Planning and Scheduling System for Extension Educational Materials

Our system for planning and scheduling the production of educational materials has these goals:

- Give county agents a voice in determining what materials will be produced
- Improve on-time delivery of products
- Help communications specialists manage their work

Timeline:

- **September 1** — County agents are asked what new educational materials they need to carry out their programs and meet the needs of their clients.
- **October 1** — AgriLife Communications (the Educational Publishing team) asks subject matter specialists to submit plans for the publications and other educational materials they need to produce in the coming year. Ideas from county agents are shared at this time. Specialists submit plans online, including details about the projects and the dates they need to be completed.
- **November 15** — Deadline for submitting plans.
- **December 15** — AgriLife Communications completes the production schedule for the coming year and notifies specialists of the dates their projects are to be submitted.

It is important that specialists submit plans for all publications and other projects they plan to do. Only planned projects have priority during the year. Unplanned work is handled as time permits and is not given definite completion dates.

Only new materials and revisions of existing materials must be planned. Reprints may be requested at any time.

Sometimes unexpected needs arise (example: the sudden outbreak of a new crop pest). When such a need is verified by the Extension program leader, an unplanned publication can be added to the production schedule and given priority for quick delivery.