



## PROJECT INFORMATION

TITLE

TIMELINE

PRIMARY CONTACT

BUDGET

STRATEGIC INITIATIVE WITH WHICH THE PROJECT BEST ALIGNS:

*Reputational marketing* (peers, prospective faculty, general public)

*Enrollment marketing* (undergraduate, graduate, and diversity students)

*Development marketing* (alumni and donors)

## PROJECT DETAILS

OVERVIEW

*Provide a brief explanation of the background and/or context of the project. Why are you requesting this project and what would you like to achieve? If this project is intended to be part of a wider program, indicate how it will support the program's objectives.*

TARGET AUDIENCE

*Who is the primary audience you are trying to reach? What do they currently think and how are you trying to influence them?*

KEY MESSAGE

*What is the one thing you want to make sure the audience understands?*

## COMMUNICATION PRIORITIES

*Prioritize what you hope to communicate overall.*

## TONE & DESIGN GUIDELINES

*What tone and imagery will be most effective in conveying your main message? What tone/feeling do you wish to convey with content/design? Any image/sample inspiration or visual references to share with the marketing team?*

## MEASURING SUCCESS

*Articulate the benefits you hope to achieve through the project. Try to use Specific, Measurable, Achievable, Realistic and Time-based (SMART) terms.*

## TASKS, DELIVERABLES & MILESTONES

*List the major activities, scheduled start, milestones, scheduled finish, who is responsible for each task, and who is responsible for final approval at each step. Include both end products and intermediate products on which end products, outcomes or benefits depend. Tasks and deliverables might include: Copy, editing, photography, videography, graphics, graphic design, web development, PR, printed materials, newsletter, etc.*

## STAKEHOLDERS

*Who will impact the project or be impacted by the project? Who has final approval over the project?*

## NEXT STEP

*Email your completed project brief document to Renee ([meiller@engr.wisc.edu](mailto:meiller@engr.wisc.edu)) and she will share it with the connections committee before our meeting to discuss your project ideas.*