Berkeley College Program Plan Template

Program Planner(s):  ____________________________________________________________

Name of Program:  ____________________________________________________________

Pre-Event Planning

Overview & Purpose of Program:
Provide a general description of the program. What purpose will it serve?

Date(s) of Program:
Aligned with themed months (i.e. Women’s History Month), holidays (i.e. President’s Day), or time of year (i.e. back to school, finals, graduation)?

Intended Audience:
Which population(s) are you trying to target?

Anticipated Budget:
Do you need a budget (technology, honorariums, travel, prizes, etc.)? If so, how much is available and how will it be allocated?

Other Stakeholders:
Are there other departments that may be interested in collaborating? Is there curricular alignment with certain subject areas where faculty may be interested in offering extra credit?

Support Needed:
What kind of support do you need (Administrative buy-in, IS for tech, Compliance for legal)?

Intended Outcomes of Program:
What are you trying to accomplish by offering this program? How will it benefit our students? What will they learn?

Measurements of Success:
What criteria/objectives need to be met to consider the event a success?
Assessment Tool(s):
*Explain how each success criteria will be measured.*

Marketing Strategies:
*How will you market this program (physical and digital)?*

**Post-Event Analysis**

Was this program successful?
*Provide analysis of your assessment results. Were the success criteria you defined met?*

Will the program be repeated?
*Based on the success of the program, do you plan to repeat it? When?*

Recommendations for future iterations or new programs:
*How will you improve this program going forward? What takeaways can be applied to other programs?*