

## Components of a logic model for a Digital Champion programme

Logic models (also called theories of change or logical frameworks) help you evaluate your Digital Champion programme by:

- giving you a picture of how the programme is intended to work
- identifying your programme's main components, and how they relate to one another
- showing the planning and execution of your programme, as well as its intended effects.

There are lots of templates for logic models freely available online – choose one that suits your project. Below are some typical components of a logic model for a Digital Champion programme.

Planning and execution	Examples
<i>Inputs</i> i.e. resources	<ul style="list-style-type: none"> <li>• Funding, staff, volunteers, resources such as the Digital Champions Network</li> </ul>
<i>Activities</i> i.e. programme events	<ul style="list-style-type: none"> <li>• Recruitment, training and support of Digital Champions</li> <li>• Engagement and support of beneficiaries</li> </ul>
<i>Outputs</i> i.e. products of programme events	<ul style="list-style-type: none"> <li>• XX number of Digital Champions recruited</li> <li>• XX number of Digital Champions trained</li> <li>• XX number of Beneficiaries recruited/engaged</li> <li>• XX number of Beneficiaries supported</li> </ul>

Intended effects	Examples
<i>Short term outcomes</i> i.e. immediate effects in weeks or months Need to be SMART <sup>i</sup>	<ul style="list-style-type: none"> <li>• Digital Champions improve their digital skills and /or support skills</li> <li>• Beneficiaries improve their digital knowledge and skills, change their beliefs about digital technology, or increase their motivation to engage with digital technology</li> <li>• Organisation/s recognises the importance of digital skills support for staff, volunteers and beneficiaries</li> </ul>
<i>Intermediate outcomes</i> i.e. intended effects occurring over months or years Need to be SMART	<ul style="list-style-type: none"> <li>• Digital champions' wellbeing enhanced by helping others</li> <li>• Beneficiaries' wellbeing improved in one or more areas:               <ul style="list-style-type: none"> <li>○ Education or training</li> <li>○ Employment</li> <li>○ Money</li> <li>○ Health</li> <li>○ Socialising</li> <li>○ Leisure etc</li> </ul> </li> <li>• Organisation/s embeds digital skills support into everyday service delivery</li> </ul>
<i>Long-term impacts</i> i.e. years or decades	<ul style="list-style-type: none"> <li>• Greater digital inclusion, reduced digital exclusion, reduced social exclusion</li> </ul>

## Session Plan

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### Three key evaluation questions for Digital Champion programme beneficiaries

**If you do nothing else, try and ask at least a sample of your beneficiaries these questions:**

Q1. What's changed for you (if anything) since you received digital champion support?

Q2. How much of this change is down to the support of the digital champion, and not some other factor like help from family or friends? [none, some, about half, most, all]

Q3. Do you think this change might have happened even if you had not got any support from digital champions?

### Key reference

#### **Digital Inclusion Evaluation Toolkit (DCMS 2017)**

<https://www.gov.uk/government/publications/digital-inclusion-evaluation-toolkit>

This is a comprehensive guide including a handbook with practical advice on conducting an evaluation, plus a bank of standardised digital inclusion outcomes. Don't feel you have to do everything – take what is useful and relevant.

This guide is written by research experts, Sara Dunn Associates.

[Sara Dunn Associates: Research and communications consultancy \(saradunn-associates.net\)](http://www.saradunn-associates.net)

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<sup>i</sup> That is: Specific, Measurable, Achievable, Relevant, Time-bound