Texas Cooperative Extension's Program Development Model

PLANNING

Step 1: Identifying Issues
- TCFF
- Base programs
- Emerging issues
- County committee
- Specialists
- Elected officials
- Commodity groups
- State & federal mandates

Step 2: Situation
- Scope
- Severity
- Social
- Economic
- Environmental conditions

Step3: Target Audience
- Who are the people affected by this problem or issue?
- Who are the primary and secondary audiences?
- What is the total number of people in the target audience?
- What is the total number of people in the target audience that can be reached with an educational program?

Step 4: Intended Outcomes

Determine where you want the target audience to be at the end of the program.
- ***Learning***
  - Knowledge
  - Skills
  - Attitudes
- ***Application***
  - Behavior change
  - Best practices
  - New technology

Step 5: Program Design
- Development of the content to be taught based on information from the previous steps
- Development of the activities, events and experiences that lead to change

INPUT EVALUATION

Staff	Volunteers
Time	Materials
Money	Equipment

VOLUNTEER INVOLVEMENT

EVALUATION

IMPLEMENTATION

Step 6: Program Delivery

Period when the program is being delivered to clientele.

Methods may include:
- Newsletters
- Workshops
- Tours
- Short course
- Llectures
- One-on-one
- Field days
- Seminars
- Role playing
- Method demonstrations
- Result demonstrations

OUTPUT EVALUATION

Activities

Participation

Satisfaction

VOLUNTEER INVOLVEMENT

EVALUATION

RESULTS

Step 7: Outcome & Impact

Measures the outcomes based on the program.

Methods to evaluate include:
- Group assessment (Focus Groups)
- Case study
- Direct observation
- Individual measurement
- Interview of participants
- Questionnaire
- Mailed survey
- Testing

Benefits to Texas
Economic Impact
Social Impact

Step 8: Interpretation

Interpret results of the evaluation.
Market these results to stakeholders and key leaders. These people include:
Community
Participants
Colleagues
Commissioners
Administrators

OUTCOME EVALUATION

Knowledge	Best practice
Skills	New technology
Attitudes	Behavior change

VOLUNTEER INVOLVEMENT

EVALUATION

PLANNING

IMPLEMENTATION

RESULTS