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| **State Agency/Division:** |  | | | **Program Name:** |  |
| **Program Contact (Name & Phone)** | | |  | | |
| **Executive Summary of Plan:** Brief summary on the key elements of the overall plan  3-5 ideas that are core to the success of the plan | |  | | | |
| **Background and Rationale of Plan:**  Background info/any research used to create plan  Your intended purpose/result | |  | | | |
| **Situational SWOT Analysis:**  What potential strengths, weaknesses, opportunities or threats does your program face? | |  | | | |
| **Objectives/Goals:**  What are you trying to accomplish with your program?  **Target Audience:** Who is primary audience and why? Demographics, Geographic areas, etc.  Additional audiences who may benefit. | |  | | | |
| **Position Statement:** In one sentence, describe what action(s) you want your target audience to take and what the focus is: a change in behavior? Benefit to the audience? | |  | | | |
| **Marketing Strategies:** General outline of planned marketing and communication strategies.  Include 4 Ps: Product, Price, Place, Promotion  How will materials be distributed? | |  | | | |
| **Implementation:**  How will you implement your plan? Tie promotion strategies to objectives, include all items here and in your budget:   * Earned media (press release, interview) * Paid media\* (Broadcast, print, outdoor) * Sponsorships (Events, exhibit booth space) * Promotional Items\* (Pens, T-shirts, exhibit booth display) * Publications\* (Printed materials, brochures, posters)   \*Provide electronic samples whenever possible  A calendar may be included to summarize how you propose to implement your plan | |  | | | |
| **FY15 Results:**  Summarize your evaluations for FY15 and the results found – what did you learn? | |  | | | |
| **Evaluation/Monitoring:**  How will you evaluate the success of your FY16 plan?  What goals will be measured? | |  | | | |
| In the table provided, list the performance metrics the program uses to measure success. One of these metrics should be outcome-based. In the FY Q1, Q2, Q3 and Q4 columns, please provide the performance metrics values for each quarter of the 2016 fiscal year. If the measure is collected yearly, then provide the value in the FY Q4 column. | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Performance Metrics** | **FY Q1** | **FY Q2** | **FY Q3** | **FY Q4** | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | | | | |
| **Budget Template:**  [**http://www.in.gov/omb/2500.htm**](http://www.in.gov/omb/2500.htm) | | **Your budget should be included in a separate Excel spreadsheet template provided to all agencies/programs. This template may also be found at** [**FY16 Communications Budget**](http://in.gov/omb/2500.htm) | | | |