County Cooperative Extension Service
Program Development Team

Team Member Job Description

Understand the land-grant mission and the role of the Extension County Delivery System:

- Understand the Extension program development process
- Be knowledgeable of the Extension budgeting process and resource development
- Be knowledgeable of the accountability and reporting process; local, state and federal
- Be aware of the county’s Extension Marketing Plan
- Be knowledgeable of all of the Extension Program Areas and their impact

Assist in all aspects of program development:

- Needs assessment:
  - Assist in the development and analysis of various needs assessment instruments
  - Interview neighbors and peers about community assets, issues and concerns
- Program planning:
  - Work as a group to assist the staff in prioritizing needs and resources in developing a county plan of work.
  - Evaluate ideas for new programs
- Program implementation:
  - Recruit volunteers
  - Work to secure facilities and sponsors for planned programs
  - Assist in set up, registration and other needs in carrying out planned programs
- Program evaluation
  - Seek program participant feedback
  - Recommend program change based on participant input
- Resource development
  - Help to identify and recruit program sponsors and donors
  - Help to identify non-traditional sources of funding and in-kind contributions
- Program promotion/marketing
  - Recommend strategies for making Extension program and impact more visible
  - Make presentations to other agencies and organizations to promote Extension impact and programs