Review your logic model by checking if your statements align
- The logic model is a depiction of “if/then” relationships



- If we invest these inputs/resources, then the activities can take place
- If the activities take place, then the outputs will result
- If the outputs result, then the outcomes will be achieved

Logic Model Tips & Tricks: What Funders Look For in a Logic Model

- Clear need
 - Does the problem statement match the outcomes you want to achieve?
- Feasibility
 - Do your inputs/resources realistically support the proposed activities?
- Coherence
 - Do the activities logically lead to outputs and outcomes?

Logic Model Tips & Tricks: What Funders Look For in a Logic Model, cont.

- Evidence of progress
 - Are the outcomes measurable and aligned to the funder's priorities?
- Realistic planning
 - Are the outcomes achievable given the inputs/activities or is it wishful thinking?

Tips & Tricks: Aligning with Your Funder



Aligning Outcomes with Funder Priorities

- Funders often use specific language to describe the results they want to see, e.g., student achievement, equity, family engagement, or school climate.
- When your outcomes reflect this language, reviewers can immediately see how your program supports their goals.
- Don't change your work or programs, just describe your outcomes in terms funders recognize and value.

Aligning Outcomes with Funder Priorities

Program Outcome	Funder Language It Aligns To
Improved attendance	Student engagement, student achievement, chronic absenteeism
Improved sense of belonging	Equity, school climate, student engagement, wellness/well-being
Stronger relationships with caring adults	Social-emotional learning, school climate
More consistent family communication	Family engagement, school-family partnerships
Increased assignment completion	Academic engagement, student achievement

Key Takeaways

Use a logic model to clarify how your planned program will work.

Outputs are not outcomes and funders know the difference.

Strong proposals align activities with measurable outcomes.

Funders want clarity, feasibility, and a plan for measurement.

Data doesn't need to be complex to be powerful.

More Opportunities for Learning and Connection

- **December 10 Wellness Mini-Session:**
Mindfulness for a Busy Mind
- **December 11 Webinar:**
Shifting Engagement Practices for Middle School



Learn more at strongerconnections.wested.org



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Thank you!

Contact Us:
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