

Project Worksheet

Any successful communications project begins with planning. This tool is designed to help you get started. We encourage you to invest a few moments filling out the worksheet, even if you do not plan to work with Public Affairs and Communications. To maximize your chances of meeting your goals, share this information with those involved in your project.

Name: _____

Office/Department: _____

Are you the point person? (Are you empowered to make final decisions for this project?)

Yes ☐ No ☐

If not, who is? _____

Budget: (Is there a budget for this project?)

What: (What is the project? If you are not yet certain, describe what need the project is to address.)

Audience: (Who is the project intended to reach?)

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Purpose: (What message(s) do you want to convey to your audience? What action do you want them to take?)

When: (When does the project need to be completed, and when is the point person ready to begin?)

Lifespan: (How long do you expect the finished project to be relevant?)

Plans for assessment: (How will you assess the effectiveness of this project?)

Additional notes: (Capture any ideas, concerns, unusual circumstances, and questions here.)