



Program Planning Process Designed to Increase Access and Grow Programs

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Virtual Summer School

A photograph of a person with short dark hair, seen from the back and side, wearing a bright red jacket. They are looking out over a city street with buildings and trees in the background. The word "objectives" is overlaid in large white text on a dark horizontal band across the middle of the image.

objectives

- Grasp program planning
- Use a diversity, equity and inclusion lens
- Initiate annual program planning
- Identify tips to get started

Why plan?

“...without (a) clear purpose...the purpose gets lost and the activities take over.”

Gargani & Donaldson, 2015



Extension Mission

The Cooperative Extension System helps people improve their lives through an educational process which uses scientific knowledge focused on **issues and needs**.

Extension Committee on Organization and Policy (ECOP), Futures Task Force. (1987). Extension in transition: Bridging the gap between vision & reality. Blacksburg: Virginia Cooperative Extension Service.

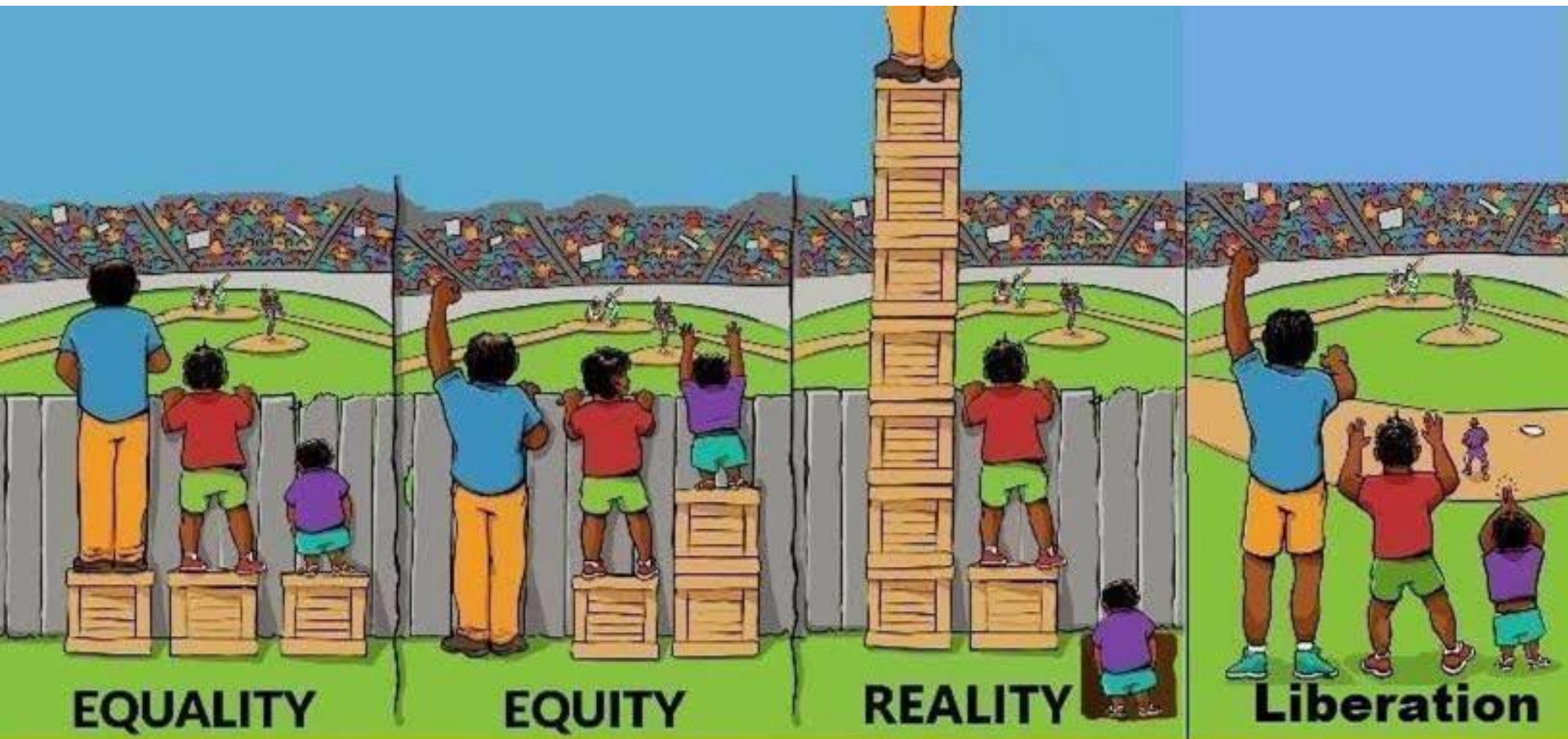
Chat:

**What words come to mind when you think of
program development?**

What is Program Development?

A **deliberate process** through which representatives of the **public** affected by the **issue** are involved in the program

- in designing, implementing, and evaluating educational programs that address needs they identify (Boyle, 1981: Rennekamp, 1999).



EQUALITY

EQUITY

REALITY

Liberation

The assumption is that **everyone benefits from the same supports**. This is equal treatment.

Everyone gets the supports they need (this is the concept of "affirmative action"), thus producing equity.

All 3 can see the game without supports or accommodations because **the cause(s) of the inequity was addressed**. The systemic barrier has been removed.

A glass globe, resembling a terrarium or a decorative sphere, is the central focus. It is surrounded by various succulent plants with thick, fleshy leaves in shades of green and purple. The globe's surface is highly reflective, showing a clear image of a forest scene with tall trees and a blue sky with white clouds. The word "foundations" is written in a large, white, sans-serif font across the middle of the globe.

foundations

A person stands in a field of wildflowers, their arms raised in a gesture of triumph or joy. They are silhouetted against a vibrant sunset sky, where the sun is low on the horizon, casting a warm orange glow. The background features rolling hills and a forest of trees. The overall mood is one of accomplishment and connection with nature.

design with the end in mind



Partners are Paramount

A photograph of a young child sitting on the ground, looking at a cobra snake that is rising out of a basket. Another cobra is visible in the background. The text "Context is Critical" is overlaid in white on a dark horizontal band across the middle of the image.

Context is Critical

Adrian Fisk. <https://adrianfisk.photoshelter.com/image/I0000I6UEMy2HNSU>



Look Inward and Outward

George Petrovsky

Chat:

What other foundations would you add?



Program Plan

Program Planning Steps



A vibrant, surreal landscape featuring rolling hills in various colors including green, yellow, and red. In the foreground, a large tree with white blossoms is visible on the left side. The word "Vision" is overlaid in the center in a large, white, sans-serif font.

Vision

A young boy with dark skin and short hair, wearing a dark blue long-sleeved shirt and blue jeans, stands on a mossy bank in a lush forest. He is looking across a small stream towards the dense green trees. Sunlight filters through the leaves, creating a bright, dappled light effect. The text "Needs & Assets" is overlaid in white on a semi-transparent dark band across the middle of the image.

Needs & Assets



Growth and Access

What is a Growth Goal?

- Addresses a public need
- Results in numerical growth



Sustainability

Ten tips to get started

1. **Talk** with your target audience
2. Identify other sources of information about your community
3. Jot down key words that speak to your program vision
4. Don't work in isolation; work with others
5. Identify community partners beyond the usual suspects
6. Write down your ideas, but be willing to abandon your original idea of what the program should be about
7. Don't skimp on doing a solid needs **and** assets assessment
8. Never stop scanning
9. Make program planning a priority on your calendar
10. Aim for invaluable

Q & A

A festive holiday scene featuring a wooden rack filled with numerous gift bags of various patterns, including hearts, stars, and floral designs. Warm, glowing string lights are draped around the bags, creating a cozy atmosphere. In the foreground, a bowl of fruit, including apples and oranges, sits on a surface, surrounded by more warm lights. The overall color palette is dominated by warm reds, oranges, and yellows, with some cooler tones in the patterns of the bags.

Thank you