# New Education Program Proposal

## Audience Analysis

<table>
<thead>
<tr>
<th>Program Title:</th>
<th>Program Area:</th>
</tr>
</thead>
</table>

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

<table>
<thead>
<tr>
<th>Goal(s):</th>
</tr>
</thead>
</table>

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.)  

<table>
<thead>
<tr>
<th>What will participants <strong>KNOW</strong> as a result of the program? (Generally stated as facts or concepts.)</th>
<th>What will participants <strong>UNDERSTAND</strong> as the key messages of the program? (Generally stated as attitudes, emphases or overarching ideas.)</th>
</tr>
</thead>
</table>
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.?)