

MANAGEMENT PLAN FOR PRODUCT DEVELOPMENT

Confratute -- Renzulli Center for Creativity, Gifted Education, and Talent Development

University of Connecticut

Name \_\_\_\_\_ Phone # \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Strand # \_\_\_\_\_ Description \_\_\_\_\_

Instructor \_\_\_\_\_ Year \_\_\_\_\_

PART ONE: PROBLEM FINDING AND FOCUSING

CONTENT	TYPE OF PRODUCT	
____ IDENTIFICATION	____ THEORETICAL PAPER	____ RESEARCH FINDINGS
____ CURRICULUM	____ ARTICLE FOR PUBLICATION	____ WEB SITE
____ PROGRAM DEVELOPMENT	____ WORKSHOP MODULE	____ LEARNING CENTER
____ OTHER (please describe)	____ CURRICULUM GUIDE	____ PROGRAM GUIDELINES
_____	____ STUDENT MATERIALS	____ PROPOSAL
_____	____ PAMPHLET/HANDBOOK	____ POLICY STATEMENT
_____	____ IDENTIFICATION INSTRUMENTS	____ COURSE SYLLABUS
_____	____ EVALUATION INSTRUMENTS	____ OTHER _____

AUDIENCES

____ SCHOOL RELATED	____ PUBLIC
____ FACULTY	____ PARENTS
____ PRESCHOOL	____ GENERAL PUBLIC
____ ELEMENTARY	____ COMMUNITY GROUPS
____ MIDDLE SCHOOL	____ SPECIAL INTEREST GROUPS
____ HIGH SCHOOL	____ LEGISLATIVE
____ UNIVERSITY	____ SERVICE GROUPS
____ SPECIAL SERVICES	____ NEWS, MEDIA
____ ADMINISTRATION	____ OTHER (specify)
____ BOARD OF EDUCATION	_____
____ STUDENTS (specify age/grade level)	_____
_____	_____

TENTATIVE TITLE AND DRAFT SYNTHESIS STATEMENT Write a brief description of the product that you plan to develop. Please be as specific as possible in describing your product. The Draft Synthesis Statement should be two or three sentences, and it should include the problem that your product is attempting to resolve.

TITLE \_\_\_\_\_

DRAFT SYNTHESIS STATEMENT:

PART TWO: RESEARCH AND DEVELOPMENT

KNOWLEDGE YOU ALREADY HAVE ABOUT THIS TOPIC. (Briefly summarize your current expertise or knowledge base about the topic.)

RESEARCH QUESTIONS. (What questions do you have about this topic? What do you need to find out about this topic area? List the questions for research here.)

HUMAN AND MATERIAL RESOURCES. (Keep a running account of any and all resources that will be used as you pursue the planning, research and product development phase of this project. The material resources listed below should ultimately serve as the bibliography of your product. The list of human resources should serve as a separate appendix to your final product. Attach additional pages to this section as your product develops.)

GETTING STARTED. (What steps did you take to develop your product? Use the back of this form if you need additional space. Keeping a running log of your activities from start to finish.)

EVALUATION. (How effective was your product in solving the problem set forth in the Draft Synthesis Statement? Describe your evaluation of the project. Use additional pages if necessary.)