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| Name of project: |  |

**Project Plan**

**Aims & Objectives**

It is important to have a clear and concise list of aims and objectives for your project. Your aims outline your project’s long term outcomes and the direction you wish to take. The objectives are the specific and more short-term goals you will need to achieve in order to build towards that long term outcome.

Aims can be quite ambitious and broadly worded to capture the essence of what you want to change. Your goals however, should follow the SMART principles. If you are not familiar with these principles, consider looking for guidance online, and speak to the member of the Change Agents team supporting you to check that your objectives are following these principles.

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| **Aims**  What are the long term goals of your project? What do you intend to achieve? | * *E.g. Help students to be more aware of certain opportunities which can improve their employability* |
| **Objectives**  What does your project need to do to achieve these aims? | * *E.g. Hold three employability events in December, February and May to help students address graduate placements.* |

**Planned Project Impact**

It is important to capture the impact of your project, so you can effectively assess how well you have met the aims and objectives you have set out above. Using the chain of impact grid, map out the different types of impact your project will have, and what data you plan to capture to allow you to evidence and evaluate to what extent this impact has been achieved. It is important that you think thoroughly and critically about the data and information you can capture to assess and justify how much your outputs, outcomes and impact has been achieved.

Just to recap on terms:

* Outputs – The products, goods or services which result from your project, e.g. a resource, an event, etc.
* Outcomes – The likely or achieved short-term and medium-term effects of your project’s outputs, e.g. a change in behaviour caused by attendance at an event, use of a resource, etc.
* Impact – Positive and negative, primary and secondary long-term effects produced by a project, directly or indirectly, intended or unintended, e.g. improvements to metrics, such as grades of employability, etc.

At the end of your project, your Students as Change Agents workflow will ask you to attach a completed version of this Chain of Impact to your Project Evaluation. Wherever you can throughout your project, make sure you think back to the aims and objectives you set out above, the impacts you set out here, and the data you will need to be collecting to evaluate your project.

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|  | **Output** | **Outcome** | **Impact** |
| **Description** | *E.g. Information event* | *E.g. change in student behaviour* | *E.g. Improved grades of student cohort who had access to event* |
| **Metrics**  *What data will you capture and use to measure how effective each type of impact was?* | *E.g. attendance and engagement figures* | *E.g. student feedback from those attending event, both immediate and at end of year.* | *E.g. official metrics gathered by help of department and Change Agents contact. Long term feedback acquired from graduates.* |

**Risk management and contingency planning**

It is highly likely that your project will not be realised completely as you envisaged it from the start. Circumstances change, and the way that projects are delivered will present some inherent risks. If left unmanaged, risks can threaten to completely put a stop to your project and your aims.

Consider the risks inherent to how your project will run, then score these using the risk assessment scoring principles outlined in the briefing guide. Use a scale of 1-5 (5 being the most likely or the most severe) to score both the likelihood and the severity of each risk occurring. Multiply these two numbers to provide the total score. The higher the total score, the more urgent it is to concentrate on these risks, and the more detailed the contingency plan should be for these risks. The Students as Change Agents & Partners handbook contains further guidance for using risks assessments, including a scoring guide and scoring matrix.

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| **Risk** | **Likelihood (1-5)** | **Severity**  **(1-5)** | **Total score** | **Contingency measures to be put in place** |
| *E.g. project objectives not met on time* |  |  |  | *E.g. Map out timeline for year as to when each objective should be met. Allow extra time between deadlines in case of overrun.* |
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