

Program Planning

Why Program Planning

- The United Methodist Church in the United States has lost 2,000 members /year for the past 40 years.
- According to Bishop Park “ The Methodist Church will either change and live or not change and die”

Why Program Planning

- The changes that Bishop Park referred to requires that the Churches get more involved in the community.
- The development of those programs will fall on you the laity.
- All Lay Speakers will be invited to attend the Saturday session of the 2009 Annual Conference.

Why Program Planning

- In a personal conversation with Bishop Park, I assured him that the Laity is not only willing but anxious to help the Church survive.
- His reply to me was an enthusiastic **“Together we can do it”**.

Five Step Planning Model

- Identification
- Selection
- Design
- Implementation
- Evaluation

The ideas in this presentation are modified from a publication originally produced by Whitewood Stamps Inc. of Newton, MA and The Children’s Museum of Boston under a grant from the US Department of Commerce.

Step #1 Identification

- Identify the Nature of the problem
- Is it a local problem or is it more wide spread?
- Who are the people most impacted by the problem
- Decide on the exact scope and nature of the problem

Identify the Nature of the problem

- **Gathering Information**
 - **Statistical**
 - How Widespread is the problem
 - Who is impacted by the problem
 - Is there a time specific component?
 - Location
 - Behaviors
 - Other information specific to the problem

Identify the Nature of the problem

- **Gathering Information**
 - **Educational**
 - Gather information about the problem to help you understand the nature and scope of the problem.
 - Online
 - Books
 - People you know



http://researchservices.ucsd.edu/help_library_web/help_library_images/help_library_home.jpg

Selection Phase

Audience Selection

- Determine individuals most directly involved
- Who influences these people
- Select audience with greatest potential impact



http://www.cchhd.colcenter.org/photos/iraq_audience.jpg

Selection Phase

Inventory Community Resources

- Identify Influential People
- List Local Media
- List Civic Organizations
- Make contact with key people and groups



http://www.nelsonbc.ca/images/template/community_resources.jpg

Selection Phase

Inventory Material Resources

- Seek donations of
 - Materials
 - Equipment
 - Skills
- Determine availability of materials
- Review existing programs
 - Should you purchase
 - Should you make your own



<http://diglog.typepad.com/photos/uncategorized/shirtgeogphoto.jpg>

Selection Phase

Resources

- Your Church
 - Expertise
 - Consider a skills inventory
 - Meeting Room
 - Copying
 - Mailing
 - Bulk Mail Permit
 - Tax Exemption



Selection Phase

Resources

- **Web Pages**

- Use Church Web Page
- Start a new site
 - Design new site
 - Someone in your church
 - High School / College Class
 - Select and purchase name \$8-10/year
 - Find hosting company
 - 1and1.com \$60/yr
 - Use excess capacity on existing plan
 - <http://www.gbgm-umc.org/ctcentral/>



<http://www.mocoda.com/image/29.jpg>

Selection Phase

Resources

- **Community Service Organizations**

- Expertise
- People-power
- Money



Selection Phase

Resources

- **Public Library**

- Books and Articles
- Computers
- Meeting Rooms

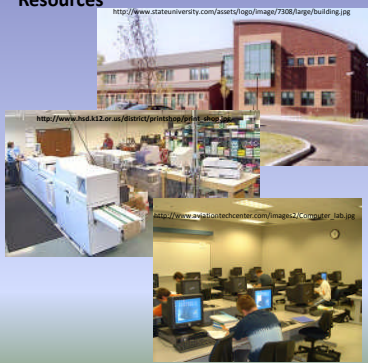


<http://www.uwertcentralct.org/image/DrOltzvio.jpg>

Selection Phase

Resources

- School / Tech School
 - Meeting Rooms
 - Print Shops
 - Computer Skills
 - Computer Access



Selection Phase

Resources

- Senior Citizens
 - Expertise
 - People with time
 - Possible meeting rooms
 - Note what skills are being taught



Selection Phase

Resources

- Newspapers
 - Advertisements
 - Public Interest Stories
 - State vs Local



Selection Phase

Resources

- Mass Mailing Inserts
 - Newspapers
 - Tax Bills
 - Phone Bills
 - Insert vs Newsletter Article
 - Electric Bill
 - Cable Bill



http://www.mchenrycountyblog.com/uploaded_images/RTA-Newspaper-Insert-lobbying-729385.jpg

Selection Phase

Resources

- Mass Mailing Inserts
 - Newspapers
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 - Cable Bill

2.1 Million Customers



http://www.mchenrycountyblog.com/uploaded_images/RTA-Newspaper-Insert-lobbying-729385.jpg

Selection Phase

Resources

- Public Access Television
 - Free
 - Need Training
 - Make your own
 - Pre-made tapes



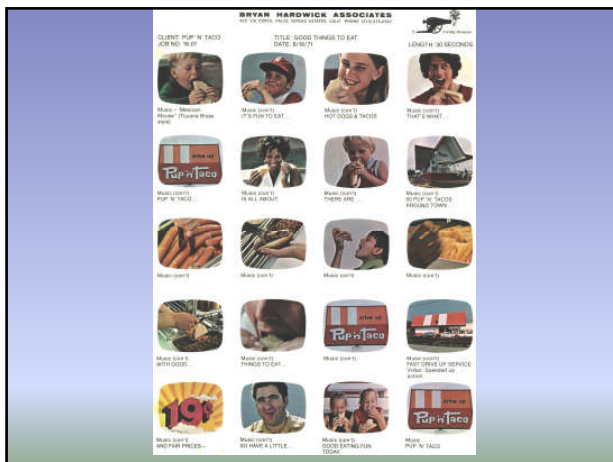
Selection Phase

Resources

- Commercial Television
 - Public Interest Stories
 - Public Service Announcements
 - Do your research
 - Prepare Story Board
 - Keep it very short



http://www.5group.tv/portfolio/portfolioimages/wfb1_1.jpg



Selection Phase

Resources

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 - Public Interest Stories
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http://www.5group.tv/portfolio/portfolioimages/wfb1_1.jpg

PSA Aired Twice During 60 Minutes

Selection Phase

Resources

- Other Resources
 - Colleges / University
 - Mental Health Organizations
 - Connecticut Clearinghouse
 - Visiting nurses
 - Hospice
 - Funeral Homes
 - New York Annual Conference



<http://www.ctclearinghouse.org/>
 334 Farmington Ave.
 Plainville, CT 06062
 800.232.4424

Selection Phase

Estimate Costs and Benefits

- List program objectives
- Estimate cost of objectives
- Estimate the impact of program
- Choose most effective approach
 - Within the limits of local resources



http://www.missouristate.edu/assets/local/Accountant_Calculator.jpg

Selection Phase

Select Program Objectives

- Agree on Objectives
 - Specific
 - Attainable
- Agree On Baseline Data
- Present a clear "Image" of program objectives
 - Mobilize your people around these objectives



<http://www.bcbudget.gov.bc.ca/2003/tplan/img/vision.gif>

Design

Determine the Message Content

- The content of the message must be designed to solve the problems that have been identified.



<http://www.cycinstitute.windwhisper.org/images/2004/12/20/whiteboard.jpg>

Design

Determine the Message Content

- Must appeal to existing motivations
 - Do not threaten
- Must be explicit about appropriate actions to take.
- Must be directed at a specific group
- Must demonstrate the problem
- Must tell people what to do



http://www.conedconsulting.com/img/Meeting_with_Flip_Chart.jpg

Design

Determine the Message Format

- Match the format to the message
 - What is being communicated
 - To whom it is being communicated
 - Resources available



<http://img.diyerage.com/par06/16486351.jpg>



http://www.dbaustralia.com.au/images/ProjectorTheatre_003.jpg

Implementation

Produce and Distribute Materials

- Assign production responsibilities
- Produce and distribute materials
- Organize volunteer presenters
- Train presenters
- Match presenter and community contacts with specific target audiences



http://www.myletv.org/about_etv/pressroom/images/Smart_Cat2.jpg

Implementation

Obtain Audience Participation and Cooperation

- Involve target group in implementing the program
 - Get them onboard early
- Tell target audience what to expect
- Reinforce message through endorsements by local opinion leaders
 - Those respected by the target audience or by the community as a whole



http://msnbcmedia1.msn.com/j/msnbc/Components/Photo/050302/050302_calhour_vmed_widec.jpg

Implementation

Obtain Audience Participation and Cooperation

- Participation and cooperation by the community at every possible level is a fundamental principal of implementation



http://msnbcmedia1.msn.com/j/msnbc/Components/Photo/050302/050302_calhour_vmed_widec.jpg

Implementation

Monitor and Modify

- Monitor the program operations on day to day basis.
 - Permits routine adjustment to be made
 - More formal review might be taken every 6 months.
- Modify the program on the basis of the review

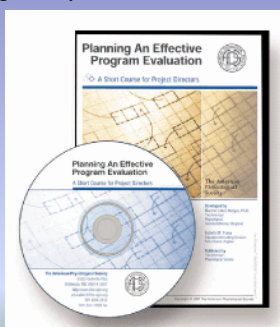


<http://www.gnb.ca/0160/budget/budget2000/ProgRevCover.gif>

Evaluation

Evaluate Program Impact

- Summarize results from all evaluations
 - A careful evaluation will point to very specific ways of improving the program
- Decide how to change and improve the program
- Return to Identification or Selection phase
 - To ID new parts of the problem to work on
 - To pick new strategies to approach the same aspects of the problem



<http://www.the-aps.org/cgi-bin/econ/productcatalog/details/CD-Program.gif>

Evaluation

Compare New Data With Baseline

- Make new measurements
 - Collect new data or check new data reports
- Compare with baseline data
- Compare results with overall program objectives



<http://cow.jhsph.edu/courses/fundamentalprogramevaluation/homePageImage.jpg>

Evaluation

Compare New Data With Baseline

- If the data show that the program is successful
 - Continue the program
 - Enlarge the program
 - Return to Identification phase or selection phase
 - Allocate more resources
 - End the program
 - If you have successfully achieved all objectives



<http://cow.jhigh.edu/courses/fundamentalprogramevaluation/homePageImage.jpg>

Evaluation

Compare New Data With Baseline

- If the data show that the program is unsuccessful
 - Try to determine what went wrong
 - Questionnaires
 - Telephone Interviews
 - Return to Selection Phase and change strategies



http://carmonyconsulting.net/664/00314/carmonyconsulting.net/_images/survey.jpg
