

**2021 CAPITAL AWARDS WORK PLAN FOR**

**Division 1: Communication Management,**

**Division 2: Communication Research, and**

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

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



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