

Strategic Planning Worksheets

Step 7: Implementation Project Plan -- Turning Ideas into Action: Kickoff Date: 12/5/18

Goal <u>2</u>, Strategy <u>2</u>	Develop at least one themed video per celebration before Celebrating Chemistry is published (at least 2 products 2-3 minute video and 30 second click bait)		
Target completion date	NCW 2018 August 2018 (NCW July of that year. CCEW January of that year)		
Team Lead	Janet		
Team composition <i>[Established by 12/3/17 _____ (date)]</i>	Janet		
	Patty		
	Neal		
Tasks identified, whom responsible, and when due	Task	Whom	When
	Get NCW experiments from theme team (Shawn)	Janet	ASAP
	Schedule filming at NO meeting	Patty	ASAP
	Write script film rough videos	Janet	1/12/18
Ways to maintain focus	Due dates in calendar		
	Patty checking in with me		

<p>Potential barriers/obstacles</p>	<p>Mental blocks-we can't do this</p>
	<p>Time, \$</p>
	<p>Getting experiments from theme teams</p>
	<p>Safety vetting</p>
<p>Ways to overcome barriers</p>	<p>Keep in touch with staff</p>
	<p>Ask to be included with theme team</p>

Support/resource needs	\$ for videos
	ACS productions
	Experiments to write scripts for
	Web tagging so people find our video not some random doofus
Management/Accountability Plan	
Measures	Getting the video posted!
	Page views on the video
	Question on the survey