****

**University Communications and Marketing Project Initiation Document**

**Date**:

**Project Title**:

**Project Due Date**:

**UCM Contact**:

**Client Contact**:

**Who will provide final approval?**

**Budget/Index number if needed**:

**Objective**

*What are we trying to accomplish? What’s the situation/opportunity that needs to be addressed? What problem or issue are we trying to resolve?*

**Scope of Work**

*What has been done previously and what were the results? Who will participate and what steps are involved?*

**Alignment with University Priorities**

*Please describe how this work will contribute to Kent State’s priorities:*

**Students First**

**A Distinctive Kent State**

**Global Competitiveness**

**Regional Impact**

**Organizational Stewardship**

**Measurement**

*What are the goals and key performance indicators we’re trying to achieve?*

**Deliverables**

*What will the client provide and what will the UCM team deliver to complete this request?*

*Examples: News release, direct mail (postcard, invitation), print pieces (posters, fliers, brochures, print advertising), digital (email, e-Inside, Flashline notification, social media, website, online advertising)*

**Timeline**

*Describe the steps and their timing in order to meet the stated due date.*

**Messaging and Design Details**

*Describe the target market(s).*

*Who/what are we competing against?*

*What elements or information must be included or excluded?*

*Photography – Describe the type of photo that would help to convey our message.*

*Which design mode is most appropriate for this project: high-impact, informational or refined?*