

Teacher Program Planning Template

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

Topic:

Title:

Format

What format will it take? *(Smaller focused workshop, large open house event)*

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

Audience

Who is the target audience? *(Is there an ideal grade level or subject matter? Is this open to traditional teachers, or also to other types of educators like university professors, homeschool parents, informal educators?)*

Size? *(Ideal minimum/maximum sizes, based on space or budget constraints, or if the activities will work best with certain sizes)*

Content and Outcomes

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

What will be the main format? What will teachers walk away knowing or being more prepared to do? *(Thinking through learning goals and engagement objectives. Will this be a content overview, focusing around a presentation by an expert? Exhibit exploration? Hands-on activities? Lesson Plan development?)*

Will you invite partners? What are their connections to the topic? How will they participate? *(main co-presenter? featured speaker? resource or activity table at a large open house event)*

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

How will the audience participate? *(If the format is presentation focused, will they be engaged in dialogue in discussion? If hands-on focused, what will they experience? Will it be a chance for them to experiment with resources, or will they get a chance to create something? Free-flow exploration?)*

Logistics

Location:

Length of time, sample agenda: *(starting with the overall length of time, break down the event into a time based agenda. Build in time for Introductions/housekeeping, Content presentations, multiple hands-on activities, brainstorming with colleagues, reflection, wrap up with any prize giveaways, evaluations, and completion certificates, depending on the overall format of the workshop. Be sure to also plan for short breaks throughout and a longer food break if applicable)*

How many staff/volunteers will be needed?

Program logistics:

- What are the setup needs? *(Think about table, chairs, equipment, prizes/resource giveaway, food distribution, other prep)*

- What do you need to communicate to attendees in advance? *(Parking information, will they need to bring any writing equipment or technology? Is food provided? If so, its helpful to describe the food)*

What materials will be needed? *(Think through supplies, visual support, handouts, prizes, resources, 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 extra incentives can you highlight to spark interest? *(Think about offering prize/resource giveaways, free refreshments, bringing a non-educator (spouse/partner/friend), ticket to return for free, etc.)*

What is the public-facing description? *(Write something that will be enticing to teachers, 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? *(What details would it be useful to know, such as grade level, subject, district, and if they have dietary restrictions)*

Additional Information

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

How will you evaluate the success of this program?

How will you follow up with teachers? *(How will you collect contact information and contact them about future events? Create an educator e-newsletter? Announce on website or social media?)*

Research

What resources will you use?

Example: TxDOT Bat Resources

- Beyond the Road: Bats and Bridges: <https://arcg.is/HyObW>
- Texas Bats and Bridges; A Mutually Beneficial Relationship video: https://www.youtube.com/watch?v=NbDbvshHpvU&ab_channel=TxDOT
- Texas Bats poster: <https://ftp.txdot.gov/pub/txdot-info/library/pubs/kids/bats.pdf>
- Endangered Species poster <https://ftp.txdot.gov/pub/txdot-info/library/pubs/kids/endangr.pdf>