Overview of Program Prioritization Process

The purpose of the KSRE Program Prioritization Project is to determine how the public prioritizes current, ongoing, and potential KSRE program topics and use the results when developing 2013 – 14 Action Plans.   A task force representing each of the 11 Program Focus Teams (PFT) was convened, including county, district, and campus based personnel. The task force was charged with leading this effort in collaboration with the Assistant Directors.

State-wide Survey
The task force agreed to work in cooperation with Program Development Committees (PDCs) to conduct a state-wide survey gathering feedback on issues of relevance to each PFT. The instrument will survey KSRE stakeholders to gather important input needed for KSRE prioritization decisions that may supplement information each PFT may already possess. This survey can be summarized as:

- mainly be completed electronically but will be available in hard copy as well;
- target three main audiences to capture feedback including 1) Program Development Committees (PDC), 2) local residents recommended by PDCs who may not be as familiar with KSRE and 3) a random sample of KS residents;
- include one question ranking how six issues submitted by each PFT vary in importance;
- invite additional remarks in an open-ended question following each ranking question;
- include demographic questions allowing analysis by respondent characteristics;

Potential Supplemental Efforts
In addition to the state-wide survey, some PFTs may want to distribute this survey to specific groups, conduct focus groups, or engage in other activities to gain additional information.

Timeline of Upcoming Events/Tasks
- Oct. 2012 – Overview process at Annual Conference
- Dec. 2012 to Mar. 2013 – Conduct and Analyze State-wide Survey
- Apr. 2013 – PFTs discuss results and how to update action plans during Spring Action Conf.
- Aug. 2013 – Updated PFT action plans are submitted

More details on this KSRE Program Prioritization Project are available at: http://www.ksre.ksu.edu/programming/. This includes contact information for task force members, specific resources available to partners engaged in this process, copies of the survey instrument, etc.