Program Planning Process Designed to Increase Access and Grow Programs

Jennifer A. Skuza, PhD
Associate Dean and MN 4-H State Director, University of Minnesota Extension

Jessica Pierson Russo, MEd
Extension Educator and Associate Extension Educator

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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.

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).
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.
design with the end in mind
Partners are Paramount
Context is Critical
Chat:
What other foundations would you add?
Program Plan
Program Planning Steps

1. Explore needs and assets
2. Craft your vision
3. Create your program plan
4. Evaluate your plan

Needs & Assets
What will be your impact?

Growth and Access
How will you grow and be accessible?

Retention
How will you maintain participation?

Barriers
What might get in the way?

Resources
What do you need?

Sustainability
How can you sustain the program over time?
Needs & Assets
Growth and Access
What is a Growth Goal?

- Addresses a public need
- Results in numerical growth
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
Thank you