| **County Name:** |  | **Employee Name:** |  |
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| **Year:** |  | **Core Program Area:** |  |

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| **TITLE OF PROGRAM** |
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| **PROGRAM IMPLEMENTATION** |
| Describe and substantiate the compelling need for this program and why this was a critical/important issue to address; the educational strategies and teaching methods (meetings, field days, news articles etc.) used and how they fit together as part of the comprehensive educational program; and your internal/external collaborations, networking and partnerships involved. |
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| **PROGRAM OUTCOMES & IMPACTS** |
| Describe the results of your program evaluation in terms of: what difference did this program make in the lives of the participants or North Carolina citizens; changes in the target audiences’ knowledge, skills, attitudes, and changes in behavior/practices or adoption of technology or innovations; data reported in ERS and results from qualitative and quantitative evaluations; and key testimonials to add richness to the data. |
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| **PROGRAM MARKETING** |
| Describe how the program was marketed to your target audience; how mass media or social media was used to market the program; and promotional tools to maximize the reach and impact of your programming (e.g. online marketing, social media, direct mail, etc.). |
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| **PROGRAM DIVERSITY** |
| Provide a demographic comparison of your program participants vs your county population. Is the program in parity? If not, describe why the program did not achieve parity. Describe the specific measures taken to increase outreach to underserved audiences and increase program diversity. |
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| **Program Impact Statement** |
| Provide an impact statement summarizing the accomplishments of your program. Include the issue and its significance (e.g., who cares and why); a brief description of key activities undertaken to achieve the goals and objectives; changes in knowledge, behavior, or condition resulting from the project or program’s activities; who benefited and how. |
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