

Planning Specifications

Step 5: Planning draft (50 points)

Due Date: To be determined by the group

Once the group has completed Step 4, it may move on to Step 5, another 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, objectives, strategies and tactics** employed within the plan. The goals and objectives will be based on the feedback the group receives from Step 4. 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	10 points
Target publics, rationale and key messages	10 points
Goals, strategies and tactics	20 points
Spelling/grammar/clarity of thought	10 points

Submission guidelines: The planning section should be digitally submitted in a WORD document to dguth@ku.edu at or before the assigned deadline.

Note: Each member of the group is required to digitally submit a confidential evaluation at or before the assigned deadline. They should be e-mailed in a WORD or PDF format to Professor Guth at dguth@ku.edu. 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 in the *Documents/Formats* folder of the course Blackboard site packet.