

Summary Table of Program Planning Tools

Form a diverse network	Environmental scan	Select issues	Define your scope of work	Program development	Choose key indicators
American Community Survey	Secondary data/literature review	2x2 Prioritization Matrix	Driver diagram (or fishbone diagram)	"Degree of belief" assessment	"Do you believe me" test
Community Engagement Resource Chart	Focus groups	Core competency identification	ESRI LifeMode descriptions in CSUE County Profiles (to gain insight into target audiences)	Driver diagram (or fishbone diagram)	SMART goals*
CSU Extension County Profiles	Key informant interviews	Cut Before You Add	eXtension Idea Selection	eXtension Idea Selection	-
Stakeholder Engagement Wheel	PESTLE analysis	eXtension Idea Selection	RACI diagram (to delineate Extension vs. partner roles)	Logic model	
US Census	Strategy Canvas	Strategy Canvas	Spectrum of value	Persona design	
	Surveys	SWOT/SOAR analysis	Strategic triangle	Strategy Canvas	
	SWOT/SOAR analysis	UC Extension Priority-Setting Filters	Strategy Canvas	SWOT/SOAR analysis	
			SWOT/SOAR analysis	Theory of change*	

*Tools with asterisks are required in the program planning process. Every program should be based on a theory of how a desired change will occur and have goals that meet SMART criteria.

Note that the [Strategy Canvas](#), [SWOT/SOAR analysis](#), [eXtension Idea Selection](#), and [Driver diagram](#) tools can be applied across multiple steps of the PPI framework. While some links are provided, refer to the guidebook for more information on the tools.