

Helen J. Wythe & Associates

Consulting, Facilitating and Training Services

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Our Services > Convening Facilitation Events > Program Development

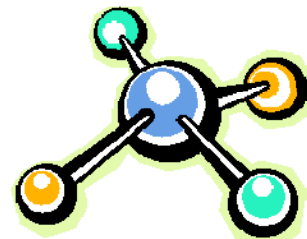
Today there are many organizations working for worthy causes all competing for the same dollars. Only programs that are well written, well documented and well constructed make a funder's final cut. Designing a strong, effective program can be a daunting and intimidating process. There are many opportunities to make mistakes or get derailed or discouraged.

One common mistake is designing a program or services, which is not highly integrated with the organization's mission, strategic planning goals and needs of clients. Funders generally select an organization's project or program because it:

- targets an under serviced population,
- provides a service that is not currently available,
- represents a collaboration of nonprofits working together to provide a service,
- brings something new and creative to the resolution of a need or problem.

HELEN J. WYTHER & Associates will assist your organization with Program Development by providing a template which will be tailored to meet your organizations unique requirements. This step-by-step process will keep the group focused and being prepared before writing are critical components to creating a winning proposal. A successful program takes time and preparation, but it can reap enormous rewards.

Developing a Program starts with building a Design which consists of program goals, strategies and objectives, which should follow directly from the organizations mission, values, visions and strategies a produced during strategic planning. The program goals are selected in order to accomplish certain benefits, or outcomes, for clients.



This Design usually also includes description of resources needed to achieve the goals and objectives, and the funding necessary to obtain and use the resources. The necessary funding is often depicted in the form of a program budget. Strategies are usually carefully described in the form of descriptions of methods to deliver services to clients.

This Design can then be used to develop a logic model of the Program. This top-level description shows the flow of materials and processes to produce the results desired by the organization or program. A Logic Program Model can be very useful to organize planning and analysis when designing the organization and

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its programs or when designing outcomes-based evaluations of programs. It can also be useful for describing organizations and programs (for example, in grant proposals).

Management can reference this Design to determine program resources and budgets, staffing and operational procedures to provide services to clients.

The resulting program plan also serves as a straightforward basis from which to write program proposals to funders and conduct straightforward program evaluations.

Gathering your various professional team members together is a major investment. Using the services of a neutral professional facilitator to design, conduct and document the Program Development sessions will allow those people with the knowledge and expertise to focus on the Program Development, while *HELEN J. WYTHE & Associates* will attend to the group process.

For further details on the design and facilitation of a session to develop a program or service, please e-mail us at info@hjwythe.com.



Program Evaluation

A Program Evaluation is the careful collection of information about a program or some aspect of a program in order to make decisions about the program. The type of evaluation you undertake to improve your programs depends on what you want to learn about the program.

HELEN J. WYTHE & Associates will assist in determining what information you need to make the decisions you need to make, and assist you in creating a plan to accurately collect and understand that information.

Nonprofit programs must be evaluated to decide if the programs are indeed useful to constituents. In a for-profit, a program are often evaluated to determine what their customers or clients really need and whether the products or services are providing what is needed is often a one-time effort to produce a new product or line of products.

Whether your purpose for carrying out a Program Evaluation is:

1. To understand, verify or increase the impact of products or services on customers or clients - These "outcomes" evaluations are increasingly required by nonprofit funders as verification that the Organization is

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indeed helping their clients;

2. Improve delivery mechanisms to be more efficient and less costly.

Evaluations can identify program strengths and weaknesses to improve the program;

3. Verify that you're doing what you think you're doing. Evaluations can verify if the program is really running as originally planned and the lessons learned along the way;

5. Create valuable information that can be used for public relations and promoting services in the community;

6. Produce the required information which compares programs and assists in the process of deciding which should be continued;

7. Fully examine and describe effective programs for sharing with others.



Whether your Program Evaluation is Goals-Based, Process-Based or Outcomes-Based Evaluation *HELEN J. WYTHE & Associates* will custom designed a group process which will take those involved through to agreement on the evaluation framework. Once you have gathered your data on the program *HELEN J. WYTHE & Associates* will design a process which will assist your team in analyzing and interpreting the information.

Gathering your various professional team members together is a major investment. Your professionals have the knowledge and content expertise to create the Program Evaluation framework. Using the services of a neutral professional facilitator to design, conduct and document the creation of a Program Evaluation will allow those people with the knowledge and expertise to focus on the content, while *HELEN J. WYTHE & Associates* will attends to the group process.

To find out how professional facilitation services makes the most of this investment by focusing on the process opening up time and space for your highly skilled staff to concentrate on the Program Evaluation, please e-mail us at info@hjwythe.com.

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