**Project name: State Spending Drivers Project code: 01501-005-05**

**Proposed launch date: Jan 15th?**

**Project summary: Describing a means to break down spending per capita into component factors (e.g. college education spending per capita breaks down into number of college age students in state, percent of college age students who chose to attend college, teacher salaries, etc.) across a variety of topic areas (education, transportation, public safety, etc.).**

**Project goal(s):**

**Key stakeholders:**

**Key audiences:**

**Roles:**

**Principal investigator: Tracy Gordon**

**Research team: Tracy Gordon and John Iselin**

**Comm project manager: Ben Chartoff**

**Digital communications**

Writer/substantive editor: Serena Lei

Designer: Christina Baird

Web developer: Ben Chartoff

Blog writer: Tracy Gordon?

Social media promotion: Nicole Levins

**Editorial services and publications**

Copy editor: Elizabeth Forney

**Strategic communications**

Media relations lead: ?

Media relations support: ?

Reporting and analytics: Jon Bain

**Project schedule:**

11/3/15-11/13/15 Build out design comps

11/13/15 Tracy delivers draft explainer text to Serena

11/13/15 Christina presents design comps to researchers

11/13/15-11/30/15 Explainer text edits and expansion

11/??/15 Tracy/Serena/Christina/Ben meet to discuss animation

11/30 /15 Meeting to draft annotation text, decide if analysis text is needed

11/30/15 – 12/15/15 Write analysis text (?), Write methods text. Finalize annotation text and in-line figures

11/30/15 – 1/15/15 Web development

*12/18/15 – 12/27/15 Christmas vacation, no expectation of progress or meetings*

12/30/15 Deadline for final methods text and analysis text (?)

1/4/16 Deadline for final data, final explainer text, and final annotation text

1/4/16 – 1/7/16 Flow in explainer text and annotation text

1/15/16 – 1/31/16 Quality control

2/1/16 Publication

**Publications:**

1/15/16 – 1/31/16 Copy editing of: explainer text, graphic, analysis text (?), annotations, and methods text

**Stakeholder engagement:**

1/30/16 Stakeholder outreach by Tracy

**Media outreach:**

1/15/16 – 1/31/16 Media outreach

2/1/16 – Media monitoring and reporting

**Comm delivery date: 2/1/16**

**Comm budget estimate:**

**$**10,035**\_\_\_ unloaded** (Please enter the following numbers into your budget shell to calculate loaded rates and the total budget.)

**Budget shell attached:**

**Serena Lei: 40 hours**

**Ben Chartoff: 100 hours**

**Christina Baird: 100 hours**

**Laura Greenback: 5 hours**

**Elizabeth Forney: 20 hours**

**Metrics, measurement, and debrief**

*We’ll measure all projects against the following metrics.*

**Primary web metrics**

* Pageviews:
* Unique pageviews:
* Average time on site:
* Bounce rate:
* % Exit
* Top referral sites:
* Total tweets and retweets:
* Facebook posts/shares:
* LinkedIn posts:
* Influential/significant tweets:
* Other social media notes:

**Primary media metrics:**

* Elite media mentions:
* Total number of media mentions:

**Notes on funder outreach:**

*If funders (current or prospective) were an important audience for this piece, please note how funders were made aware of the piece and if you received any response, positive or negative, from funders.*

**Debrief questions:**

*Thinking about the process and the final product, what do you think worked particularly well in creating the feature?*

*What didn’t work as well?*

*Did the final product meet the expectations you had at the start of the project? If not, what didn’t meet your expectations?*

*Are you satisfied with the web metrics, media mentions, and funder response to the project? If not, what numbers, outlets, or responses were you hoping for?*

*What would you tell other researchers working on features with COMM about your experience and the results?*