



ActKnowledge
Theory to Results

THEORY OF CHANGE *BASICS*



What is Theory of Change?

Theory of Change is a planning process created specifically for community change efforts.

Theory of Change is *not* a general theory of how change happens; rather, the theory is specific to your effort.

Theory of Change is useful for setting goals, strategic planning, and program evaluation.



TOC is a “Process” and a “Product”

A structured thinking **PROCESS** that allows groups to turn their theories about what needs to change and why into a “causal pathway”

A **PRODUCT** that illustrates the results of the TOC *process*



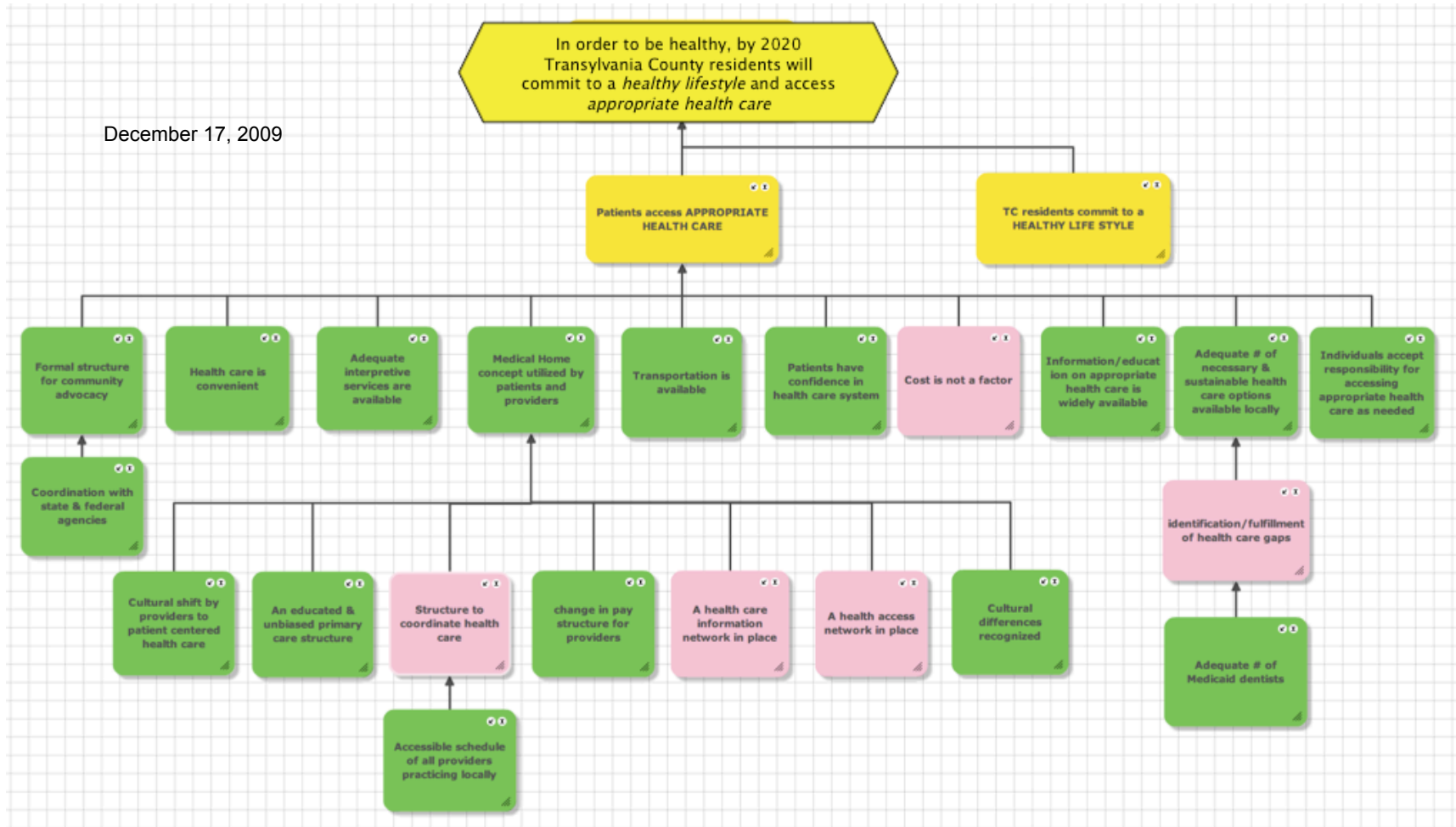
What is a “Causal Pathway” ?

A step-by-step, backwards mapping process through which a group determines all the preconditions necessary to reach an ultimate vision.



Mapping a *Causal Pathway*

December 17, 2009

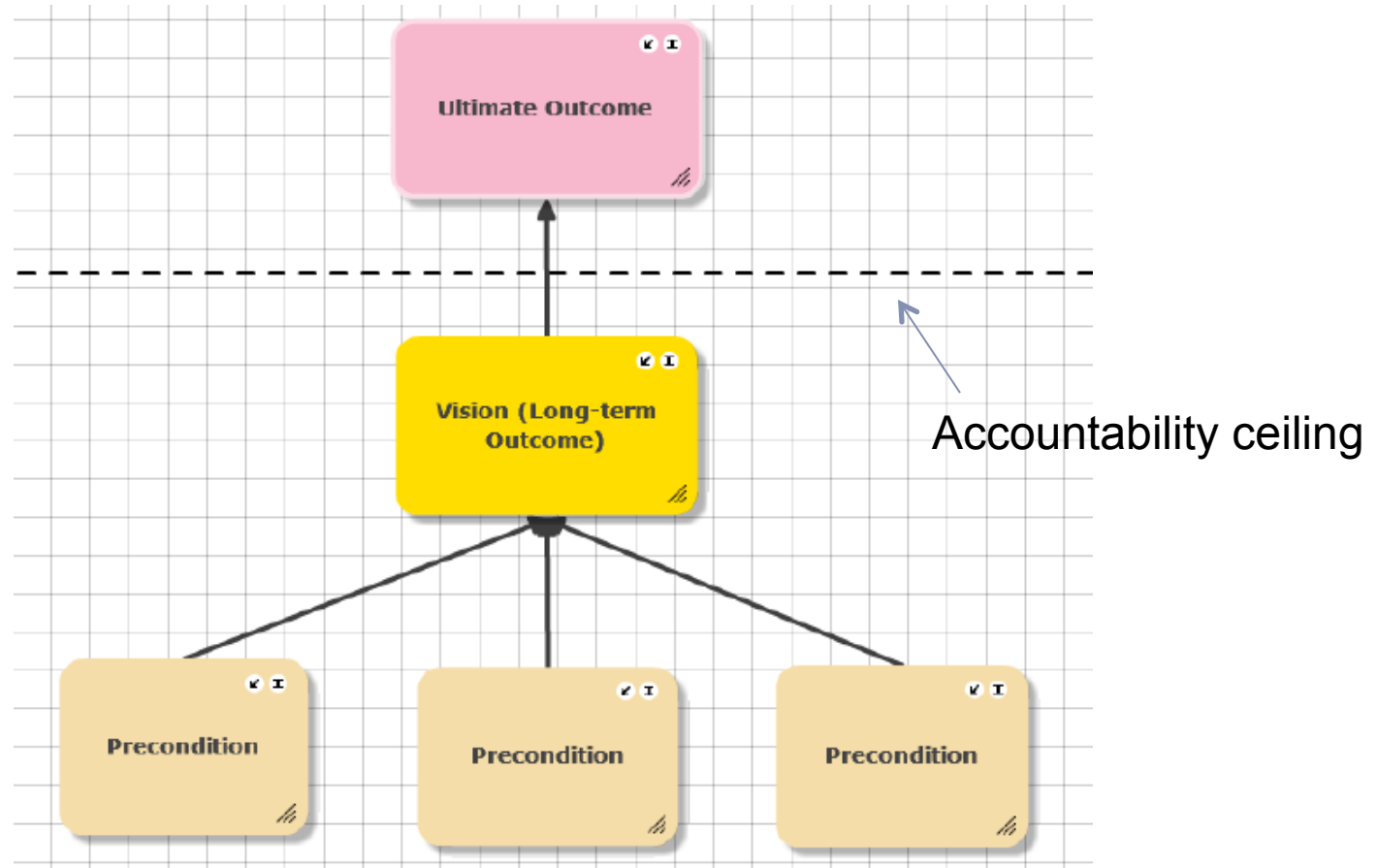


Theory of Change “Steps”

1. Determine the Vision
2. Build the outcomes map
3. Identify which of the outcomes your group will choose to address.



Visual Logic



How will you know if you have succeeded?

Identify INDICATORS for each outcome you want to address.

Outcome: Students will graduate from grade school academically ready for middle school.

Indicator: 6th grade reading scores



What must be determined for each indicator?

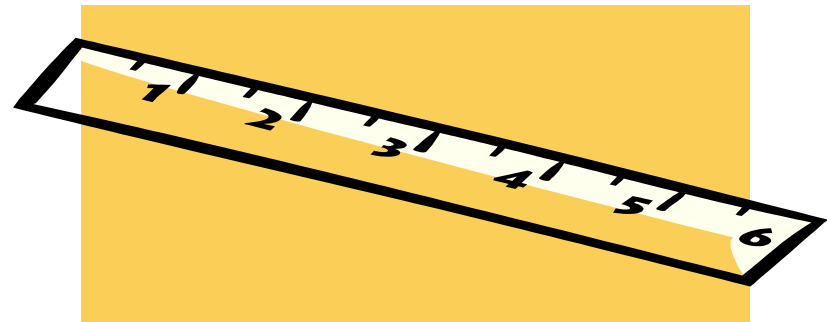
- *Who* will be impacted? (sixth graders in Transylvania County)
- *How many* will change? (the lowest quartile)
- *How much* will it change? (improve reading scores by 20%)
- *When* will it change by? (by December 2012)



How will you “measure” the indicators?

Determine:

- What measurement tool to use
- When to measure
- Who will do the measuring



The “Chicken & Egg” Question

Which should be determined first,
the *indicator* or the
measurement ?



Choose indicators first.

Choosing an indicator because the measurement is readily available is not always the best solution.

Often more than one indicator will be needed to fully understand whether an outcome has been fulfilled.



Design Interventions

Determine the *interventions* (action, strategy, etc.) to be used to achieve identified outcomes. *What* will be done, by *who*, *how*, and *when*.

Test your assumptions. (Will these actions really work?)



Communicate TOC to *all* stakeholders

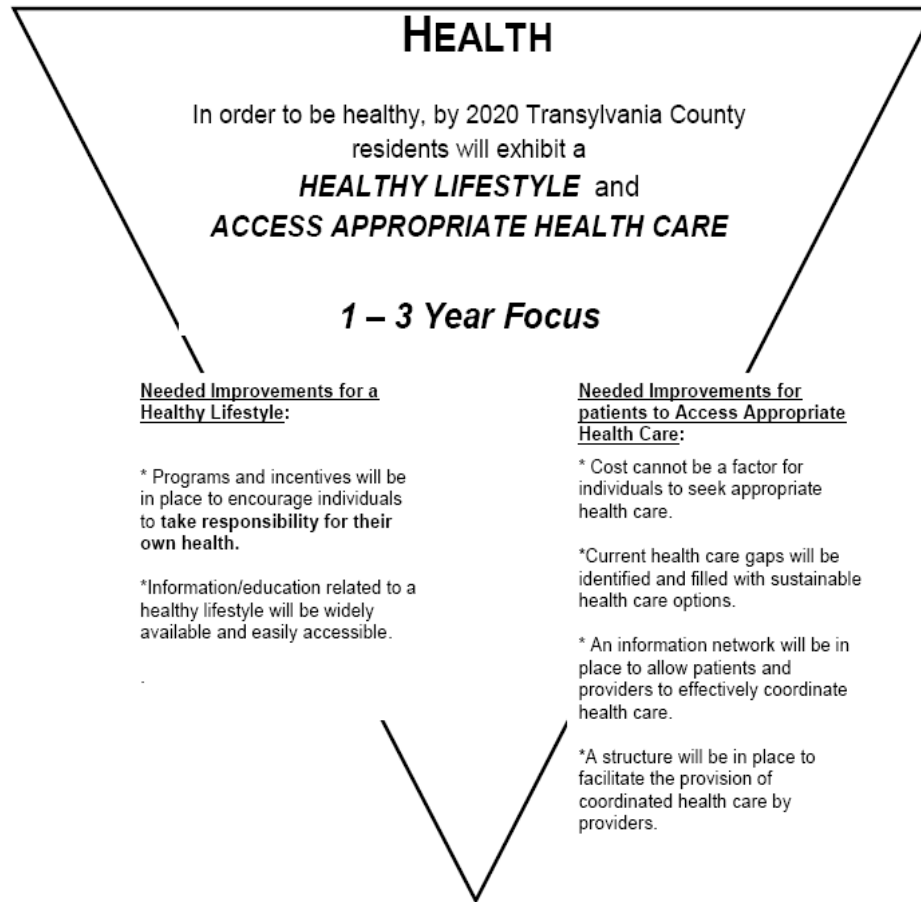
Communication should include:

- A brief explanation of mapping process
- Summarize results (focusing on selected outcomes)



United Way of Transylvania County

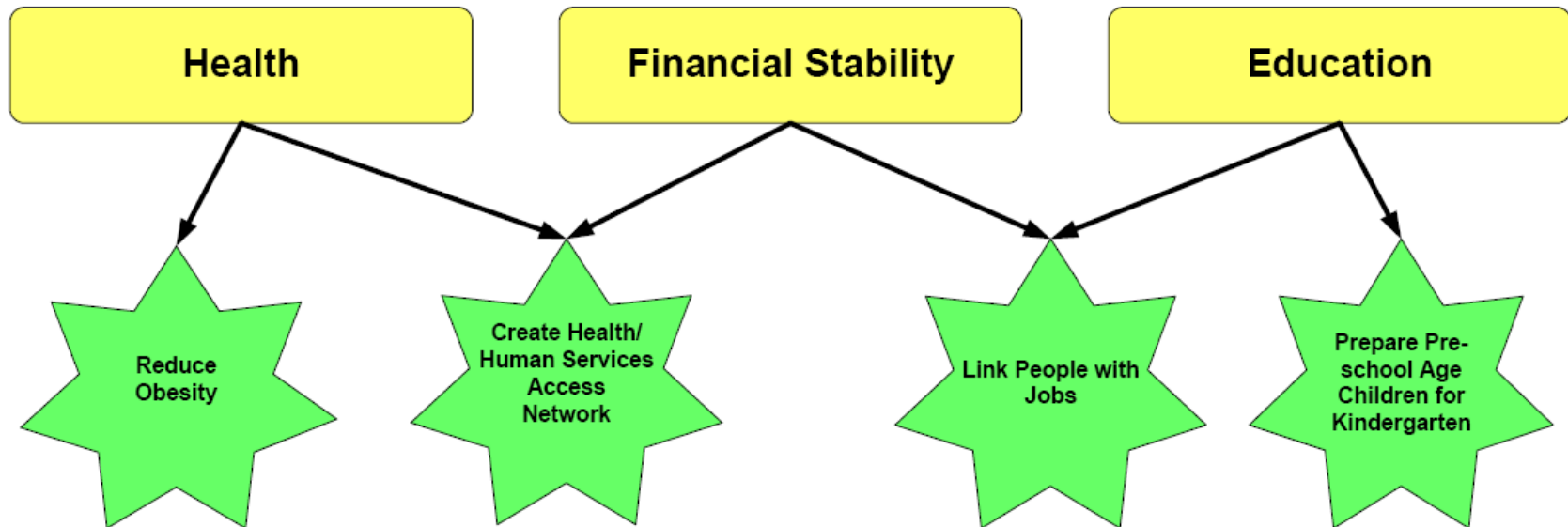
“Presentation Triangle”



First Year Initiatives

Transylvania United

Here's where we start...



Theory of Change Implementation

Implementation:

- Monitor progress & make adjustments as appropriate
- Measure and communicate progress to stakeholders regularly (at least semi-annually)
- Use and update TOC map





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Contact Information

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