# Project Components, Deliverables, and Timeline

## Component One
Establishing a Common Fact Base
- Conduct interviews.
- Analyze UI COM’s overall position in the market.
- Review existing institutional strategies as well as current UI COM structure and functions.
- Conduct a SWOT analysis.
- Complete a peer-gap assessment.

## Component Two
Development of Strategic Priorities
- Review current branding strategy.
- Evaluate key strategic partnerships and affiliations.
- Identify strategic priorities for UI COM.
- Prioritize key initiatives to develop strategic pillars or key focus areas.
- Develop key milestones for years one, three, and five of the strategic plan.

## Component Three
Operationalization
- Map prioritized initiatives to major milestones.
- Develop metrics to measure success.
- Conduct a high-level, directional financial analysis.
- Develop a comprehensive communications plan.
- Submit final strategic plan for approval.

### Key Activities Summary

### Key Deliverables

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### Summary Timeline

Based on the proposed work plan and our experience in conducting similar engagements, we estimate this project will require about six to nine months to complete.

Approximately six to nine months