

KSRE Signature Program Guidelines

Providing educational programming that addresses the critical issues of Kansans is the most important goal for K-State Research and Extension. We have a long history of providing well-established programs that make significant, documented impacts that improve the lives, livelihoods and communities in Kansas.

The Signature Program effort is an intentional strategy to help KSRE better publicize the organization's ability to carry out its mission. This effort will focus on establishing and promoting the impacts and relevance of KSRE to all Kansas residents, legislators, and key stakeholder groups to strengthen perceptions of Extension's capacity to respond rapidly to critical needs and demonstrate significant impacts.

Signature Program status is not meant to negate other equally important Extension programs, but will serve as an opportunity to:

- Focus on the most relevant, timely, key issues via greater emphasis on in-depth program delivery and evaluation
- Capitalize on innovative ideas, materials, and/or methods
- Communicate significant impacts of KSRE statewide programs
- Elevate the status and perceptions of KSRE as a dynamic educational entity; and
- Promote high-quality Extension programming across the state.

Signature Programs and PFTs

Each Program Focus Team (PFT) will identify at least one (1) signature program that includes a comprehensive, team-based program that has shown to be successful and replicable across the state. It may include a curriculum, leader's guide, handouts and other program materials, etc., as appropriate. There should be consistent evaluation instrument(s) so that data may be aggregated at the end of the year. More specifically, a signature program meets the following criteria:

- involves collaborative effort between specialists and agents where agents have an active delivery role (beyond hosting event)
- addresses a critical need or issue relevant to a significant proportion of Kansans,
- includes a plan to reach underserved audiences
- available and accessible across the state or targeted areas, as appropriate (i.e., cotton production areas)
- Encourages consistent implementation, delivery, and evaluation to ensure quality program.
- includes an evaluation tool in PEARS that assesses short-term, at the minimum, with the expectation to reach medium and/or long-term outcomes which provides data to produce a Making a Difference report each year

In addition to Signature Programs, other PFT action plans include those for:

Core Programs

Ongoing, established programs that have an evaluation component that provides data for impact reporting including the PFT Making a Difference Report.

Pilot Programs

Pilot programs are emerging programs in targeted sites that require time to test, improve and evaluate their effectiveness before they become core or signature programs.

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