

Logic Model Worksheet

"Smart Investing @ your library® Builds Nebraska Communities"
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I. Situation: Program partners and stakeholders	
Program name	Smart Investing @ your library® Builds Nebraska Communities
Partners	Northeast Library System Nebraska Library Commission FINRA ALA Center for Rural Affairs Nebraska Council on Economic Education Nebraska Financial Education Coalition University of Nebraska-Lincoln, Extension University of Nebraska-Lincoln, Student Money Management Center
Stakeholders	What does each stakeholder want to know?
NELS/NLC	How can Nebraska library staff and community members boost their financial literacy skills?
FINRA/ALA	Can Nebraska public libraries provide patrons with access to unbiased financial education resources?
Participating libraries	How can staff provide unbiased financial education assistance to Nebraskans?
Community members	How can library customers be empowered to make smart financial decisions and improve their financial well-being?
Community partners	How can partners reach Nebraskans to help them see the public library as a resource for unbiased financial education materials?

II. Program planning: connecting needs, solutions, and results	
Who are the audiences ?	Public library staff, Nebraskans interesting in improving financial status, community partners
What are the needs of the audience?	Public library staff: training to improve personal knowledge of financial education resources, marketing plan to promote services; identify a local partner to help with promotion and sustainability Nebraskans: Financial education training and resources Community partners: Connect Nebraskans with financial education resources
What are some audience considerations ?	Public library staff: Time, confidence levels Nebraskans: Time, accessibility to training/resources, awareness of library services Community partners: Awareness of library services
What solution fulfills the needs?	Public library staff: Financial education training, support from NLC Nebraskans: Financial education training, library resources and support Community partners: Marketing plan
What will be the desired results ?	Underserved Nebraskans participate in financial education training, use library financial planning resources Public library staff participate in financial education training Libraries and local partners implement marketing and outreach activities

III. Logic model summary: Program purpose statement	
We do what?	<p>Provide training and resources about financial planning and problem solving</p> <p>Provide support to libraries</p> <p>Provide avenues for marketing and promotion</p>
For whom ?	<p>Underserved Nebraskans</p> <p>Public library staff</p>
For what outcome /benefit(s)?	<p>Nebraskans' increase their knowledge of and confidence in basic financial management and investing, implemented through educational activities using FINRA and Smart Investing @ your library[®] resources and enhanced library materials provided through Nebraska libraries.</p> <p>Nebraska library staff improve their financial literacy skills in order to connect Nebraskans with information resources and activities that meet their financial literacy needs.</p> <p>Through marketing and outreach activities implemented by library staff and local partners, Nebraskans become aware that the library is a resource for unbiased financial planning and problem solving resources.</p>

IV. Program elements	
Inputs	Outputs
NLC/NELS staff and time	Number of staff, number of hours
Public library staff and volunteers and time	Number of staff and volunteers in training
Consultants and time	Number of consultants
Educators and time	Number of educators
Library locations	Number of locations
Library resources and materials	Collection size, circulation
Library equipment	Computer lab use for user training
Website	Number of pages, web hits, downloads

Inputs, cont'd	Outputs
Santa Clara curriculum	Website used
Smart Investing curricula	Website created
Nebraskans	Number in training
Marketing materials	Customizable materials
Surveys	Number and type employed
Evaluation and research	Reports
Grant requirements	Correspondence, reports
Activities	Outputs
Recruit program partners	Partnerships formed
Recruit libraries	Number of participants
Recruit local partners	Partnerships formed
Recruit participants	Participants served
Employ staff training module	Number of participants
Create library customer training modules	Participants completed
Host library events	Attendees
Purchase and distribute resource materials	Number of materials added to collections, circulation
Provide consultation to Smart Investing participants	Consultants' hours, consultations given
Coordinate materials and staff	Staff hours
Promote Smart Investing program and resources	Website hits, social media posts, news releases
Administer budget	Staff hours
Evaluate program	Surveys, comment cards, consultant evaluations, reference interview evaluations, reports, dissemination
Develop a customizable marketing kit and marketing materials	Materials developed
Services	Outputs
Interlibrary loan	Number of loans

V. Outcomes

Goal 1: Increase Nebraskans’ knowledge of and confidence in basic financial management and investing, implemented through educational activities using FINRA and Smart Investing @ your library® resources and enhanced library materials provided through Nebraska libraries

Outcome 1: Training participants will demonstrate greater knowledge of, confidence in, and ability to understand and make use of financial information by the end of the training.

Indicator(s)	Applied to	Data Source	Data Interval	Target
The number and percent of participants who increase knowledge	All participants who complete the training modules	Post training evaluation	At end of modules	80%
The number and percent of participants who increase confidence	All participants who complete the training modules	Pre and post training evaluation	At start of module and at end of modules	80%
The number and percent of participants who indicate willingness to change behavior	All participants who complete the training modules	Post training evaluation	At end of modules	80%

Outcome 2: By the end of training, participants will report use of and satisfaction with library resources and materials, as well as action taken to change their behavior.

Indicator(s)	Applied to	Data Source	Data Interval	Target
The number and percent of participants who indicate use of resource materials	All participants who complete the training modules	Post training evaluation	At end of modules	50%
The number and percent of participants who report satisfaction with resource materials	All participants who complete the training modules	Post training evaluation; consultation survey	At end of modules; at end of consultations	80%
The number and percent of participants who indicate willingness to change behavior	All participants who complete the training modules	Post training evaluation	At end of modules	80%

The number and percent of library users who report satisfaction with resource materials	All library users who check out resource materials provided through the grant	Comment cards; feedback from reference questions	Returned with materials; at end of reference interview	80%
Goal 2: Connect Nebraskans with information resources and activities that meet their financial literacy needs by improving skills of Nebraska library staff				
Outcome 1: Nebraska library staff will report learning about financial education resources and opportunities through activities and materials provided by NLC/NELS partners, including training based on <i>Smart Investing: Reference Strategies and Resources</i> course from the Santa Clara County Library District (FINRA/ALA grantee).				
Indicator(s)	Applied to	Data Source	Data Interval	Target
The number and percent of participants who increase knowledge	All participants who complete the training modules	Pre and post training evaluation; check-in webinar quizzes and comments	At start of module and at end of modules; during check-in webinars	80%
The number and percent of participants who add skills	All participants who complete the training modules	Post training evaluation	At end of module	80%
The number and percent of participants who increase confidence	All participants who complete the training modules	Pre and post training evaluation; check-in webinar and comments	At start of module and at end of modules; during check-in webinars	80%
The number and percent of participants who report satisfaction with resource materials	All participants who complete the training modules	Post training evaluation; check-in webinar and comments	At start of module and at end of modules; during check-in webinars	80%
Outcome 2: NLC/NELS partners will provide sustainability assistance to enable Nebraska library staff and supporters to demonstrate plans for continuation of this project after June 2015.				
Indicator(s)	Applied to	Data Source	Data Interval	Target
The number and percent of participating libraries who increase number of partnerships	All participating libraries	Post program evaluation	At end of grant program	80%

The number and percent of participating libraries who add activities with partners	All participating libraries	Post program evaluation	At end of grant program	80%
Goal 3: Through marketing and outreach activities implemented by library staff and local partners, make Nebraskans aware that the library is a resource for unbiased financial planning and problem solving resources.				
Outcome 1: NLC will provide marketing training sessions for Nebraska library staff.				
Indicator(s)	Applied to	Data Source	Data Interval	Target
The number and percent of participating libraries who increase knowledge	All participating libraries	Post program evaluation	At end of grant program	90%
Outcome 2: NLC will develop a customizable marketing kit and distribute it to local libraries, along with marketing materials, to be used to implement local marketing efforts.				
Indicator(s)	Applied to	Data Source	Data Interval	Target
Participating libraries use the planning template and NLC marketing materials	All participating libraries	Post program evaluation	At end of grant program	80%
Outcome 3: Participating libraries will effectively use outreach and promotional resources (including events, print, websites, social networking tools and/or person-to-person outreach) to build and reinforce word-of-mouth marketing of the Smart Investing @ your library [®] Builds Nebraska Communities activities and resources.				
Indicator(s)	Applied to	Data Source	Data Interval	Target
Participating libraries use using social networking tools, local library websites, and/or person-to-person outreach	Participating libraries' staff	Post program evaluation; posts and articles	At end of grant program; continuous submissions	100%