

School Program Planning Template

Step by step planning template to help you think through a program or educational activity for students that you would like to develop for your site.

Topic:

Title:

Format

What format will it take? (*Field trip, focused "class" on a topic, large festival day, hands-on activity station in museum, paper-based self-guided activity, virtual presentation*)

General Description (*For internal use, explain your idea for what will happen*):

Audience

Who is the target audience?

Is there an ideal age group/grade level?

Size? *(Ideal minimum/maximum sizes? Will you subdivide into small groups?)*

Content and Outcomes

Overarching Objective *(1 sentence containing 1 idea that describes what the program is about):*

What are the learning goals/engagement objectives?

What are the curriculum connections? *(TEKS, social studies, STEM, art, other disciplines)*

What engagement strategies will you use?

How will the audience participate? *(What will they "Think, Do, Feel?")*

Logistics

Location:

Length of time *(does it have a definite start/end time? Is it free flow? If so, how long do you expect participants to stay engaged?)*:

How many staff/volunteers will be needed?

On-Site program logistics:

- What are the setup needs? *(Think about table, chairs, equipment, other prep)*

- What do you need to communicate to teachers in advance? *(Think about how you'll handle drop-off location, lunches and coat storage, chaperone requirements)*

Virtual program logistics: What are the setup needs? *(Think about hardware, software on your end, and working with teachers to ensure they have the right equipment and connection)*

What materials will be needed? *(Think through supplies, visual support, handouts, or other hands-on items)*

- What do you already have?

- What do you need to get?

- If working with a program partner, what will they provide? *(ex. staff presence, materials, funds, etc.)*

Budget

What will you need to spend?

Will you charge a fee for participants?

Are you able to get any financial/supply/in-kind support from other organizations?

Marketing

What is the public-facing description? *(Write something that will be enticing to visitors, making it clear what they will experience and leave them feeling excited to join. Aim for brevity!)*:

How will you market the program? *(Contacts in schools, homeschool organizations, Education Service Centers (ESC), districts? Social media? Print/digital ads? Community calendars?)*

Will you require advance sign-ups?

Additional Information

What could possibly go wrong? *(How will you plan for modifications?)*

How will you evaluate the success of this program?

Research

What resources will you use?

Example: TxDOT Monarch Resources

- TxDOT Wildflowers Program:
<https://www.txdot.gov/inside-txdot/division/maintenance/wildflower-program.html>
- Perpetuating Pollinators video:
https://www.youtube.com/watch?v=NbDbvshHpvU&ab_channel=TxDOT
- TxDOT Monarch Program:
<https://static.tti.tamu.edu/conferences/envr18/presentations/general/markwardt.pdf>
- Monarch Joint Venture: <https://monarchjointventure.org/get-involved/i-am-a/departement-of-transportation/monarch-highway>
 - downloadable resources for Educators ("For Kids", "Education"):
<https://monarchjointventure.org/resources/downloads-and-links#education>
 - <https://monarchjointventure.org/get-involved/i-am-a/educator>
 - <https://drive.google.com/drive/folders/OB7yqiDnAmRP7dkpJSGhuZF9BdHc>

Notes: Applicable Information to Include:

Notes: Sources and References: