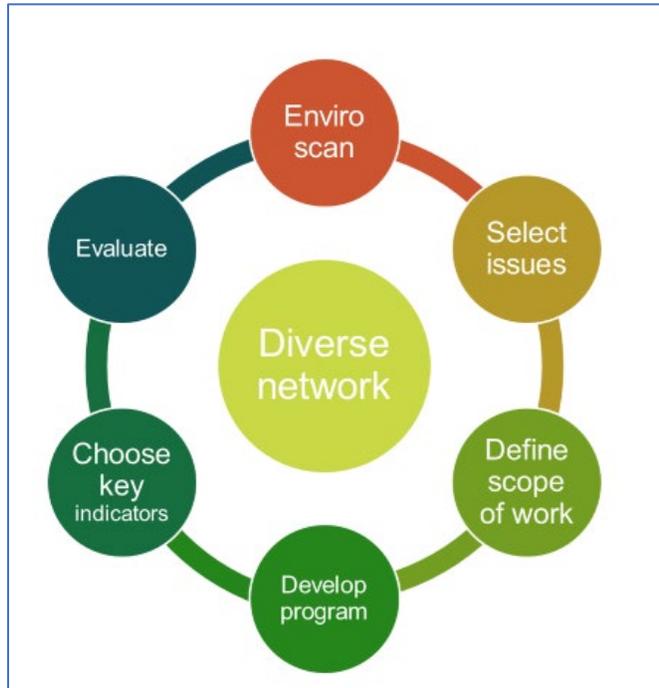




Program Planning for Impact Framework



The CSU Extension Program Planning for Impact (PPI) framework is illustrated here in its most basic form. In this form, the essential pieces of the framework are included in a connected ring outside of the central element – **diverse network**. Diverse network refers to the ever-evolving web of internal and external partners, strategic and casual informants, and key stakeholders that serve as references for your Extension work. This diverse network can influence every piece of the program planning process shown in the connected ring.

The ring is shown here without arrows to indicate that you can enter the program planning process at any point. The lack of arrows also indicates that the pieces of the process are interconnected and that working on one piece of the process can result in the need to move either backwards or forwards along the ring.

That said, if you are “beginning at the beginning” with program planning, you would start at the top of the framework (**environmental scan**) and start to move *clockwise* through the pieces until you reach Evaluate. An environmental scan can help you better understand how your network is positioned in the context of external opportunities for impact. Informed by an environmental scan, you can narrow down and **select issues** to address using tools such as a core competency analysis and a 2x2 prioritization matrix. Within a selected issue, it helps to define your **scope of work** – the focal problem you are addressing, your goal, and your target audience. Once you have identified a scope of work, you are set up to **develop your program** using a theory of change or logic model that is ideally rooted in evidence or research. When developing your theory of change or logic model, you are also implicitly **choosing key indicators** that speak to how well your program is achieving your goal. Finally, an **evaluation** strategy is built so that you can evaluate each of the prior steps.

When applying the framework to evaluation instead of program planning, you can imagine arrows that start at Evaluate and move *counterclockwise* instead of clockwise. At the same time, the evaluation step includes getting general feedback about your efforts that blends into techniques commonly used in environmental scans. In that way, the Evaluate step also connects clockwise to Environmental scan and the cycle starts again.