**Instructions:**

Provide a workplan for your proposal using the template below. The workplan must be organized with project task descriptions and defined deliverables with due dates for each task. Add details to the required tasks and identify any additional tasks and deliverables for your specific project.

Projects may not begin before March 1, 2025, and must end no later than February 28, 2027.

Do not include completing grant required progress and financial reporting as a task or deliverable in the workplan.

Fill out the template, save the file, and include as an attachment when submitting the proposal package.

If you have questions about completing the workplan contact Laura Eldred at (907) 376-1855 or laura.eldred@alaska.gov.

Add or delete tasks as needed for your project proposal. Minimum recommended tasks are below. Delete the blue text.

**Project Title:** Provide brief descriptive project title

**Proposed Project Duration:** Provide project start and end dates

**TASK 1: Planning – outreach plan development for (insert outreach topic)**

**Description:** Develop an outreach plan that includes the following components:

1. Goal(s) and Objective(s) of the outreach
2. Audience and Key messages
3. Communication activities and tools
4. Timeline for implementation
5. Measures of success (such as pre and post target audience surveys to gauge whether the outreach has impacted their actions or other method of measuring whether the outreach messaging has impacted their actions)

A draft outreach plan will be submitted to the DEC Project Manager for review and comments to be incorporated into the final version. The outreach plan must be approved by the DEC Project Manager prior to implementation. DEC has examples available.

**Deliverable(s) and Permits:**

|  |  |  |
| --- | --- | --- |
|  | Deliverable | Due Date: |
| 1a | Draft Outreach Plan for DEC review (Word) |  |
| 1b | Final Outreach Plan (Word and PDF) |  |
| 1c | additional deliverables as needed |  |
|  |  |  |

**TASK 2: Implement outreach plan** (Option: you may divide this task into several tasks to describe specific outreach activities)

**Description:**

Describe the outreach mechanisms to reach the target audience(s) and how you will measure messaging success.

**Deliverable(s) and Permits:**

|  |  |  |
| --- | --- | --- |
|  | Deliverable | Due Date: |
| 2a | Description of the proposed outreach activities and target audience(s) (Word) |  |
| 2b | Analysis and evaluation of measurable results (Word or Excel) |  |
| 2c | Copies of outreach materials, presentations, social media posts (Word, PDF, or other format) |  |
| 2d | Photos of outreach activities (jpeg) |  |
| 2e | additional deliverables as needed |  |
|  |  |  |

**TASK 3: Final report**

**Description:** Include a final project report that describes the outreach activities that took place, public response, and an evaluation of success of the messaging in reaching the target audience(s) and examples of how it affected a desired behavior change if any (e.g. not dumping marine sewage near shore). The report should also include recommendations for future effective outreach activities. The report should include photos and be a stand-alone document that could be posted to the DEC web page.

A draft report will be submitted to the DEC Project Manager for review and comments to incorporate into the final version.

**Deliverable(s) and Permits:**

|  |  |  |
| --- | --- | --- |
|  | Deliverable | Due Date: |
| 3a | Draft Report for DEC review (Word) |  |
| 3b | Final Report (Word, PDF) |  |
| 3c | additional deliverables as needed |  |
|  |  |  |

**TASK 4: Additional tasks as needed**

**Description:** (Description of the task)

**Deliverable(s) and Permits:**

|  |  |  |
| --- | --- | --- |
|  | Deliverable | Due Date: |
| 4a | Add deliverables and due dates |  |
| 4b |  |  |
| 4c |  |  |
|  |  |  |

**You may add or delete tasks as needed, following the format above, to complete your workplan.**