

## Agriculture In-depth Planning Worksheet

Issue Identified:

Program Indicators/Teaching Objectives:

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Educational Program Plan (deliveries, topics, and speakers):

1)

2)

3)

4)

5)

Marketing and Interpretation:

## **Worksheet Guidelines**

**1) *Identification of Issues*** – Committee

Ag Producer Discussions

Specialist

Commodity and Agency Partner

RPL/DEA

**2) *Program indicators for each program area (found via email or webpage)***

**3) *Examples of educational deliveries***

- Face to Face (Workshops, Clinics, RRAD Programs, Turn row Meetings, Field Days, Etc.
- Multi-County and Regional Programs
- Applied Research/Result Demonstration
- Newsletters
- Radio Program
- Social Media Posts (Facebook/Twitter/Webpage/etc.)
- News Articles
- Educational Videos, Podcasts, Blogs, Etc.

**4) *Schedule Appropriate Specialists***

- September 6
- Schedule specialist needed on these dates

**5) *Find Appropriate Template and store plan on TExAS***

- Premier Cotton
- Premier Feed Grains
- Premier Small Grains
- Premier Beef/Livestock

**6) *Determine locations, sponsors, CEU opportunities, fees, etc.***

- Think through the details so they don't sneak up on you

## Schedule of Program Steps for Success

**Minimum of 30 days prior** – put these on your calendar

- Make sure facilities are secure for programs
- ***Contact Specialist with time, location, and topics to discuss***
- Start marketing plan for success (newsletter, newspaper, radio, social media, word of mouth)
- Start Building Agenda for Meeting
- Apply for CEU's if over 5 or start preparing and deciding how many can be offered
- ***Got to have a plan for fee-based program (determine how because this needs advertised)***

**2 weeks prior to Meeting** – put on your calendar

- Send agenda to speakers and committee members
- All marketing should have been sent and then reinforced after this
- Get committee members involved in word of mouth and presenting flyers
- Put evaluation together to measure outcome (see indicators and involve speakers)

**Meeting Day**

- Get committee members to help set up and register
- Determine how to collect money or help with booths
- Facilitate program speakers with questions after presentations
- Explain the agenda and CEU's at the beginning
- Recognize sponsors and committee members
- Coordinate meal if necessary
- Hand out evaluations and explain why it's important to you and the agency
- Give out CEU certificates

**After Meeting**

- Send in electronic CEU form
- Send in evaluation forms to Paul Pope

Send Thank you notes to sponsors, speakers, and committee members