



Dig Deeper { New Education Program Proposal

Audience Analysis

Program Title:

Program Area:

Target Audience:

Certificate Course?

Evidence of Need or Interest:

Expected Enrollment/Business Plan (see budget worksheet for detail):

- Minimum/Break Even:
- Maximum:
- Proposed Fee:
- Break Even Revenue:
- Estimated Expenses:

Conceptual Design

Goal(s):

Big Idea (What is the takeaway message in a single sentence):

Prerequisite Knowledge (What prior knowledge, equipment, or experience is important to the success of the program?)

What will participants be able to **DO** as a result of the program? (Use action verbs.)

What will participants **KNOW** as a result of the program? (Generally stated as facts or concepts.)

What will participants **UNDERSTAND** as the key messages of the program? (Generally stated as attitudes, empathies or overarching ideas.)



Dig Deeper {

Evaluation and Implementation Plan

Restrictions: (Does the program require a specific date, location, sponsorship, to succeed?)

Evaluation Measures: (What evidence will show that the program was a success?)

Resources Required: (What investment is required in staffing, supplies, instructors, etc.)?

新增培训活动方案

观众分析

活动名称：

活动地点：

目标观众：

资格证书培训教程？

需求或兴趣证据：

预期报名人数/工作计划(详细内容参见预算工作表)

最小收支：

创收：

最大收支：

预计花费：

预算费用：

概念设计

目标（多个目标）：

主旨效果（用一个句子表达预期效果是什么）

知识储备（活动成功举办的前期知识、设备或者经验是什么？）

为开展活动参与者能够做什么？（用行为动词表述）

为开展活动参与者了解什么（一般用事实或者概念陈述。）

参与者对于活动理解到了什么样的关键信息？（一般用态度、共鸣或者最重要想法描述。）

项目的评价和执行

限制因素：（项目是否需要特定日期、地点、赞助才能举办？）

措施评价：（项目成果的证据是什么？）

所需资源：（工作人员、物质保障、培训师等所需要的投入各是什么？）