

### Tool 32-3. Sample ROI Project Plan

The final plan developed for the evaluation planning phase is a project plan, as shown in the grid below. A project plan consists of a description of the project and brief details, such as duration, target audience, and number of participants. It also shows the timeline of the project, from planning the study through communicating the final results. This plan becomes an operational tool to keep the project on track.

<b>Sample High-Level Project Plan</b>						
	<b>F</b>	<b>M</b>	<b>A</b>	<b>M</b>	<b>J</b>	<b>J</b>
Decision to Conduct ROI Study						
Evaluation Planning Complete						
Instruments of Design						
Data Collected						
Data Tabulation Preliminary Summary						
Analysis Conducted						
Report Written						
Report Printed						
Results Communicated						
Improvements Initiated						
Implementation Complete						