Who, What, When, Where, and Why?
Creating the Programs Your Community Wants

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Session Agenda

- Get to know YOU
- Identify community needs
- Review program basics
- Learn about current trends
- Develop programs together
- Wrap up

What is the size of the population you are serving?

A. Below 1,000
B. 1,000 - 5,000
C. 5,000-50,000
D. 50,000 +

What is your experience level in programming?

A. 0-2 years
B. 2-5 years
C. 5-10 years
D. 10+ years

What is your WILDEST Program Idea?

Here are some of ours!

What does your community need?

- Agency culture + messaging + community feedback
- Are you the right provider?
- Other providers

Information Gathering

The Value of Outdoor Recreation in the Little Miami Corridor - Economic Impact Study

The Little Miami Watershed Network and The Ohio State University conducted a recreational use survey on the upper 43 miles of the Little Miami River in 2021. It's goal was to understand the value of the river and its corridor to the surrounding area and help people make informed decisions regarding it. Results were published in the Spring of 2022.

The average time users spent on a recreating at each location was 58 minutes

$14.9 million in annual value breaks down to approximately $347,000 annually per river mile!

Of those surveyed 67% reported that they were biking and hiking

The study found that the value of public land could be worth as much as 46,500 per acre in asset, or purchase value

TO READ THE FULL STUDY SCAN HERE

Your Water, Your Community, Your Future.

LITTLE MIAMI
Watershed Network

VOLUNTEER OPPORTUNITIES AND WAYS TO FINANCIALLY SUPPORT FOR YOUR WATER, YOUR COMMUNITY, YOUR FUTURE, AND YOUR RIVER:

Call or Text: (937)815-1492
EMAIL: info@lmwn.org
WEBSITE: lmwn.org

Agency Goals and Services

- Mission, Vision & Values
- Master Plan
- Strategic plan
- Directive from supervisor
- Past practice

Public Feedback

- Program/facility feedback and surveys
- Demand (registration & waiting lists)
- Online reviews/social media
- Advisory boards, focus groups
- Other stakeholders (nonprofits, businesses, community groups, partners)
- Trends

What trends are you seeing in your communities?

Trends: Is it behavior you want to encourage?

Program Basics: 5Ws

- **Who** is the program for?
- **What** are you doing?
- **When** is it?
- **Where** will you host it?
- **Why** are you doing it?

Program Basics: HOW

- Resources
    - Time
    - People
    - Money

Key Takeaways for the Community

- Change in behavior

- Call to action

- Knowledge

- Mental/physical well-being

- Tangible items

Evaluate Your Program

Benchmarks:

- Inputs

- Activities

- Outputs

- Outcomes

Evaluate Your Program

- Full write-ups

- Benchmarks and data

- Spreadsheet vs worksheet

- Participant feedback/surveys

What works for YOU?

Evaluate Your Program

Date	Title	Location	Staff/Vol	Program Type	Length (hrs)	Registration	Attendance	Salvage Use	Notes
				Dec-24					
11/29-12/9/2024	Do you want to paint a squirrel?			Family	2	42	43		Really popular this year
12/5/2024	Growing Up WILD Training			Training	3	25	18		Pop up training
12/12/2024	PNS: Soil Chefs			Preschool	1	9	17		8 of 9 registered families attended
12/14/2024	WHC: Hibernation 101			Family	1	5	8		Very cold and day after luminary, 3 of 5 families attended.
12/19/2024	Hike with a Naturalist			Adult	1.5	12	12		2 walk-ins added to roster next day,
12/21/2024	WHC: Solstice Sunset			Family	1	12	9		
Winter 2025	Jan-Feb								
1/2/2025	Conservation Crew: Nest Box Build			Child and Teen	2				
1/4/2025	Styrofoam Recycling			Special Event	4		524		Car count
1/6-2/10/25	Outdoor Explorers			Child and Teen	9	12			1st session canceled for lots of snow
1/8-2/12/25	Junior Explorers			Child and Teen	9	15			1st session canceled for cold temps
1/9-2/13/2025	Spot the Squirrels Scavenger Hunt			Family	6	145			

Evaluate Your Program: Participant Survey

On a scale of 1 to 5, how would you rate your overall program experience? *

	1	2	3	4	5	
Terrible	○	○	○	○	○	Outstanding

Tell us how we performed in delivering the following program aspects or features.

Multiple choice grid ▾

Rows
1. Communication of modifications/changes ✕
2. Enjoyment of activities ✕
3. Knowledge of staff ✕
4. Execution of safety protocols ✕
5. Value for the money ✕

Columns
○ Dissatisfied ✕
○ Somewhat Dissatisfied ✕
○ Satisfied ✕
○ Very Satisfied ✕
○ Add column

Google Forms work well for surveys

PROGRAM WORKSHEET

		Activity Name	
		Dates	

REVENUE

	# of Registrations	x Rate (amount paid)	Revenue
Fee (Non-resident)	0	$ -	$ -
Resident Discounted Fee	0	$ -	$ -
Total # Registrations	0	Total Registration Revenue	$ -

EXPENSE

Refunds	Number of Refunds	0	
Instructor			
Location	Facility Cost/Hr	Activity Hours	Facility Expense
Staff	Staff Hours (present)	Hourly rate	Staffing Costs
Credit Card	Credit Card Revenue	Processing Fee	Credit Card Expense
		Total Expense	

NET INCOME

	Total Registration Revenue - Total Expense		$ -

COST RECOVERY

	Service Category	Percentage Goal	What percent of costs are recovered through revenue?
	Considerable Individual Benefit (125%)	125%	
	Cost Recovery Goal Met?	Yes	(Total Registration Revenue/Total Expense)

MARKETING

Seat Capacity	# Filled	# Available	# On Waiting List?
Comments:	type comments here (i.e. Last minute facebook push got the 4 registrations we needed)		

PROGRAM GOALS

	Met?	Yes	
Recommendations:	type comments here		

Evaluate Your Program

Program/Event: _____ Point Person: _____

Date(s)_____

Location (Room)_____

Program Time_____

Resident/Member Fees_____

NonResident/NonMember Fees _____

Total Participants
Attending: _____

Revenue (include fees and dontions): $

Expenses: $

Net (Revenue – Expenses): $

Program Timeline & Description: (what did we do at the event?)

Sponsors

Publicity (How did we get the word out? Was it open to the public? Just Senior Center Members?)
-

Volunteers & Staff (How many volunteers & staff were involved? How did they help?)
-

Set-up (how many tables/chairs/where was everything)?
-

What went well?
-

What could have gone better? Ideas for future improvement?
-

Supply List

Example Of Success: Ohio Young Birders

What do you want to bring to your community?

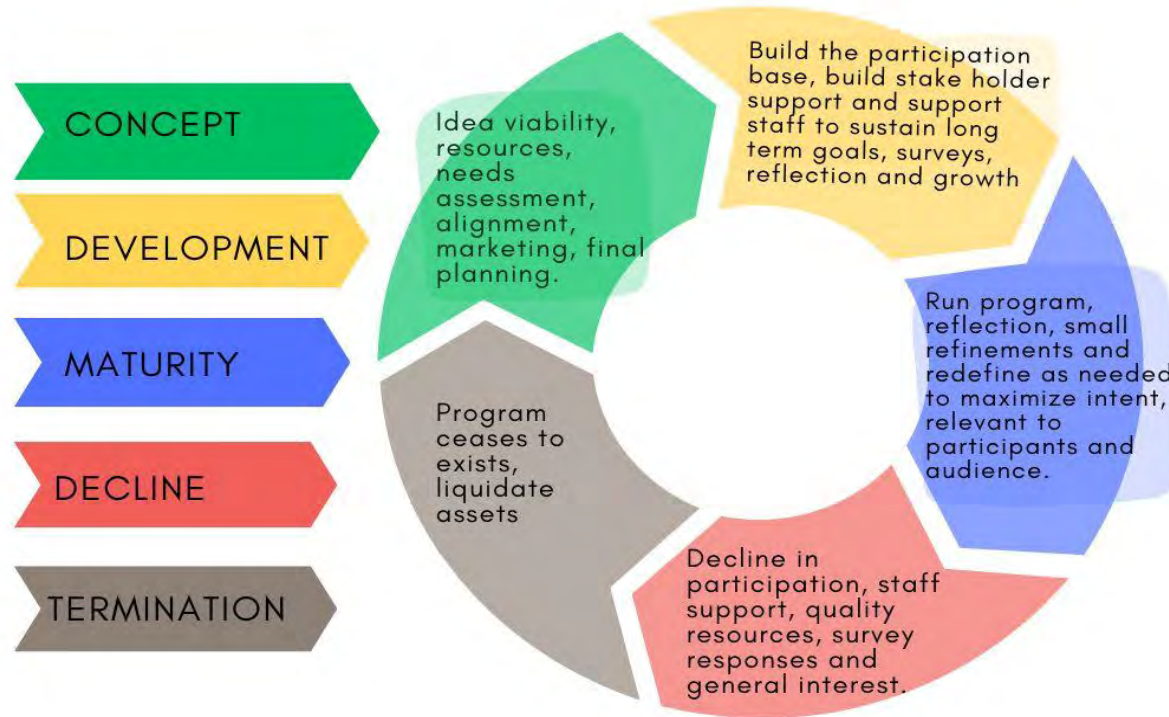# Let's Create Some Programs!

- Find a small group

- Program Development Template

- Individuals or Group

Program Rise and Decline

CONCEPT

DEVELOPMENT

MATURITY

DECLINE

TERMINATION

Idea viability, resources, needs assessment, alignment, marketing, final planning.

Build the participation base, build stake holder support and support staff to sustain long term goals, surveys, reflection and growth

Run program, reflection, small refinements and redefine as needed to maximize intent, relevant to participants and audience.

Decline in participation, staff support, quality resources, survey responses and general interest.

Program ceases to exists, liquidate assets

Information from: Bowling, C. (2001) Using the Program Life Cycle Can Increase Your Return on Time Invested. Journal of Extension (Online) 39 (3) Available: https://archives.joe.org/joe/2001june/a2.php

Program Decline

- Lack of interest/registration
- Lack of resources
- Change in mission
- Met the goal

What are other reasons your programs have been terminated?

Discontinued: Miss Beavercreek Pageant

Session Wrap-Up

1) Determine one community need you can address with programming

2) Identify one program to start, modify, or phase out in the next year

3) Share your plans and contact information with an accountability buddy

4) Check in with your buddy on April 15

References

- Measuring Program Outcomes: A Practical Approach. Program Logic Model. 1996 United Way Worldwide.
- Bowling, C. (2001) Using the Program Life Cycle Can Increase Your REturn on Time Invested. Journal of Extension (Online) 39 (3) Available: https://archives.joe.org/joe/2001june/a2.php
- Wilson, R. The reign of the Miss Beavercreek pageant may be over. Dayton Daily News (online) February 28, 2019. Available: https://www.daytondailynews.com/news/local/the-reign-the-miss-beavercreek-pageant-may-over/h70xN5ZoiskPWjLlyJ7kMN/

Questions or Thoughts?

Scan Me!

Thank You!

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