

Planning and Program Development

Extension education is a process of working with people to help them gain and apply knowledge, solve problems, and improve the quality of their lives and their communities.

Education takes place through a carefully planned program, developed collaboratively with a variety of groups. This process includes:

- Identifying critical needs to be addressed through education
- Determining intended program outcomes and impacts that address the critical needs
- Identifying appropriate program audiences
- Planning the educational program(s)
- Implementing the program(s)
- Evaluating the outcomes and impacts during and after the program
- Reporting the results

Identifying the Needs

UNH Cooperative Extension identifies the needs of people by working with advisory groups, meeting with leaders, collecting data, examining trends and other methods. By analyzing information, program priorities for Extension staff are developed.

Program Design and Plans of Work

Once the needs identification process is complete and program outcomes and impacts established, public educational programs are designed. Federal, state, and local plans of work are developed. Each Extension Educator creates an individual plan that is part of the larger plan. Plans of work usually cover five-years and serve as the basis for evaluating program impact.

Role of UNH Cooperative Extension County Advisory Council

- Help with the process of needs identification
- Work with Extension Educators to set county priorities
- Help determine appropriate and relevant audiences and educational delivery methods
- Help evaluate the effectiveness of educational programs
- Evaluate Extension Educators