 **Articulating the Idea**

1. Describe your project idea in two sentences.

2. What is the purpose of the project? Does it solve a problem? Meet an institutional need? Address an interest? Put existing resources to new use?

3. What will be the impact of your project? How will it affect your institution, the profession, the public?

4. What are the products? Should you consider any standards, mandates or best practices?