

COMMON PITFALLS - OR WHY PROGRAMS FAIL

No one plans to fail.

Many fail to plan!

CHOICE (OF TOPIC)

- Not of General Student Interest
- Students Not Involved In Planning
- Perception (Publicity Design Fault)
- Need For Program (Outcomes Planning)

POOR DESIGN of PROGRAM

- Not well planned
- Not In Keeping With Institutional Mission
- Not setting good goals
- Reaching the wrong group

POOR PUBLICITY

- Not eye catching
- Not enough
- Too cluttered
- Not enough in advance
- Not creative or informative
- Poorly located
- Offensive to some

CHOOSING A POOR LOCATION

- Too far from students
- Too Cold / Too hot
- Little known location
- Uncomfortable
- Many distractions
- TOO LARGE / Too Small

CHOICE OF FACILITATORS

Poor interpersonal skills
Not knowledgeable
Poor speaker
Lack of understanding about topic
Doesn't show
Unprepared

TIMING

Conflict with Academics
Other activities, religious holidays
Inappropriate day
Wrong time of day
Length of Program

*Zav Dadabhoy,
Metropolitan State
College of Denver, 1997
adapted from Lohse B.
Beeland, University of
Florida*

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