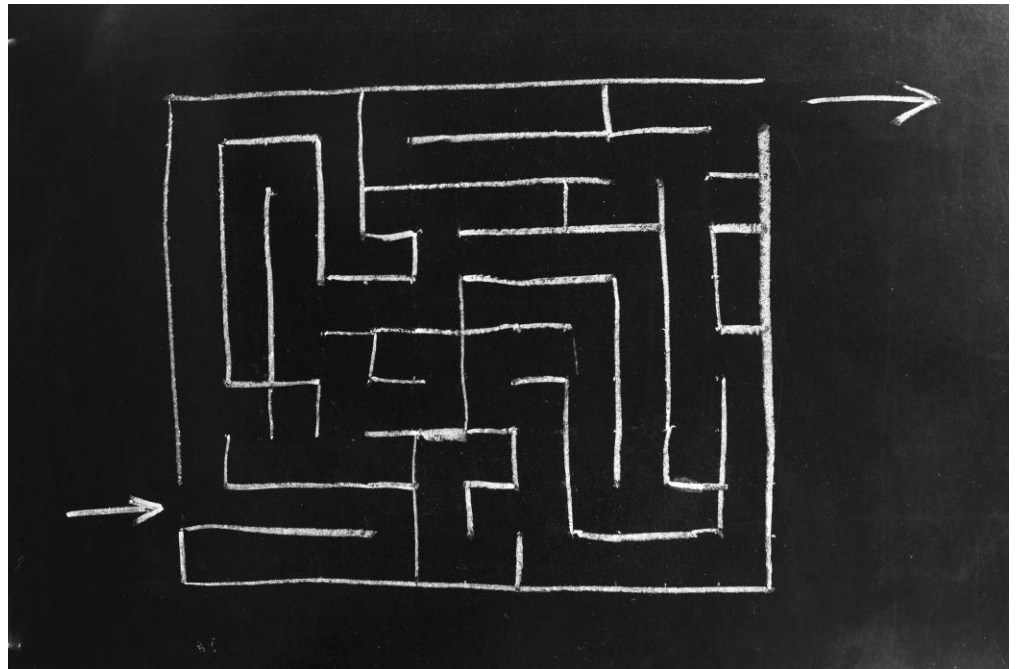# Navigating the Maze of Program Development

Today's Takeaways:

- Key elements of the program lifecycle

- Tips & Tricks

- More confidence, less frustration

Navigating the Maze

- Non-linear

- Back and forth

- Stay adaptive

- You ARE making progress

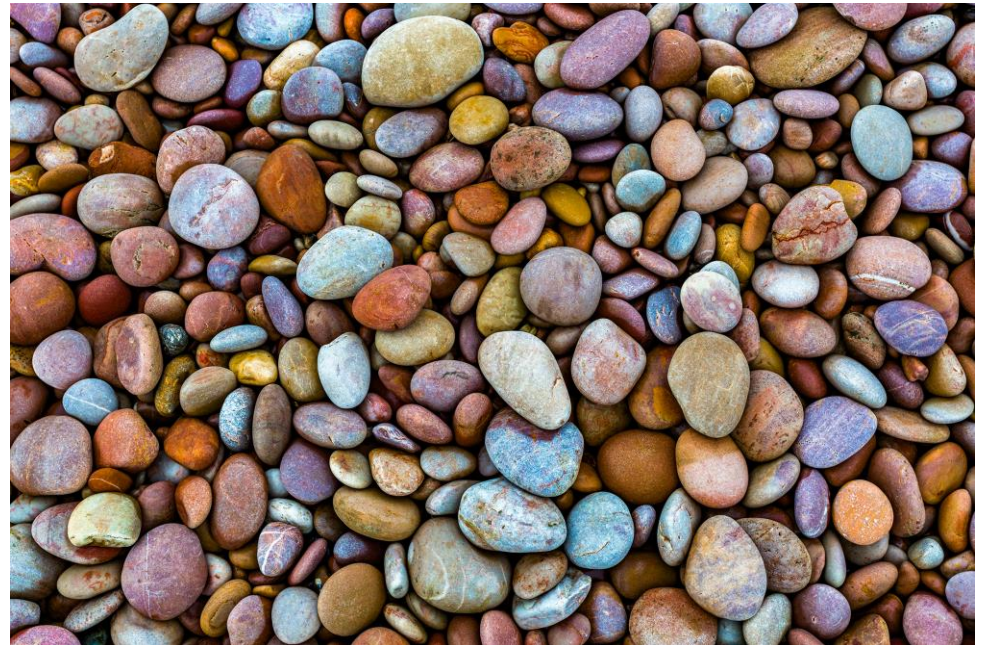# Program Planning Lifecycle

Four Main Segments

- Program Selection

- Program Details

- Program Delivery

- Program Wrap-up

Program Selection

Sifting through ideas: ask the driving questions that will help you arrive at the final iteration

- The What

- The Who

- The Why

- The How

Program Selection: Driving Questions

What is the program idea?

Is it doable? Do you have the necessary resources, in adequate supply: time, money, people, talent, facilities?

What's your why?

What is the purpose of the program? How does the program fit with your mission/vision/values? How does it serve your stakeholders? How does the program accomplish your goal? Consider the wider context.

Program Selection: Driving Questions

Who is the target participant? Is the program the best way to engage with your target audience to achieve your desired results?

Who are your stakeholders and partners? Who is going to help you make this a success? Do you have the right support?

How? Do you have the facilities, the talent, the team, the equipment? If not, how will you make it happen?

Program Details:

Designing a successful program

- Define outcomes

- Know your budget

- Determine logistics

- Map out marketing

- Plan an assessment

Program Details:

Outcomes - What are you trying to accomplish? What will people learn, what changes will result from the program? Is your program designed to achieve these outcomes?

Budget – what is this going to cost? Estimate all expenses – actual and in-kind. This will help you ensure the program is doable, help you measure return on your investment, and help you plan for future programs.

Program Details:

Logistics

- Facilities – appropriate for your audience, event

- Staffing/volunteers needed.

- What time will you start and end?

- Where will people park?

- Do people need to register in advance? Does anyone need a name tag? How will you ensure you have enough space/seats/food/handouts/etc.

- Do you need technology?

Program Details:

Marketing - how will you get the word out? What is the best way to reach your intended audience? Will any of these activities cost money? How much staff time will you need to invest? How soon can you start marketing?

Assessment – how will you know when you have been successful? How will you evaluate? How will you collect data, and how will it be analyzed?

Program Delivery

Getting ready to go live

- Task list

- Detailed agenda

- Contact info

- Jump bag

Program Wrap Up

The event is over – but you're not quite done

- Compile data

- What went well?

- What would you do differently?

- Report to stakeholders

- Pack for next time

Questions?

Let's Connect

Offering today's participants 30 Minute consult
(Through August 1ˢᵗ, 2022)

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Thank you!