Developing Your 2013-2015 Plan of Work

An effective Extension program gets the right information to appropriate clients in a way that they can understand and apply. In the program planning context, a program is a series of interrelated activities or events that is purposely designed to help people make progress or improvements in their lives. Extension programs are a purposely planned sequence of activities and events which address a significant issue of critical concern. These planned activities target the same audience; build on what has been learned or presented before; provide opportunity to grow, adopt new practices and expand interests; and evaluate changes in behavior.

Once the problem has been identified, there are many factors to consider in developing your plan of work:

- What events and activities will be organized?
- What should each audience group experience to achieve the desired results?
- What combination of experiences will you use to reach specific audiences?
- How will the program be marketed?
- What evaluation tools will be used?

Outcomes must be the center of our program plan. Therefore, the plan of work must be outcome driven, rather than activity driven. The logic model is a planning tool which centers on evaluation and outcomes and helps us plan an effective Extension program. Often, multiple logic models are needed to clarify various aspects of a broad single system. The revised logic models will assist you in planning the scope and sequence of your program of work.

The 2013-2015 logic models will facilitate your planning and provide a focal point for documenting impact in your county and across the state. As you develop your plan of work, consider the outcomes and keep these points in mind:

- What do you need to do to produce these outcomes?
- Will the planned activities lead to the intended outcomes and impact?
- Are you planning for evaluation of short-term, as well as, long-term outcomes?
- What information do you need to document program performance?
- Are you using the standard evaluation tools to measure the outcomes?

Being busy, conducting many programs and having many people attend are important and necessary ingredients. However, our county stakeholders, state legislators, funders, participants and we ourselves want to know what difference we are making for individuals and communities around the state. In the end, we are held accountable for the results and the value of our programs. We must be able to answer the questions, “What difference did it make?” and “What is the value of the Extension educational program in the county and in Georgia?”

There will also be minor revisions to the Issue Areas and Focus Topics in GA Counts. These revisions more accurately describe the current issues that are addressed through your county Family and Consumer Sciences programming efforts.

October 2012
2013-2015 Guidelines for FACS Plan of Work

- **FACS Base Programs cover the following issues:**
  - Food Safety
  - Food, Nutrition and Health
  - Economic Well-being for Individuals and Families
  - Healthy, Safe and Affordable Housing Environments
  - Positive Development for Individuals, Families and Communities

- **Base Programming involves:**
  - Addressing all base issues in some way and reporting in GA Counts.
  - Identifying two different base program issues for in-depth programming to be entered as POW in GA Counts and submitting impact statements for each issue.
  - Developing a program plan/calendar which includes dates of all programs and activities and target audiences which will be submitted to the PDS for review and approval.
  - All programs/activities planned for the first year will be entered in the Public Events Calendar three months prior to the event date.

**Levels of Programming**

**Basic:**
- Conduct and evaluate (when appropriate) one time presentations upon request.
- Media work, newsletters, exhibits, online programs, and other outreach activities.

**Intermediate:**
- Plan, conduct and evaluate the number of program series (minimum of one) and presentations defined in your plan of work using one of the packaged curricula.
- Conduct and evaluate one time presentations upon request.
- Media work, newsletters, exhibits, online programs, and other outreach activities.

**In-Depth:**
- Plan, conduct and evaluate the number of program series and presentations defined in your plan of work using one of the packaged curricula.
- Conduct and evaluate one time presentations upon request.
- Media work, newsletters, exhibits, online programs, and other outreach activities.

**These general guidelines are the minimum expectation for programming. Consult the specific requirements for each base issue when planning your program of work.**

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