

Program Development and Evaluation



Program Development and Evaluation
University of Wisconsin-Extension
432 North Lake Street
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www.uwex.edu/ces/pdande.html

Guidelines for Facilitators of Satellite Videoconferences

Transcript* of the video/audio clips

Before the Video Conference

- 1. Assess your community (organization) needs and identify audiences that could benefit from the satellite videoconference. Reserve local downlink room and plan for creating an environment for optimal learning. Identify partners or co-sponsors.**

Joe Moskol, Community Development Agent, University of Wisconsin-Extension, Rock County:

The audience is defined by the purposes of the educational program. I need to know what the program is about and what it proposes to accomplish. In order to promote the program, I have to understand what a potential audience cares about. What is their self-interest in learning? This is very important. If you don't know what you're trying to achieve and what really matters to the audience, you have no target to promote the program to. That would be a big mistake.

In Rock County, I've worked with the United Way, a local community foundation and a volunteer placement center. This has created an important discussion among non-profit leaders, especially about the value of distance education for their organizations or organizations they work with. The program at the Learning Institute has received more visibility and we were able to establish a scholarship fund.

Most communities have several non-profit groups. If you want us to get them involved, you have to give them the opportunity to understand your interests while you're trying to understand their interests. If you have some common interests, you can then talk about what you could accomplish by working together. If you choose to work together, be sure you agree upon how much you hope to accomplish and by when. Then you have a common goal to focus on. It is extremely important here is for people to be clear about their expectations when working together. One thing that's extremely valuable is to establish a few simple measures of effectiveness that people sign on to. If they know the benchmarks for a good job and all agree to them, then they know that's how you hold your feet to the fire.

Claudette Green, Director, Volunteer Baton Rouge!, Nonprofit Resource Center, Louisiana:

We partner with the Cooperative Extension at Louisiana State University (LSU) and the Louisiana Regional Technical College. In our partnership with them, they provide the facilities for hosting the downlink and have the correct coordinates that we offer. That partnership has worked very well. The technical college and LSU have an opportunity to have their names printed on our materials. They don't go much beyond providing their facility at no charge. When you're looking at facilities In Baton Rouge, the cost to rent places is high, so it's a big help to us to keep our costs at a minimum to our customer.

*Transcript edited for continuity and clarity.

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