

Program Planning Tool

Student Overview	
Target Population	
Basic Skills	
Computer Skills	
English Skills/SPL Range	
Other Characteristics	

Course Overview	
Requirements/Objectives	
Course Title	
Topic	
Learning Objectives	
Assessment Tool	
Measurable Outcomes	
Duration & Intensity	
Number of Weeks	
Hours/Week	
Total Hours of Instruction	
Current/Upcoming Cycle	
Class Dates	
Schedule (Day/Time)	
Location	
Format	
Prerequisites	
Basic Skills	
Computer Skills	
SPL Range	
Exit Criteria/Competencies	
Assessment	
Competencies/Products	
Other	

Implementation Plan

Planning					
Task	Staff	Hours	Due Date	Completed	Notes
Assets & opportunities assessment					
Identify target population					
Create staffing plan					
Identify partners, hold preliminary meetings					
Identify potential funders, revenue sources					
Outline data collection & program evaluation process					

Curriculum					
Task	Staff	Hours	Due Date	Completed	Notes
Outline learning objectives					
Outline content, create unit plans					
Select course materials					
Create lesson plans					
Create assessment tools					
Create syllabus					

Enrollment Process					
Task	Staff	Hours	Due Date	Completed	Notes
Set enrollment timeline					
Outline enrollment criteria					
Create forms					
Create recruitment plan					
Create marketing materials					
Create tracking system					

Recruitment Plan	
Course Information	
Course Title	
Target Enrollment	
Target Population	
Recruitment Strategy	
Outreach/Partners	
Information for Applicants	
Class Description	
Class Dates	
Class Days/Times	
Location	
Format	
Technology Needs	
Cost	
Enrollment Process	
Orientation Date/Time	
Intake Contact Information	

Marketing Plan					
Marketing Material	Print/Electronic	Distribution Plan	Staff	Date(s)	Completed

Implementation					
Task	Staff	Hours	Due Date	Completed	Notes
Schedule course					
Hire/assign staff					
Create orientation plan					
Schedule orientation					
Execute orientation					
Set up course infrastructure					
Procure course materials					
Distribute course materials					
Administer assessments					
Launch course					
Teach course					
Collect data					
Evaluate program					
Track resources					

Partnership Plan				
Partner	Staff	Goals & Actions	Date	Notes & Follow-up

Financial Plan				
Personnel Costs (include fringe)				
Planning				
Recruitment/Enrollment				
Curriculum & Instruction				
Program Coordination & Evaluation				
Total Personnel Costs				
Materials & General Costs				
Course Materials				
Technology				
Supplies				
Marketing				
Assessment				
Space				
Total Materials & General Costs				
Overall Program Costs				
Personnel Costs				
Materials & General Costs				
Total Program Costs				
Funding & Revenue				
Funding Source	Amount	Committed?	Projection	Notes
Total Anticipated Funds				
Additional Fundraising Needs & Contingency Plan for Items Not Funded				
Item	Cost	Source	Staff	Contingency Plan

Exit Strategy			
Criteria	Date	Staff	Action Plan