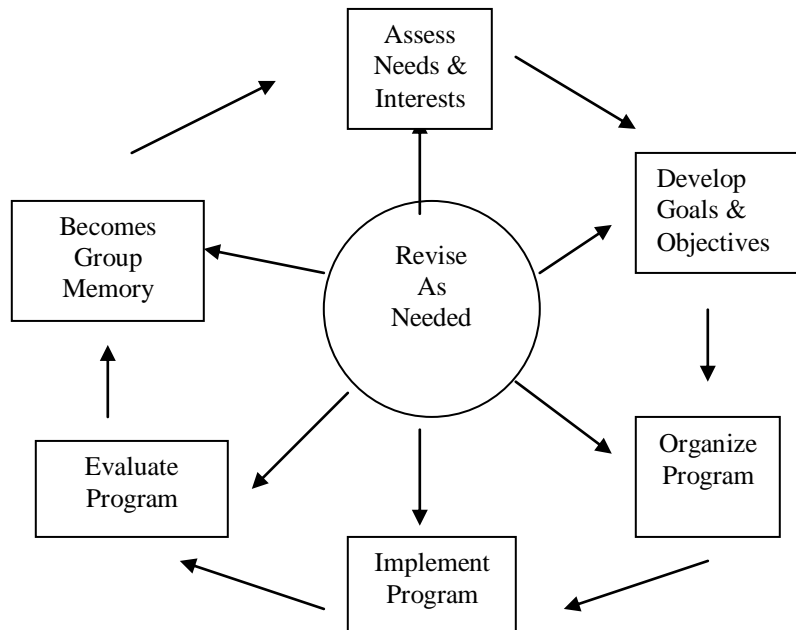




PROGRAM PLANNING

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The program planning cycle is a creative approach to program planning which includes these steps:



1) Assess the Needs and Interests

In order for your program to be truly effective, it is best to start by thinking what is the need or interest that needs to be addressed. You can determine the needs or interests of your target audience by using:

- Interest or need-based surveys
- Past organization reports (if any exist)
- Informal talks
- Suggestion Sheets

2) Develop Goals and Objectives

Once you have determined the needs, you can then create a program to address those needs and interests. Before you get consumed with the details of the event, you should develop goals and objectives for the project. Start by:

- Define what/which needs you are hoping to address with the program
- Brainstorm how you could go about meeting those specific needs
- Create a list of what you hope to accomplish with the program or event
- Involve others in the process of determining the goals and objectives



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3) Organize Program Plans

Now that you know what you are hoping to accomplish with the program, you can start planning the details!

- **WHO** will be attending the program?
- **WHAT** will the program consist of?
- **WHERE** will the program be held?
- **WHEN** will the program be held?
- How long will the program last?
- How much money will you need to make the program successful?
- How will you publicize the event?
- Who will be responsible for different tasks?
- What campus policies do you need to follow when holding this event?
- What safety measures will you need to consider?
- What tasks need to be completed, and in what order?

4) Implement the Program

Be very clear in the beginning who will perform what tasks and what roles and expectations everyone has of each other. Be realistic when delegating tasks and responsibilities. Give people enough time to complete their work and assign to them things that are within their capabilities - set people up to succeed. Other things to think about might include:

- People who have helped plan the program should be at the event, if possible
- Be sure to plan enough time for setting up and getting ready
- Test any technology, audio, or lighting equipment before the program starts
- Before you do what you've planned, be sure previous tasks have been accomplished (through past follow-up)
- Acknowledge those who have helped with event

5) Evaluate the Program

Use the Program Evaluation Worksheet - to help you with this process:

- Review the plans and objectives (what worked? what did not work?)
- Feedback from attendees (informal and/or formal)
- Should the event be repeated? Why or why not?
- Write it down! Keep documented for future programs/years
- Based on evaluation, begin program cycle again

6) Becomes Part of the Group's Memory

This is automatic, if previous steps are completed.

* Adapted from XCEL Center for Excellence in Student Leadership, Campus Life at Binghamton University, State University of New York, 2010