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### **Program Design: The Beginning**

- 1. What is the primary purpose of the program?
- 2. Is there a <u>need</u> 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 <u>true costs</u> 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
  - i. 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 <u>Administration/Deans</u> agree there is a need for the program and commit to supporting it? **Notes:**



#### **Resources:**

[People, funds, equipment, materials, technology, etc.]

#### Involvement:

[Experts, partners, volunteers, community members, etc.]

## ACTIVITIES

- [Tasks and actions taken to achieve project objectives.]
- [Implementation steps and processes.]
- [Workshops, training sessions, research, development, etc.]

### OUTPUTS

- [Direct results of activities.]
- [Tangible products and deliverables.]
- [Reports, prototypes, data sets, software, etc.]

# OUTCOMES

- [Short-term, intermediate, and longterm changes resulting from the project.]
- [Changes in knowledge, behavior, skills, attitudes, etc.]
- [Immediate effects on participants, stakeholders, or the target]

### IMPACT

- [Broader and lasting effects of the project.]
- [Positive changes at a systemic or societal level.]
- [Long-term benefits and improvements.]



[Factors that are believed to be true but are not directly within the project's control.]

[Potential risks and uncertainties.]



[Environmental, social, economic, or political factors that may influence the project.]

[Market trends, regulations, cultural shifts, etc.]