**PROJECT WORK CONCEPT PAPER GUIDELINES**

The purpose of the KNEC project work concept paper is to help the student crystalize his or her idea so as to give a platform upon which the viability of the project can be assessed more or less objectively by a select panel. Through an oral presentation of the concept, the student is expected to convince the evaluation panel that the proposed project is viable, practical and worthy of further consideration.

After the preamble, the next step is to describe the question, problem or need that requires to be addressed (purpose). Briefly provide supporting documentation or any other evidence that may support the importance of addressing this question, problem or need. If there is statistical data, use it; credible data is always convincing. In short, indicate why anyone should care about your project and why it should be supported.

Make sure that you cite or refer to what others have accomplished relative to your project work in the same field. This is to convince the panel that you have enough background research in your particular field and the problem/need that you have identified is worth further review. Beware of stating that you are the only person who has ever proposed such or similar project. Even the most brilliant and innovative concepts are based on the work of others from related fields.

Next describe your project: what you plan to do, why this is a unique approach, and who will benefit (Project Description). Briefly describe your basic goal/s and objectives or state your research questions. (A goal is statement describing a broad or abstract intent, state or condition. An objective is a statement of measurable outcomes that relate to the goal. An objective includes “who, what, and when” information. It is not a statement about “how.”)

Give an overview of your methodology--how the project will be carried out--and any innovative approaches, techniques, or processes that will be used. Make sure that the goals, objectives, and methods relate to each other. Include general timelines for what you hope to accomplish. Describe the anticipated benefits and who will benefit.

Try to be brief, concise, and clear. Concept papers should not be longer than five pages. Don’t overwhelm the panel or your supervisor with details, but avoid sounding vague or unsure about what you want to accomplish. Be positive and definite. Instead of saying an objective “may be accomplished,” indicate that the objective “will be accomplished” by a certain time.

The concept paper should close with a concluding statement of the project’s implications and contributions to its field.  It should convince the evaluation panel and your supervisor and readers that the project is interesting, viable and worth developing further.

The following is a suggested outline for your concept paper.

1. **Introduction**
2. **Purpose**
3. **Project Description**
4. **Goals and Objectives**
5. **Methodology and Timelines**
6. **Benefits/Anticipated Outcomes**
7. **Support Needed and Cost Estimate**
8. **Conclusion**