

Planning Draft Specifications

Step 4: Planning draft (75 points)

Due Date: To be determined by the group

Once the group has completed Step 3, it may move on to Step 4, perhaps the most crucial step of this process. Planning is the very essence of problem solving. In developing a draft of the planning section, you should include:

- **A one-page executive summary** that reflects both the research and planning sections and the projected cost of the plan. At this stage of the process, groups are not required to provide a detailed summary of your budget. You are only required to provide totals within the narrative of the executive summary. However, please note that each group will be required to provide a more detailed budget summary as part of its final planning document. (See Budget Summary Format)
- **A list of publics** targeted by this plan, a brief rationale for targeting each and the key messages to be targeted toward them. *NOTE: These key messages should address both the client's goal and each public's stake (self-interest).*
- **The goals, strategies and tactics** employed within the plan. Each tactic should be sufficiently detailed in terms of its timing, execution and cost. Each group should follow the prescribed MBO Planning Format.

The grade received on this assignment will be determined using the following weights:

Executive summary	5 points
Target publics, rationale and key messages	20 points
Goals, strategies and tactics	40 points
Spelling/grammar/clarity of thought	10 points

Note: Each member of the group is required to submit a confidential evaluation in individual and sealed envelopes with the planning draft. The failure of an individual to submit or properly

complete the evaluation will result in a penalty assessed against that individual. The evaluation form is located within the online course packet.

***Note:** You will be required to return the graded copy of this planning draft to your professor at the time you submit the final project. It will be used in giving each group credit for improvements made since the draft. If a group fails to return this draft at the time the final document is submitted, this section of the final document will receive a grade that is proportionately identical the to grade received on the draft.*