**Please fill-out the pre-proposal form as completely as possible and limit answers to the space provided.**

**Review with your manager/director before submission and to address any questions.**

**PROJECT DETAILS**

|  |
| --- |
| Project Name: |
| Project Manager: |
| Projected Start Date: |
| Projected End Date – if applicable: |

**PROJECT DESCRIPTION**

|  |  |
| --- | --- |
| What is the overall purpose of the project? |  |
| What differentiates this offering from other programs offered in the community? |  |
| How does it enhance the student/customer experience? |  |
| How does it offer collaboration and/or engagement with campus student recruitment and enrollment? |  |
| How does this project align with CECE Values and Strategic Plan? |  |
| How does this project enhance overall program/department quality? |  |

**TARGET MARKET – INTERNAL and/or EXTERNAL**

|  |  |
| --- | --- |
| Who is the primary target audience/customer for this project? |  |
| How did you determine the target market? |  |
| What gap/need is your project filling for this customer? |  |

**PROJECT OBJECTIVES**

|  |  |
| --- | --- |
| What are the deliverables for this project (what will the customer gain)? |  |
| How will success be measured? |  |

**CECE RESOURCES AFFECTED/UTILIZED**

|  |  |
| --- | --- |
| Technology/IT: |  |
| Processes: |  |
| Campus Units: |  |
| Other: |  |

**PROJECT COST**

Estimate expenses for any labor, materials, consulting, development, etc.

|  |  |
| --- | --- |
| Labor:Materials:Consulting:Development:Other:  TOTAL: |  |

**PROJECT RETURN ON INVESTMENT/RISK**

|  |  |
| --- | --- |
| Cost Savings:Increased Revenues:Potential project risks: |  |

**APPROVAL**

|  |
| --- |
| Manager/Director Approval: Date: |
| Portfolio Committee Approval: Date: |

**The Pre-Proposal will be scored with the following criteria**:

* Profitability – overall profitability and length of time to reach profitability goal (this can also mean savings incurred)
* Collaboration and engagement with campus including student recruitment and enrollment into the U
* Quality – impact of project on overall program quality
* Student/customer impact
* Risk of project
* Clearly define customer and demonstrated differentiation – how much duplication or competition for this program is in the local market