Project Name:	
Completion Date:	

Contributors:

Name:	Role:

I. Overview

A. Problem Statement:

B. Overall Desired Outcomes/Objectives:

II. Research and Situational Analysis

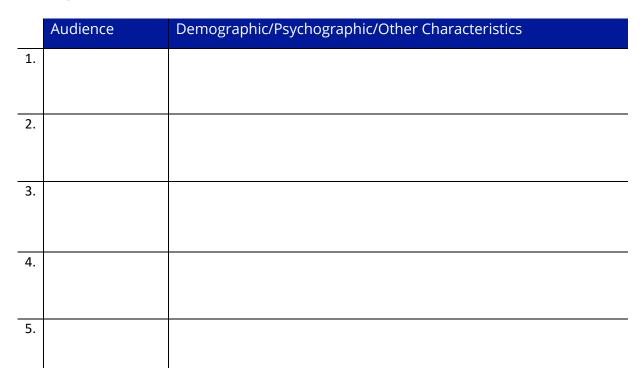
A. SWOT

Strengths (Internal)	Weaknesses (Internal)
Opportunities (External)	Threats (External)

B. Other Situational Analysis Comments:

C. Resources/Information Needed From Program Staff

III. Key Publics/Stakeholders/Audience Members:



IV. Key Messages

	Audience	Message
1.		
2.		
3.		
4.		
4.		
5.		
	1	

V. Goals, Objectives, Tactics/Deliverables

Goal 1:			
Objective A:			
Tactics/ Deliverables:		Due Date	Team Member(s) Responsible:
Tactic 1:	Budget:		
Tactic 2:			
Tactic 3:			
Tactic 4:			

Objective B:		
Tactics/ Deliverables:	Due Date	Team Member(s) Responsible:
Tactic 1:		
Tactic 2:		
Tactic 3:		
Goal 1 Measurements:		<u>.</u>

Goal 2:		
Objective A:		
Tactics/ Deliverables:	Due Date	Team Member(s) Responsible:
Tactic 1:		
Tactic 2:		
Tactic 3:		
Tactic 4:		

Objective B:		
Tactics/ Deliverables:	Due Date	Team Member(s) Responsible:
Tactic 1:		
Tactic 2:		
Tactic 3:		
Goal 2 Measurements:	<u>-</u>	<u>.</u>

Goal 3:		
Objective A:		
Tactics/ Deliverables:	Due Date	Team Member(s) Responsible:
Tactic 1:		
Tactic 2:		
Tactic 3:		
Tactic 4:		

Objective B:		
Tactics/ Deliverables:	Due Date:	Team Member(s) Responsible:
Tactic 1:		
Tactic 2:		
Tactic 3:		
Goal 3 Measurements:		