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Outcomes and Measurable Indicators Drive the Logic Model Approach for a Liaison Program

Using a logic model evaluative approach makes for a better developed set of program goals and sound methods of evaluation and assessment for a library liaison program. Collaborative planning will enable the library to track activities and judge the effectiveness of the new service to library users.

Library liaison programs require consideration of the service needs of user groups and the contributions of the provider group (librarians). The goals and objectives of the program must focus on these needs, and relevant outcomes and measures of success need to be in place.

The project leader arrived at a set of broad goals and objectives and a proposed list of activities. The library leadership determined that workable outcomes and indicators of measurable success are the best way to determine that the program is making an impact on changing user perceptions and ensuring that the library is meeting user needs. During a series of collaborative meetings the professional staff developed a logic model that articulates the program goals, determines the desired outcomes, and outlines 'best' indicators of progress.

This approach of plan backward, implement forward produced a logic model for the program that combined the suggested elements.

Conclusions

Successful liaison programs depend on building lasting partnerships with individuals and groups. These are ultimately built around understanding the users' needs, but, must be backed up by actions that are founded on positive traits, and deliver value to the user.

The plan backwards, implement forward logic model allowed us to establish the outcomes we wanted and the indicators of success and to track our work toward achieving the program goals.