SESSION 5B

PROGRAM THEORY AND LOGIC MODELS: FAIRYTALES OR REFERENCE MANUALS?

Moderator: Sharyn Barata, Opinion Dynamics

PAPERS:

"Do I have to?": Convincing Program Implementers that Program Logic Models are Valuable
    Victoria Engel, NYSERDA
    Scott Albert, GDS Associates
    Lynn Hoefgen, Nexus Market Research, Inc.
    Lawrence J. Pakenas, NYSERDA
Program Theory-Drive Evaluation Approach: An Exercise in Practice
    Cynthia M. Austin, Heschong Mahone Group, Inc.
Using simplified Pattern Matching to Define Program Theory and Assess Program Effectiveness Application to a Green Buildings Program
    Dr. Allen D. Lee, Quantec
    Dr. M. Sami Khawaja, Quantec
    Michelle Levy, Quantec

SESSION SUMMARY:

Logic Models, which are designed to bring out the best and the worst in energy efficiency programs, also seem to sometimes bring out the best and worst in program implementers. This session will focus on the role that logic models and program theory should play in program design, operation and evaluation. It will also look at the barriers which will likely need to be addressed for logic models to gain acceptance and wide-spread use in your organization.   Additionally the session will look at a unique method of combining concept mapping and pattern matching to elicit and test program theories. Finally, through a variety of examples and lessons learned, applications these three papers will highlight modeling techniques, new concepts and best practices related to logic models and program theories.

The first paper - *"Do I have to?": Convincing Program and Evaluation Staff that Program Logic Models are Valuable* - looks at the acceptance of logic modeling by program implementers. It looks at the barriers to acceptance and provides suggestions for how these barriers can be overcome. It includes lessons learned and examples from direct experience with development of nearly 40 program logic models for a variety of ongoing and new energy efficiency, renewable resource, and research and development programs, as well as at the sector and portfolio levels. It also discusses how logic modeling has helped shape evaluation and provides a framework for tracking program progress.

The second paper - *Program Theory Drive Evaluation Approach: an Exercise in Practice* – provides a program theory model, using Chen, H. (2005) as a guide, for Southern California Edison's Local Government Partnership Program. This model was developed as part of the program's strategic business plan. The purpose of the model is to provide a succinct and useful program conceptualization for stakeholders involved in the program process.

The final paper in the session – Using Simplified Pattern Matching to Define Program Theory and assess Program Effectiveness Application to a Green Buildings Program - combines concept mapping and pattern matching to draw out and test program theories. The author feels that this method provides a means of comparing the program designers' program theory perceptions with those of

targeted market actors. This paper describes a simplified version of this program theory approach and provides insights on the theory's validity for a specific energy-efficient green building program.