**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, 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?