Department	Student Affairs Marketing (SAM)
Your name	Marketing Mark
Requester Email	marketing.mark@northwestern.edu
Type of Request	Update Existing Project (Update content of project from previous quarter/year)
Project Name	How to Fill Out a Project Request Form
Primary Target Audience	- Undergrads Students - Graduate students - Student Affairs Staff - University Staff - Faculty - Entire Northwestern Community
Project Deadline	Dec 16, 2018
Describe your goals for this project.	This project is here to demonstrate what a properly filled-out request form looks like. We want to teach folks how to include specifics to ensure the best turn-around for any types of requests.
Do you have any content available today? (Dates, locations, photos, text, etc.)	Yes.
If yes, please paste relevant content here or upload files below.	We will need posters and table tents by Nov 31 so that we can start promoting the event. We have the teaser language available in the PDF attached.
Indicate the strategic themes supported by this project. Elaborate in the text box	- Enrich the Northwestern Community - Advise fellow staff members
	We want to showcase this example of a request form around individuals interested in working with SAM. We want to encourage thorough communication that propels the work process smoothly.
Indicate the divisional priorities supported by this project. Elaborate in the text box below.	- Impact the campus climate for diversity, equity, and inclusion - Development of a university-wide student wellness plan
	Indicating the divisional priorities and delving into reasons why helps us prioritize projects and streamlines the evaluation period.
Does this project support any of these areas? Elaborate in the text box below.	- Underrepresented students - Low-income students
	As previously mentioned, checking off options here is integral in determining not only which projects are confirmed, but it also allows us to devise proper communication strategies when deciding copy, design, and the like.
What is your approximate printing and advertising budget?	$1,000
Deluxe Design Package	-Posters (11x17) -Email graphic -Table tents -TV ad
What metrics will you use to measure the success of this project? (Attendance, surveys, clicks, views, etc.)	We expect to analyze metrics with clicks, views, attendance, and thoroughness of form completion.