



# Statewide Strategic Plan for Indiana's Health Science Industry - Timeline

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## Materials Development (1 month)

- PowerPoint for team leader recruiting and fundraising
- Budget
- Broad communication pieces for fundraising
- Marketing plan development
- Initial Survey/Topic development (on-line)

## Fundraising and Team Development (3 months)

- committee development
- Leader commitments
- Monthly updates
- Funding goals

## LAUNCH I (1 week)

- Kickoff meeting
- Press release
- Website portal

## Data Collection (2 months)

- Team meetings
- Focus group coordination
- Hone recommendations
- Thought leader interviews
- Additional public input

## Analysis (1 month)

- Finalize recommendations
- Assign responsibilities
- Develop action steps
- Initial draft
- Balance quick wins with long term projects

## Writing (1 month)

- Final edits
- Layout and design
- Printing
- Distribution

## LAUNCH II (1 week)

- Report release
- Media tours
- Event (annual meeting)?
- Scheduled benchmarks (6 months)

**8-9 Month Total Timeline**