Individual action plan development worksheet

This worksheet will guide you through the steps necessary to develop your individual action plan, including an overall goal, key tasks and associated timelines, and measures of success.

Although you create and own your action plan, in many cases you will work together to complete your project. As you develop your plan, it may be helpful to think of yourself as the project manager. Among other tasks, project managers typically create a scope of work, identify funding requirements, determine staffing needs, and collect project-related data and information.

The seven-week academy will include scheduled action plan check-ins, but it's likely that the weekly presentations will also help you shape your overall goal, as well as the other aspects you will document. It is important to reflect on your idea weekly. This will allow you to document your plan elements more succinctly and succeed in implementing your plan.

Please keep in mind that Denver Regional Council of Governments staff is a resource. As questions or issues come up, do not hesitate to ask for help. Be prepared to present your action plan in class on the final day. You must email your completed individual action plan (this document) to Angie Shelbourn at ashelbourn@drcog.org two days before the final class.

Project description

Name: Sean Hilton

What overarching problem are you hoping to address (for example, housing affordability, income inequality, access to opportunity)?

Increase opportunities for citizens to learn about political candidates, ballot measures, and regional challenges, with intent to help them:
1). Reach informed decisions, and
2). Gain context on policies they can track and possibly contribute to or access.

In one paragraph, describe your plan to address the issue.

This plan involves creating events focused on the opportunities described above.
Success would require finding locations for such events, connecting with credible experts who can provide accurate and understandable education on event topics, developing an appealing format that excites community members to engage with this program, marketing, developing a feedback process with stakeholders, and (hopefully) securing resources for growth/improvement.

If you need digital accessibility assistance, submit a request at drcog.org/access or call 303-455-1000. Please expect a response within 72 hours (three business days).

Overall action plan goal:

Goal is to serve Denver region by offering events for citizens to learn from experts & support informed decisions regarding elected officials, ballot measures, and how they may contribute to or benefit from policies addressing regional challenges.

Tasks and timeline

Tasks: List the major tasks that must be performed to implement your plan.	**Timeline: List milestone dates or timing for completing the task (for example, a specific date or "in the third month").**
Research similar existing programs, speak with facilitators of those programs, and define key features and metrics to apply to this program	First month (and ongoing)
Develop a Series Curriculum and Format	Second month (and ongoing)
Connect with credible local experts and/or find validated media (e.g., educational videos, news clips, relevant documentaries, etc.) to feature in each event	Third month (or as soon as Series Curriculum & Format are determined)
Determine location, timing, and costing of event	Third month (or as soon as Series Curriculum & Format are determined)
Market the event	Fourth month (or as soon as location, timing, and costing are determined)
Host pilot event. Document and implement feedback from stakeholders - then determine whether to continue series.	Fifth or Sixth month depending on marketing campaign. Following first event (and ongoing)

Objectives and success measures

Objectives are results that you expect to achieve within a specific time frame. In general, objectives are more specific and easier to measure than goals.

Objectives: List the measurable objectives you will need to accomplish to reach the overall action plan goal.	**Success measure or measures: Describe each measure and your target for each measure.**
Speak with representatives from existing programs by end of month 1	Number of reps spoken to from existing, similar programs
Complete development of Series Curriculum	Completion within given timeline (month 2)
Find either credible local expert or effective media for each event in the Series Curriculum	Each event must have either credible local experts or validated media to center each event ' s main programming around
Find at least 2 repeatable event spaces and at least one that can accommodate larger crowds than the other (to account for possible growth). Should be reservable, low-cost or free spaces.	2 or more spaces that meet the criteria
Determine target audience(s) and primary channel for reaching them. Determine budget for initial and ongoing marketing.	Define: Target Audience Channel Marketing Budget
Host event and attract 10 or more audience members.	+10 audience members

What will success look like?

Target: How will you know you have met the success measures for each of your objectives?

Initial targets have been provided in the Objectives and Success Metrics section.
Create a calendar by which to meet targets.

Data: How will you collect data for the success measures you established?

Use Google Forms for surveys or document informal feedback in my personal notes.

Project implementation details

Consider the funding, expertise or guidance, labor and information you need to implement your plan.

Funding

Estimate the financial cost to implement your plan. What costs will you incur, and how do you plan to obtain funding?

Cost estimate: <$500

Description:

There is no budget - limit personal expenses to marketing (if necessary), incentives (e.g., food), location reservation, and any equipment needs.

Expertise or guidance

What expertise are you lacking to implement your plan? Do you need business or financial decision-making help? Do you need the help of a mentor? Have you identified potential external partners or supporters?

Description:

I lack connections with local experts in topic areas of Political Candidates for Elected Office, Ballot Measures, or Regional Challenges & Policy Responses.
I lack connections with existing organizations offering similar programs to inform & engage local citizens.
I lack connections to (and knowledge of) marketing channels that would be likely to expose target audiences to this event series.
I lack direct experience in hosting events with this particular purpose.
I have not yet identified mentors/partners/supporters/funding sources for this work.

Labor

Can you implement your action plan by yourself, or do you need help? How much time will be required? If you need help, where and how will you find partners or volunteers?

Time estimate: 5-10 hours per week for 6 months to run pilot event

Description:

I will likely begin by myself, and would aim to connect with partners as I move through the steps in the “ tasks and timeline ” section.

Information

What information or data will you need that you don’t currently have? Do you know where or how to obtain it? Is there a cost associated with obtaining it? Do you need help obtaining it, and have you identified who can help you?

Description:

How to define “ credible experts ”?
How to meet and attract such experts to a completely new event series?
What marketing channels & approaches I should use, the expected cost for each, and the expected success rate for units of advertising?

I have not yet identified who can help with any of these information gaps.