



Program Design: The Beginning Basic Program Overview & Questions to Consider

1. What is the primary purpose of the program?

Education, Outreach, Intervention, Prevention, Career Readiness, or Economic Development

2. Is there a need 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 need?

- a. What will be frequency of program? (contact hours per participant)
- b. Who will organize and implement the program? (Staff/volunteer capacity)
- c. How will target population be invited/registered/retained?
- d. Will there be a cost associated with the program?
- e. Will 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 true costs 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
- j. 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 Board of Directors agree there is a need for the program and commit to supporting it?