

Publications Planning Worksheet



Project _____

College/department/center _____

Project manager and contact info: _____

Format and quantity: _____

Timing for distribution: one-time only continuing _____

Method of distribution: _____

Lifespan of the marketing piece: _____

Purpose of the project. Check all that apply, and rank, if appropriate:

<input type="checkbox"/> Recruitment	<input type="checkbox"/> Retention	<input type="checkbox"/> Fundraising
<input type="checkbox"/> Image enhancement	<input type="checkbox"/> Events-oriented	<input type="checkbox"/> Outreach/education
<input type="checkbox"/> Other		

Target audience(s):

Potential students:	<input type="checkbox"/> in-state	<input type="checkbox"/> out-of-state	<input type="checkbox"/> graduate students
<input type="checkbox"/> Current students	<input type="checkbox"/> Parents of current students	<input type="checkbox"/> Faculty	<input type="checkbox"/> Staff
<input type="checkbox"/> Alumni, donors, friends	<input type="checkbox"/> Legislators, decision-makers	<input type="checkbox"/> Corporate partners, business community	<input type="checkbox"/> Job recruiters
<input type="checkbox"/> General population			

What action do we want the target audience(s) to take?

How will we measure whether that action has occurred?

Message hierarchy and examples:

RANK	KEY MESSAGE	EXAMPLES
HIGH MED LOW	Integrated learning and discovery of knowledge	
HIGH MED LOW	Nationally and internationally recognized scholars	
HIGH MED LOW	Leading research	
HIGH MED LOW	Student-centered campus	
HIGH MED LOW	Hands-on active learning	
HIGH MED LOW	Spectacular educational setting	
HIGH MED LOW	Service and outreach	
HIGH MED LOW	Other(s)	