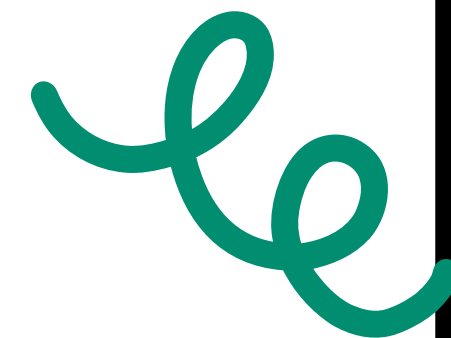


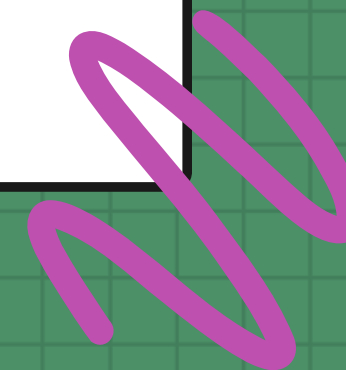


UNIT 4



PLANNING SESSION

Bringing It All Together





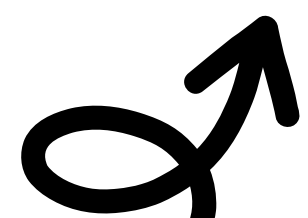
MODULE GOAL

Participants should gain clarity on how to use planning tools to guide their outreach and program planning.

MODULE PURPOSE

Gives participants the opportunity to apply concepts learned throughout the training to their work.

The word "PLAN" is written in a large, bold, hand-drawn style. The letters are thick and have a 3D effect, with diagonal hatching on the sides to suggest depth. The letters are black with white interiors.



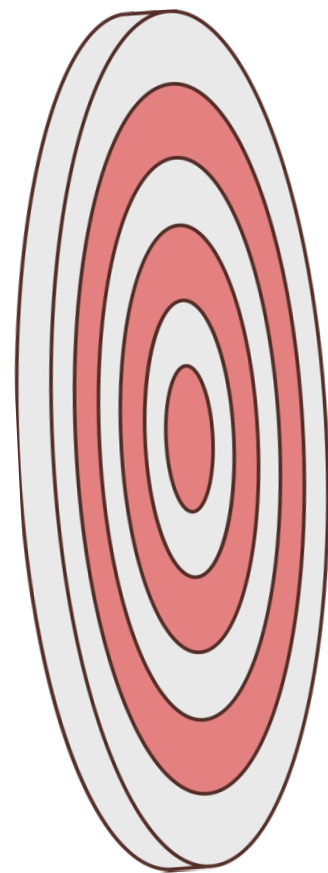


KNOW YOUR AUDIENCE



What are their goals?

- Program development
 - Planning out a program to achieve a landscape goal, e.g. increase adoption of no-till by 25% in x county.
- Event planning
 - Planning a specific event to encourage adoption of a specific practice, e.g. toolshed talk on common implements that can be used/adapted for cover crop planting



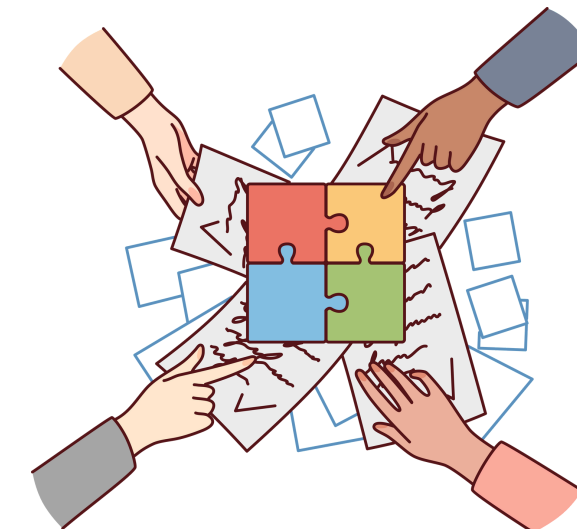
ACTIVITY SET UP



- Provide participants 45 minutes to an hour to work in small groups
- Ideally, participants work with colleagues on a real project
 - Encourage participants to self organize into groups of 3-5



- Direct participants to the appropriate worksheets for their goals
 - Program Development
 - SMART Goals
 - Logic Model
 - Event Planning
 - Framing
 - Messaging
- Encourage groups to designate a recorder to report to the larger group





PROGRAM DEVELOPMENT: PROMPTS

Specific

Measurable

Attainable

Relevant

Time-fixed

Logic Model Template



- SMART Goals – *Worksheet*
 - Explain the meaning of SMART goals and provide examples
 - Encourage participants to create SMART outcomes that can be used in the logic model
- Logic Model – *Worksheet*
 - Remind participants of the meaning of inputs, output, outcomes, and impacts
 - Encourage behavior change and intention outcomes



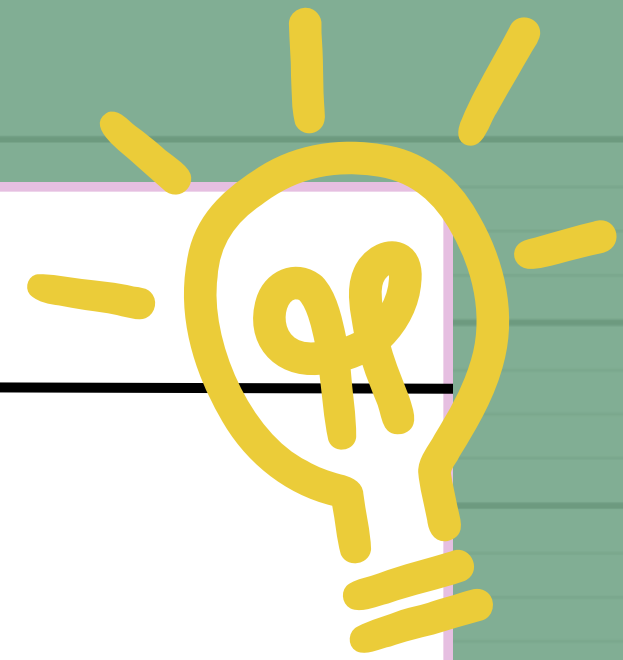
EVENT PLANNING: PROMPTS

Framing Your Event

Successful communication requires selecting messages (or frames) that match the motivations of your intended audience. This worksheet can help you craft messages by identifying your target audience and what their motivations or values are.

- Who is your audience?**
Audience: _____
- What do members of your audience have in common (what values, attitudes, or motivations might they share?)**
Commonality: _____
- What frame meets your audience needs?**
Frame: _____
- Why did you choose this frame?**
Reason: _____
- What is the best setting?**
Setting: _____

- Framing – *Worksheet*
 - Remind participants the meaning of “framing”
 - Framing refers to the concepts and ideas we use to present a topic, e.g. risk management frame: “Keeping Your Crops (and your head) Above Water”
 - Encourage participants to detail the “persona” of their audience beyond “middle adopter.” List specifics about the audience: values, attitudes, motivations, barriers, etc.
- Messaging – *Worksheet*
 - Explain this helps identify speakers and the messages you would like them to deliver at your event
 - Encourage participants to develop an event agenda



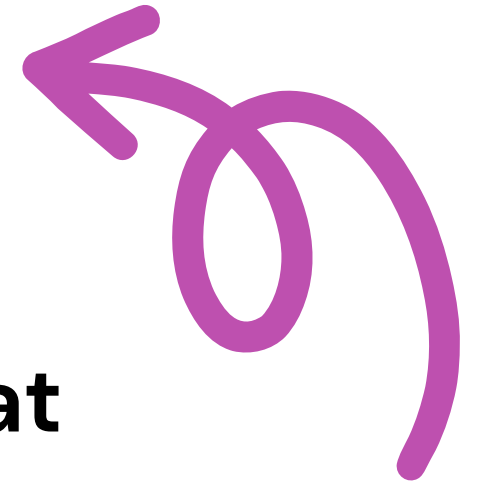
PROVIDE SUPPORT AS NEEDED



- Monitor groups and offer support for those who are stuck.
- Answer clarifying questions as they arise.
- Encourage deep thinking and developing as much detail as possible.



DEBRIEF



- Allow 15–20 minutes to debrief the exercise
- Following the exercise, ask participants to share what they discussed
- Encourage comments and questions from other groups
- Ask probing questions and clarify discussion for the entire group
 - Make sure they're using practices that were discussed in each module.
 - It's ok to pushback on their answers.





**THANK
YOU**

