

# **COMMON PITFALLS - OR WHY PROGRAMS FAIL**

*No one plans to fail.*

*Many fail to plan!*

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## **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

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

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