

STANDARD OPERATING PROCEDURES

SUBJECT: Program Planning

10 May 2004

1. PURPOSE. The purpose of this SOP is to initiate guidance and develop structure for program planning within DCFA. There is a need to structure our efforts in assuring proper coordination and lead times for programs. We must maintain a synergistic environment of cross-programming and support between programs.

2. PROCEDURES.

a. The Fort Monroe Major Events Calendar will be used for posting all DCFA programs. Excluded from this requirement are regularly scheduled programs, i.e. occurs the same day/time every week. The Fort Monroe Major Events Calendar is maintained by the Plans & Training Office.

b. One Year Projection. At all times a one year projection of programs must be maintained on the Fort Monroe Major Events Calendar.

c. Two Months (plus). At least two months prior to a program a Program Data Sheet should be completed which includes detailed information and a coordination checklist for the program. Blank Program Data Sheets are on the DCFA Professionals web site at http://www-tradoc.monroe.army.mil/mwr/Program_Planning.htm.

d. Thirty Days (plus). This is the time of final implementation. All promotional materials and plans should be ready for implementation. Only minor changes, that do not affect the scope of the program, should be made after this point.

e. Thirty Days (minus). This time is for review of plans and fine tuning. Final implementation difficulties should be resolved.

f. After Action Report. This information is essential for taking corrective actions and planning successful future programs. The final portion of the Program Data Sheet provides an outline for recording the After Action Report (AAR). This information should be completed within five working days following a program.

3. PROGRAM PLANNING MEETINGS. Program planning meetings will normally be conducted on the first Tuesday of each month. At each PPM programmers will:

a. Review a 90 day calendar projection, i.e. at the April PPM the calendar for May through July will be reviewed.

b. Brainstorm ideas for the 90+ day month, i.e. at the April PPM ideas for August will be brainstormed.

c. Review selected AARs from the past month.

d. Address other programming related issues that have come up since the last PPM.

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4. RESPONSIBILITIES.

- a. The Program Team Leader will coordinate and conduct the PPMs.
- b. Program Managers will:
 - (1.) Participate in PPMs.
 - (2.) Research existing programs to see if they are feasible and current to customer needs.
 - (3.) Develop different programs to reach customer target base.
 - (4.) Gather information and formulate plans to match up customer needs with facilities.
 - (5.) Preparing cost analysis and pricing for programs.
 - (6.) Coordinate implementation for programs across organizational lines.
 - (7.) Coordinate marketing of programs.
 - (8.) Evaluating customer satisfaction.
 - (9.) Complete AARs and submit them for posting on the DCFA Professionals web site.



PAUL A. HEILMAN
Director of Community
and Family activities