

### Program Design: The Beginning

1. What is the primary purpose of the program?
2. Is there a need for this program? Describe the need using statistics/community reports
3. Who is the target population?
4. How will the program design help meet the community's need?
  - a. What will be the frequency of the program? (contact hours per participant)
  - b. Who will organize and implement the program? (Staff/volunteer capacity)
  - c. How will the target population be invited/registered/retained?
  - d. Will there be a cost associated with the program?
  - e. Will the program model be evidence-based?
  - f. What are the goals/objectives of the program?
  - g. What policies/procedures will need to be implemented to reduce risks?
  - h. Who will track program data and report to stakeholders/donors? (staff, tools)
  - i. What evaluation measures will be used to measure program success?
  - j. How will the organization share program impact with the greater community?
5. What are the true costs associated with program development, implementation, and reporting?
  - a. Personnel Costs (Salaries, Fringe such as FICA, healthcare, etc)
  - b. Curriculum
  - c. Program Materials
  - d. Marketing Materials
  - e. Travel/Transportation (of staff and participants)
  - f. Staff development/certifications
  - g. Equipment
  - h. Space
  - i. Contract Services
  - j. Insurances/Liability
  - k. Other
6. What resources are critical for both the short-term and long-term success of the program?
  - a. Financial (program fees, grants, donors, etc.)
  - b. Program materials and/or services
  - c. Community Partnerships/Collaborations
7. How will the organization sustain this program?
  - a. What is your organization's current/long-term capacity?
  - b. Diversified funding streams
  - c. Financial systems/procedures
8. Does the Administration/Deans agree there is a need for the program and commit to supporting it?

**Notes:**

