**CAPITAL AWARDS WORK PLAN FOR**

**Division 1: Communication Management,**

**Division 2: Communication Research, and**

**Division 3: Communication Training and Education Divisions**

|  |  |
| --- | --- |
| **Entrant:** | **Division & Category:** |
| **Organization:** | **Time period:** |
| **Entry title:** | **Entrant’s role:** |
| **Your team members name (if applicable):** | |
| **Project description:** | |

**DIRECTIONS**

* Provide the required information for all 6 sections
* Your work plan must be **no more than four pages**
* Make sure your work samples are submitted online, as well
* Tell the evaluators a great story
* Delete this text box once your work plan is complete.
* Convert this file to a PDF and submit it online as your work plan.

1. **BUSINESS NEED OR OPPORTUNITY**
2. **STAKEHOLDER ANALYSIS**
3. **GOALS AND OBJECTIVES**
4. **SOLUTION OVERVIEW**
5. **IMPLEMENTATION AND CHALLENGES**
6. **MEASUREMENT AND EVALUATION**