**Seeding Success Module 4: Program Context Worksheet**

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| **Program name and state:**  |
| **Brief statement of program goals and objectives:**  |
| **Audience:** *Who can actually make a difference achieving the goals and objectives that you’ve set for your program? Your traditional audiences may or may not be the right ones.* | **Local conditions and issues:** *Information about changing conditions that may draw interest and attention to your issue / field, growing the potential audience.* |
| **Program history and “infrastructure.”** *In this context, program infrastructure refers to existing content, events, or other resources that you can plug into as a program manager or instructor.* | **Partnerships, resources, and other assets.** *These may include existing teaching materials, relationships with funders, partnerships, program “brands,” communication channels (newsletters, etc), or others.* |