**PRM 361: Program Plan Section I Guidelines**

*Each group has chosen a uniquely different program to develop. The requirements will be the same regardless of your program. You must work together as a group in developing this section because of its importance to the foundation of your program plan. Many other sections will lend themselves to your group splitting up tasks, BUT if you are all not in agreement on the mission, goals and objectives then the rest of the project will be very difficult. Begin by researching similar programs and get ideas for how they have decided to phrase their statements.*

**Components for Section I Total: 100 points– Please submit one copy per program team in typewritten format and following APA guidelines for citations and references.**

1. The **Name and an Overview of the Agency** Pretend that you’re describing the agency to a family member or friend who has no knowledge of recreation agencies. This should be in narrative of form (1-2 pages). (20%)
2. **A Complete and Detailed Description of the Agency Culture** – be sure to include, *as a minimum*, information describing the following (1-2 pages) (15%)

**Individual** - who are your patrons? Describe your patrons in terms of: **age,** **demographic**, **social**, **economic** **indicators as well as any other information**

**Organizational** - Detail the **Strengths and Weaknesses** of the Agency you are programming for

**Community** - What are the **challenges and opportunities** in your environment? Where can you make a difference?

1. **Mission Statement** – What is the agency’s mission statement? (5%) and **Agency Philosophy**, different from the mission statement, the agency philosophy is a narrative describing *what* you do and *why* you do it. It should bring together the description of the individual (patrons), organization, and the community. If they do not have one, you will create one for your program. (1 page) (10%)
2. **Program Purpose Statement –** This concise statement describes what your program is attempting to accomplish or why it exists. (10%). For example, “The purpose of the introduction to kayaking program is to allow participants a chance to meet other kayakers, develop technical skills and be exposed to local rivers.”
3. **Participant Input/ Needs Assessment -** Clearly describe **how you would assess your target population's leisure needs, interests, and wants and their willingness to participate**. (15%)
   1. **Needs Assessment Survey –** create a needs assessment survey that could be implemented to gain better insight into the needs, interests and desires of your possible participants (15%)
4. **Competitors** – who is providing similar programs in the area? (1-2 paragraphs) (10%)

**PRM 361: Program Plan Section II Guidelines**

**Components for Section II Total: 100 points – Please submit one copy per program team in typewritten format to Blackboard prior to the start of class AND one hard copy per group. Consider what sections should be written in paragraph form and what should use an outline or list. Remember, you will also submit a copy to your agency.**

1. **Participant Characteristics (25%) (1-2 pages)**

a)In this section you should determine **who** it is that your program will serve (e.g. 7th and 8th grade students in “\_\_\_\_\_school” who have not previously participated in “\_\_\_\_ program”.) Be as clear as possible about your potential participants.

b) You should also include a description of the population(s) you plan to serve beyond the general information you provided in Section I. Your task here is to document “what we know” about the individuals and/or groups you hope to serve and their NEEDS, INTERESTS, WANTS AND INTENTIONS. For example, what do we know about them from the stages of life development, their place of residence, the activities they are currently involved in, etc. You can use general information like characteristics of certain age groups provided in our class text or other scholarly resources and specific information like Census data for a specific geographic region or enrollment data from a particular school. **This is where you should include any needs assessment data. If you have not collected and compiled your needs assessment data, indicate when that will be added.**

c) Finally, this section should revisit your program proposal statement indicating how your program will attempt to meet the identified needs of potential participants. (1-2 sentences). This statement should begin with…”The purpose of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ program is….to…….”

*(This section should be presented in a 2-4 page summary paper outlining the population you wish to serve and what we know about them.)*

1. **Program Goals (10%) –** The program goals you list should indicate clearly what the program is trying to accomplish. These goals should flow directly from your identified participant needs – there must be a direct link. The reader should be able to clearly see how your goals address some of the NEEDS listed above. You should have 3-5 goals.
2. **Participant Outcomes or Objectives (20%) –** You should have at least two objectives or outcomes under each goal. Your authors call these Terminal Performance Outcomes. Objectives should answer: what, who, how many, by when. Be specific and be sure your objectives are measurable. (SMART)
3. **Complete Lesson Plans for Your Activities (35%)** – Write a lesson plan for each activity that you will be facilitating. Lesson plans should include (at a minimum) a description of participants, materials, the play-by-play procedure with a time-frame, safety considerations, and debrief instructions (if pertinent).
4. **“Wedding Planner” Task list timeline (10%) *–***Create a task list tracking all of the tasks your group will need to complete from start to finish to make your program a success. The timeline should note every single task (specific and detailed), all timeframes (when it should be accomplished) and the individual(s) responsible for each task. See page 251 (Exhibit 13.3: Checklist for Implementation of a Summer Day Camp Program) for an example of some things to think about including on this task list timeline.

**PRM 361: Program Plan Section III Guidelines**

**Components for Section III Total: 100 points – Please bring one hard copy to class AND submit one copy per program team to Blackboard by the deadline.** Plans should follow APA guidelines for citations and references and should include the NAMES OF ALL GROUP MEMBERS WHO CONTRIBUTED. Consider what sections should be written in paragraph form and what should use an outline or list.

1. **Create a complete Program Plan Including the following components (no suggested page length provided because each Program Plan will vary greatly depending on the individual program):**
   1. **Program Title**
   2. **Program Plan (include each section or indicate “not applicable”)**
      1. **Venue Arrangements** - include a list of venues needed to host the program, confirmation that venues have been scheduled, map indicating the venue location and diagrams of any areas used for the program. Venue might be the trails!
      2. **Special Arrangements** - Indicate whether any contractual agreements are necessary for transportation, entertainment, concessions or any other arrangements like camping permits, special insurance, etc.
      3. **Inclusion Plan** - Describe clearly any necessary accommodations to support persons with disabilities/various cultural differences so that they can participate and feel welcome in your program. Be sure to discuss this plan with your agency contact to ensure you are providing appropriate accommodations.
      4. **Equipment, Supplies and Material Needs** - this section should include a comprehensive list of all equipment (non-consumables), supplies (consumables) and materials (items used to construct something permanent such as a stage). This list should be included in an easy to understand format including quantities, item name, and any special notes regarding whether you will need to purchase, borrow, rent, etc. the items.
      5. **Promotion Plan\*** - This section will be completed as a part of Section IV and will include an overview of the program promotion plan and a) Brochure Entry, b) News Release, and c) Promotional Flyer. The overview should include the a) target market, b) how the program will be marketed, c) timeline for implementing the promotion plan. All groups are expected to create a promotion plan regardless of whether they actually implement each sample promotional piece.
      6. **Budget and Pricing Information\*** This section will be included later.
      7. **Registration Plan** - This section should include an overview of the registration process, copies of any registration forms, criteria for registration and participation (e.g. are their restrictions based on age, ability, etc.
      8. **Staffing and Staff Orientation Plan** - This section should include the number of staff needed to operate the program, specific qualifications, details regarding how the staff or volunteers will be secured and plans for any necessary training and supervision.
      9. **Management Plan\*** – (insert wedding planner task timeline here) Provide a complete chart indicating all necessary sections of the program preparation, implementation and evaluation in chronological order and with names of group members or others responsible.
      10. **Cancellation Plan –** Describe any foul weather plans and whether or not the program will have an alternative date or be cancelled. For the purpose of PRM 361, students are expected to have a foul weather plan allowing their program to take place regardless of weather or on an alternative date. This section should also indicate how you will communicate the cancellation/alternative plan with participants.
      11. **Set-Up Plan –** Provide a detailed plan for how the event will be set up. This includes any equipment and supplies necessary for the program. Indicate clearly who will be responsible for what aspects of the program set up and a timeline for completion.
      12. **Risk Management Plan** – Include reporting and record keeping, any facility inspection and hazard abatement procedures, participant safety briefing and preparation, staff supervision and emergency procedures. See the sample uploaded to Blackboard. Your RMP should include the following:
          1. Name of Program
          2. Purpose of Program
          3. Program Dates and Time
          4. Program Location
          5. Participants
             1. Number:
             2. Age:
             3. Experience:
             4. Further description of the potential participants
          6. Leaders (age, qualifications, etc.)
          7. List of Any Known Hazards and Strategies to a) manage (reduce), b) transfer (remove), c) avoid the hazard
          8. Safety Policies and Procedures Including Safety Briefings
          9. List of any risk management documents (e.g. risk awareness form) and copies of all forms
          10. Emergency Numbers and Emergency Procedures
      13. **Program Schedule –** This should be a detailed, chronological list of what is happening when including time for transitions, etc.
      14. **Program Wrap-Up** – Describe all necessary details in order to bring completion to your program (return equipment, write thank you letters, clean facilities, etc.)
      15. **Program Evaluation Plan\*** – this section will be included later.
      16. **Disposition Decision Plan (Evaluation Report)\*** – This section will be included later after the program has been implemented and the evaluation completed.

* **All of the headings with \* are placeholders**. You do not need to complete anything for them right now, this is the order they will appear in your final program plan document. Simply type the headings here and leave the sections blank (except for the management plan (wedding planner task timeline can be inserted here with all of my edits implemented)

**PRM 361: Program Plan Section IV Guidelines**

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1. **Promotion Packet**

Your task is to design a promo packet that could be used to market your specific program. Include who, what, when, where, why and how and the benefits of participation on all promo pieces. All groups are expected to create a promotion plan regardless of whether they actually implement each sample promotional piece.Packet should include:

* + 1. **Introduction**: Begin with a brief introduction to this section of your proposal, its purpose and target audience. In other words, what is the purpose of your promotion packet, who would you target each promotion piece toward, etc.
    2. **Flyer**
       1. Develop a one-page computer generated, color flyer advertising your program. (be sure to include who, what, when, where, why and how)
    3. **News Release**
       1. Create a news release that could be sent to local news organizations advertising your program to the public. For some of you the intent will not be to generate participants but to inform the public. This may be a release that is sent electronically via email with pictures. The news release should include:
          1. who, what, when, where, why and how
          2. Includes a “Slug” with the correct format (see text for details)
          3. Includes page #’s and an indication of whether there are “more” pages to follow or this is the “end” page of the release.
    4. **Brochure Copy/Social Media Copy**
       1. Assume that your brochure copy (text) will appear in your agency’s annual brochure or other publication. (be sure to include who, what, where, when, why and how) Be Creative!

**PRM 361: Program Plan Section V Guidelines**

**Components for Section V Total: 100 points – Budget, and Program Evaluation plan. Please submit one copy per team to Blackboard and bring one hard copy to class.**

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**Budget developed in a Cost-Volume-Profit Table (15%)**

This table should include the following information:

Please visit p. 366 for an example of how to create this chart.

1. All relevant expense categories from the program (ex: everything in your materials, equipment, and supplies list, cost of personnel, venue costs, etc.)
2. Actual cost of each item should be included.
3. Each expense should be labeled under headings, “direct fixed cost,” “indirect fixed cost,” “changing fixed cost,” or “variable cost.”
4. Cost per participant should be indicated for **at least three** different numbers of participants.

**Develop a Specific Budget and Actual Income/Expense Report for Your Program (10%)**

b) Detailed Line Item Expense/Revenue Sheet (include one column for your projected budget figures and one column for your actual figures)

c) Budget includes all relevant income and expense categories (ex: under program expenses you will have accounts like “equipment” and “supplies”) In other words, each line item from your cost-volume-profit table (above) should appear in your budget.

d) Show where all income came from for your budget (in-kind donations, rented, borrowed, agency funds, etc.)

**Program Evaluation (60%)**

* 1. Complete the evaluation planner in Exhibit 20.1 on p. 384 in our class text providing information for each of the following categories. Please be specific!
     1. Purpose: Why evaluate?
     2. Audience: Who is the evaluation for? What questions do they want answered? What will they do with the information?
     3. Process: How will the evaluation be conducted?
     4. Issues: What questions should the evaluation address?
     5. Resources: What resources are needed to conduct the evaluation?
     6. Evidence: What evidence should be collected?
     7. Data Gathering: How is the evidence to be collected?
     8. Analysis: How can the evidence be analyzed?
     9. Reporting: How can the evaluation findings be reported?
  2. Create a program evaluation survey to be completed by your participants. The survey should include both quantitative and qualitative questions that directly assess your program goals and objectives.
  3. Finally, determine if you need an additional survey for parents, teachers, etc. If so, create a second survey. **Groups should NOT implement their evaluation without receiving feedback from me and making necessary revisions!**

**Program Overview (15%)**

This is the last thing you will create for your program plan, but it will be the **very first sheet** in your finalized program plan after the table of contents. This is similar to your elevator pitch or to an abstract. In one page, give your reader an overview of your entire program. Include the name of the program, the name of the agency, who your participants will be, the purpose of your program, the dates of the program, where your program will be held, a description of the program itself, how program was evaluated (broadly) and any other pertinent information. This should give the reader a quick overview of your entire program plan so that they will want to read more.