

# Program Area and Issue Committee Program Planning Worksheet

Annual program planning can help the County Extension Council, program area or issues committees, and Extension agents to arrange appropriate educational activities that are based on current and important needs of people.

Program planning involves deciding from many alternatives for subjects, the people to reach with educational programs, and the dates/times for events. Use the steps in this worksheet for effective planning.

## Review Before Deciding

Consider the broad areas of concern that come within this committee's area of interest. See issues in the current University of Arkansas Division of Agriculture Cooperative Extension Service strategic plan:

- Background situation and factors affecting the issue.
- Priority of the issue in relation to other issues.
- Audiences/clientele that may be involved.
- Objectives (goals) already established.

Consider the committee's current educational program:

- Educational program currently in progress.
- Recent educational activities.
- Results already achieved.

Consider new information or trends related to the issue:

- Current studies or research
- Information from local sources.

List the issue the committee will work on in the next 12 months:

Most important issue: \_\_\_\_\_

## Take a "Systems Approach" to Planning

Look at the issue: Identify the parts – and subjects that impact on the issue.

Most issues are a challenge because they are complex and require multiple solutions to problem solving. Problems are often interrelated with other problems. A single problem may affect two or more identified clientele groups in different ways.

List some problems associated with the issue (specific obstacles, difficulties that may be the cause(s) of the issue above):

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What should people be doing to solve the problems? What practices should they be using? Practices are the changes people must make to overcome the problem.

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Set the goal(s) for the year's work:

With what people? (Specifically what audience/clientele is the programming aimed for?)

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What type of result is desired from the educational programming that will be done?

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Topics that are based on priorities to be worked on, information people need to improve their situations in the critical areas:

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The most effective teaching-learning can result from a combination of several methods, ranging from group events (such as conferences and workshops) to mass media (radio, TV, newspaper articles) that indirectly reach a lot of people.

List some ways to reach the variety of people you want to participate in the educational programs:

Month/Day	Educational Activity	Main Subject	Audience
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

List resource people who can help – local people and Extension specialists.

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