

Propose Project and Identify Your Team

Your name: Ann Barry

Will you be presenting (check one)?

- **Individually**
- With a partner or in a group (please list names)

Project topic, concept, or plan:

This is a rough idea as you will work out details in future steps. Please talk to coordinator if you need to adjust your idea after getting started on next couple of steps.

I plan to develop a short presentation on some aspect of “Trees of the Northeast”. At this point I am thinking about focusing on “Insects and Diseases Attacking Trees of the Northeast”

What method of delivery/format do you anticipate for your project?

Please talk to coordinator if you need to adjust your idea.

- short video
- **presentation**
- infographic
- display
- hands-on activity
- article or blog
- factsheet
- project plan for group or school garden-based learning project
- another educational product (please specify)

2. Assess Needs

“Need” is described as a gap between real and ideal (or normal) conditions. An issue is particularly ripe for educational programming when there is a “gap between real and ideal that is both acknowledged by community values and potentially amenable to change.”

From: Reviere, R.,(1996). Needs Assessment: A creative and practical guide for social scientists.

Using your answers to the questions below, clearly articulate in a short paragraph a rationale for your educational effort that includes the who and why. Focus on a basic project that is well-thought-out rather than a lofty one that may overwhelm you.

Who is the audience, what are their characteristics and what are their needs? What makes this audience unique?

I am a part of the Speaker Bureau of CCE – Rockland County. One of the topics that very recently was identified as a “need” to be added to our existing presentations is on “Trees”. The Speaker Bureau presentations are generally about 60 slides. I thought the Action Project could be a good way to develop one component of a broader talk on Trees. I expect that I would start the Speaker Bureau talk identifying the main trees that can be found in our “Oak-Hickory Forest” and

surrounding areas. However, in this specific “Action Project” component, I would focus on the “Insects and Diseases that are Attacking our Trees”. While Speaker Bureau audiences could be interested in identification and basic information on specific trees, they typically come to a talk because they have specific problems with the plant/plants that are being discussed. I expect they could be seeking a diagnosis and potential treatment of a challenge they are seeing in their own yards.

Needs Assessment may include reviewing existing data and documentation, reaching out to stakeholders and potential stakeholders, and seeking expert advice. What tools will you use to assess the audience’s needs? What needs have you identified?

To prepare for development of the presentation I would first review the information available from CCE on trees as well as the diseases and pests that infest our native trees. I would also be reviewing the broader literature for the same topics.

How do you think your educational project fits the CCE mission? Is it on target with the local program plan of work?

The final product from this Action Project would eventually be presented at local libraries and other venues in Rockland County. The goal would be education of the community and is definitely on target with the local program plan of work.

3. Design Objectives

You may wish to review:

- *Constructing Learning Objectives* posted on TechSmith's SCREENCAST.COM Service

(5-minute video) <http://www.screencTheast.com/t/31O8Yjxu>

Focus on identifying 1-to-3 clear and concise learning objectives. What will the audience be expected to learn by engaging with your educational product?

The audience should come away with a clear understanding of

- **The dominant trees in our area**
- **The major pests and diseases that attack those trees and how to recognize the presence and infestation**
- **Potential treatments – if they exist**

How are the learning objectives consistent with community needs? How are the learning objectives connected to our CCE mission and the local program plan of work?

The learning objectives are consistent with the goal to educate the community about relevant topics and the CCE mission to educate the community utilizing the knowledge and data generated by Cornell research.