The following worksheets are included in this packet for the purpose of planning an Extension educational program. Each worksheet should be summarized and documented in the TExAS system as a part of the outcome or output plan that is being developed.

**Planning Group Work Sheet**

The Planning Group Work Sheet is primarily designed to guide discussion between an Agent and RPD on the planning group structure needed for each issue that has been identified in the county. Information from this work sheet will be documented in TExAS in the Issue Source section, and will lead to Planning Group tasks in the details of the plan. This analysis of planning groups should be done each year during Program Planning Conference, and should also be discussed with the Leadership Advisory Board on an annual basis.

**Issue Analysis/Description Work Sheet**

This work sheet is designed to guide you through the pertinent thought processes associated with the issue being addressed by this educational program. It is important to understand the scope and severity of the issues, and to be able to defend your use of time and resources to develop and deliver a program to address the issue. The information that you collect and enter into this section should be summarized and entered into TExAS as the introductory paragraph in the “**Plan**” box. Additionally, the information will be cut out and pasted into the “**Relevance**” section of an outcome summary at the end of the year.

**Target Audience Analysis Work Sheet**

Possibly the most important component of the work sheets to be completed, the Target Audience Work Sheet will guide you through the critical questions that should be answered about the people being impacted by the issue. The information that is collected and entered in this work sheet will also be summarized and entered in the “**Plan Description**” section. The data collected will also lead to a more precise selection in the “**Audience**” section of your plan.

**Goal Work Sheet**

A section of the plan that is often overlooked is the “**Goal**” section. This work sheet will guide you through the process of developing a precise Goal, including any intermediate goals that may need to be reached before the ultimate goal can be developed. Additionally, there are objectives and measures included in the work sheet to guide the process of developing an evaluation. The data from this work sheet will be placed in TExAS in the “**Goal**” section as well as in the “**Evaluation Tasks**.”
Educational Methods Work Sheet

This worksheet will guide the development of the educational tasks that will be associated with the plan. It will guide the development of a variety tasks that will allow the audience to learn in a different ways. The information that you enter in the work sheets is directly tied to TExAS as one of several “Educational Method” tasks that will be delivered via Group Method, Mass Media, One-to-One, or Letter/Newsletter. This process will help you and your planning group think about the different ways that a target audience can be reached.

Evaluation Work Sheet

This worksheet will help you plan and document how you will evaluate and measure the impact your program has had on the target audience. If your plan is aimed at awareness or customer satisfaction, then a Customer Satisfaction survey is likely the only evaluation method that you will include. However, if your plan has targeted clientele change in the higher-level categories, you will most likely have surveys, testing, observation, interviews, or other methods of data collection included in your strategy.

Volunteer Engagement Work Sheet

This work sheet will help you document the involvement of volunteers in the planning, development, delivery and evaluation of the educational program. It specifically asks about the involvement of the Leadership Advisory Board, Program Area Committees and Task Forces, and additional volunteers. The data entered in this worksheet will be documented in TExAS in two ways; it will be summarized and entered into the “Volunteers” section, and will help in developing the “Planning Group Tasks” for the plan.

Summary

While these work sheets cannot answer all questions related to an educational program or issue in a county, they can guide you to the development of a comprehensive plan to address an issue. They will allow you to think through the most important steps in the Program Development Model, and provide you with the basis for a plan to be documented in TExAS. The TExAS system is not designed to guide your planning; it is simply the repository where you should document the planning efforts that that you have undertaken in partnership with your local planning groups. These guides will help you be more effective in that process.
Planning Group Work Sheet

Determine the planning group structure that would be ideal for these base programs, plus the issues listed on the next page:

**Base youth programs**

- 4-H expansion and management
- 4-H family and consumer sciences projects
- 4-H livestock projects
- Other youth development programs

**Base adult programs**

- Commercial horticulture (if applicable)
- Community/economic development
- Family nutrition
- Financial management
- Home horticulture
- Livestock/forage production
- Parenting
- Row crop production (if applicable)
- Small acreage/new landowners
- Water/natural resource conservation
- Wildlife management

**Discussion questions**

- How well does your current planning group structure fit the needs of these program areas and the issues on the next page?
- What new planning groups might be needed to address the programs?
- Who might be involved with these newly identified groups?
# Planning Group Checklist for Base Texas AgriLife Extension Service Programs

<table>
<thead>
<tr>
<th>Program emphasis area</th>
<th>Current planning group</th>
<th>Proposed planning group</th>
<th>Not applicable</th>
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<tbody>
<tr>
<td>4-H expansion and management</td>
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<td>4-H FCS projects</td>
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<td>4-H livestock projects</td>
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<td>Other youth development programs</td>
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<td>Commercial horticulture</td>
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<td>Community/economic development</td>
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<td>Home horticulture</td>
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<td>Livestock/forage production</td>
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<td>Parenting</td>
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<td>Small/new landowner education</td>
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<td>Water/natural resource conservation</td>
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<tr>
<td>Wildlife management</td>
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## Planning Group Checklist for County-Specific Programs

<table>
<thead>
<tr>
<th>Issue</th>
<th>Current planning group</th>
<th>Proposed planning group</th>
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</table>
Issue Analysis/Description Work Sheet

Issue: ___________________________________  Issue source: ___________________________________.

Describe the issue ____________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

What problem are you trying to solve? ________________________________________

__________________________________________________________________________

__________________________________________________________________________

Who is affected by the issue? ________________________________________________

__________________________________________________________________________

__________________________________________________________________________

How severe is the issue? (use data to support) __________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

What costs (such as economic, social, environmental) are associated with the issue? (use data to support)

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

What could happen if the issue is not addressed? (use data to support) __________

__________________________________________________________________________

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<table>
<thead>
<tr>
<th>Issue Analysis/Description Work Sheet</th>
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<tr>
<th>Question</th>
<th>Response</th>
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<tr>
<td>What are the benefits of addressing the issue? (use data to support)</td>
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<td>What role can education play in addressing the issue?</td>
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<td>Summary statement:</td>
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</table>
## Target Audience Analysis Work Sheet

**Issue:**

**Who is affected by this issue?**

**Who is the primary audience for this effort?**

**Is there a secondary audience; if so who are they?**

**What is the total number of people in this target audience? (use data to support)**

**Where do the target audience members live?**

**What is the age of the target audience? (include range, mean, etc.)**

**What is the education level of the target audience?**
What is the income level of the target audience? (range and mean) ________________________________

________________________________________

________________________________________

What does the target audience currently know about this issue? (estimate the knowledge level as low, medium, high)

________________________________________

________________________________________

What other characteristics of the target audience? (such as language(s) spoken, access to technology, and cultural barriers) might affect this educational program)

________________________________________

________________________________________

________________________________________
Goal Work Sheet

Issue: ____________________________________________________________

Target audience: ____________________________________________________

What is the ultimate goal of this educational effort? ______________________
____________________________________________________________________
____________________________________________________________________

List any intermediate objectives that must be met before the ultimate goal can be realized: _____________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

For the goal, please list at least one objective that will be used to measure success:

Objective1: _________________________________________________________
Measure: _____________________________________________________________
Intermediate ( ) or long-term ( )

Objective2: _________________________________________________________
Measure: _____________________________________________________________
Intermediate ( ) or long-term ( )

Objective3: _________________________________________________________
Measure: _____________________________________________________________
Intermediate ( ) or long-term ( )
Educational methods are activities, events, or experiences that lead to clientele change or action. Several individual and group methods can be used to deliver subject matter. Educational programs should include a mixture of activities, methods and styles. Educational methods include:

1. **Group**: Educational event conducted with multiple people in a setting; may be delivered in person or via technology
2. **Mass media**: Educational event delivered via radio, television, newspaper, Web pages, email list(s), or multiple types
3. **One-to-one**: Intensive site visits with clientele that usually last at least 1 hour; the duration of the visits needs to be documented
4. **Letters or newsletters** sent to clientele that are educational in nature; these must contain subject matter content and not be solely for publicity such as announcing an event

What types of group methods could be used in this plan, and what subject matter is best taught in a group setting?

______________________________________________________________________________

______________________________________________________________________________

What types of mass media could you use to reach and educate the intended audience, and what types of subject matter are best conveyed using them?

______________________________________________________________________________

______________________________________________________________________________

What types of one-to-one methods could be used, and what types of subject matter could best conveyed via these methods?

______________________________________________________________________________

______________________________________________________________________________

How could letters, newsletters, or electronic communications, and what subject matter is appropriate for these methods?

______________________________________________________________________________

______________________________________________________________________________
How could method and/or result demonstrations be used, and what could be taught through these methods?

________________________________________________________________________________________________

________________________________________________________________________________________________

________________________________________________________________________________________________

How could you use online methods to deliver the material? ____________________________________________

________________________________________________________________________________________________

________________________________________________________________________________________________

What does this plan offer to clientele who prefer to learn via visual, auditory and tactile educational methods?

________________________________________________________________________________________________

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What additional methods could be used to ensure that all preferred learning styles are reached?

________________________________________________________________________________________________

________________________________________________________________________________________________

________________________________________________________________________________________________

Provide a few sentences that summarize the educational design that will be implemented.

________________________________________________________________________________________________

________________________________________________________________________________________________

________________________________________________________________________________________________
Do you intend to measure Customer Satisfaction as a part of this educational plan? YES NO

How will you utilize data from the Customer Satisfaction survey to improve your program during the course of implementation (if Customer Satisfaction is all that you plan to measure for this plan, then you need only answer the first two questions)?

_______________________________________________________________________________________________
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_______________________________________________________________________________________________

What other evaluation methods do you intend to utilize to measure the intended client change identified in this plan (check all that apply)?

__ Paper Survey __ Electronic Survey __ Observation __ Interviews/Focus Groups __ Pre/Post Test __ Other

When do you intend to collect the data for evaluation?

_______________________________________________________________________________________________
_______________________________________________________________________________________________
_______________________________________________________________________________________________

Briefly describe the data collection and analysis methods that you plan to implement for this plan.

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Volunteer Engagement Work Sheet

How could the leadership advisory board be involved in this educational program effort?
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How could a program area committee and/or task force be involved in this effort?
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List and describe the involvement of any additional volunteers in this program effort.
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What training/orientation would be required to prepare the volunteers to work in this program?
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How will you recruit new volunteers to sustain the program in the future?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

How will volunteers be recognized for their assistance/involvement in the program?

________________________________________________________________________

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________________________________________________________________________