

# **6 STEPS FOR SUCCESSFUL PROGRAM DEVELOPMENT**

*Presented by*

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## **1. Program overview**

- What is your program idea?
- What issues are you trying to address?
- Keep it simple!

## **2. The statement of need or opportunity**

- What do you hope to achieve with your program?
- Needs assessment - who needs your program and why do they need it?
  - *Surveys and questionnaires*
  - *Demographic research*
  - *Research on other programs similar to the one that you are proposing*

## **3. Program goals and objectives**

- How are you going to do what you say?
- What are the goals and objectives of your program?
- Goals refer to things that you want to accomplish
- Objectives refer to the outcomes of a program
- Be as specific as possible

## **4. Evaluation plan**

- How will the success of your program be measured?
- Measurements and outcomes
- Create measurable task
- Define method of evaluation
  - *Pre and post tests, surveys and questionnaires, observation, focus groups, discussions*

## **5. Organizational information**

- Who are you and why can you be successful with this program
- Organizational profile
  - Business structure
  - Past experience
  - Management team

## **6. Attachments**

- Budgets
- Resumes of key personnel
- Project plan
- Letters of support
- Cooperative agreements
- Any other pertinent information

For more information, online assessments, list of helpful sites and resources please go to our website;

[www.partecgroup.com](http://www.partecgroup.com)

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