Define program value

Use this guide to help you define and communicate your program’s value

## Program Name:

## Prepared by:



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| Topic | Question | Notes |
| Issue | What issue will the program address? |  |
|  | How was the issue identified? |  |
|  | Who and how were stakeholders (learners) engaged in your needs assessment? |  |
|  | What data or evidence supports the need? |  |
| Outcomes | What are the desired societal changes or outcomes this program could bring about? |  |
|  | Are the outcomes aligned with MU Extension mission, vision, and priorities? |  |
| Audience | Who Is the audience(s) that will participate in the program? |  |
|  | Does the program identify barriers or increase accessibility for target population? |  |
|  | Will learners have ongoing involvement and decision input throughout the development and delivery process? |  |
|  | What is your plan for piloting your curriculum or program with authentic learners? |  |
| Learning | Will the program incorporate evidence-based strategies to enhance multidimensional learning outcomes? |  |
|  | Will the program provide opportunities for authentic, self-directed and relevant learning?  |  |
|  | Will the program include activities to facilitate real-world application? |  |
|  | Does the need require information or education?  |  |
|  | Will the program will include strategies for follow-up support and continued learning opportunities? |  |
| Leverage | Does the program build on existing work, partnerships and funding? |  |
|  | Who are the potential partners?  |  |
|  | Does the organization have strong expertise or will additional training be needed? |  |
| Market | Is a market identified, broad, and data supports revenue generation potential? |  |
|  | Who are potential competitors? |  |
|  | How will this program differ from existing programs? |  |
| Resources | What current curriculum/publications/ resource material/educational experiences are available in-house or through purchase to support this program’s development? |  |
|  | Do you need to develop or revise a publication, a video, a program or all of these?  |  |
|  | Are their intellectual property concerns?  |  |
|  | Are project staff available?  |  |
|  | What is the project timeline? |  |
| Financial | What are the financial implications related to developing and delivering this program?  |  |
|  | Does this program have the potential to create additional work in the future or develop/expand a beneficial relationship? |  |
| Monitor | Will this program implement multi-faceted and rigorous evaluation design?  |  |