CREATING OUTREACH THAT WORKS

AUDIENCE

What population are you trying to attract to your program or college?

TARGET AUDIENCE: _____

APPROXIMATE AGE/AGE RANGE: ☐ 18–22   ☐ 22–30   ☐ 30–35   ☐ 35–40   ☐ 40–50   ☐ 50+

EMPLOYMENT STATUS: ☐ Part Time   ☐ Unemployed

Do you want to bring them into the institution more broadly or into a specific program?

INSTITUTION	PROGRAM
What aspects of the college might be most attractive to highlight for this audience?	What unique program elements might be most appealing to this audience?

THE ASPEN INSTITUTE

COLLEGE EXCELLENCE PROGRAM

CONTENT

Given what you know about these populations, what ideas might you want to communicate? What is the essence of the message (e.g. "you belong here" for younger students or "you won't be in a room with kids" for adult learners)?

_____

_____

_____

Think about which of these ideas is best communicated explicitly or implicitly. What images, data, or testimonials might be helpful? Consider how to incorporate what is appealing about the program or institution.

IMAGES	DATA	TESTIMONIALS

Draft a message for your target audience, using what you described in the CONTENT section.

_____

_____

_____

_____

_____

_____

STYLE

Is the message clear and easy to follow? Is the language student-friendly?

☐ Is the message jargon-free?

☐ Does the message avoid long sentences?

☐ Does the message avoid long, large blocks of text?

MESSENGERS/CHANNELS

(TRADITIONAL MEDIA, SOCIAL MEDIA, FAMILY MEMBERS, PEERS, SOCIAL SERVICE AGENCIES, CHURCHES/RELIGIOUS ORGANIZATIONS)

What messengers/channels does your target audience access? Are those messengers/channels trusted by the target audience? How might you empower the audience to access and use messengers/channels that are less used but more trusted?

Messengers/Channels used by target audience (think beyond traditional media):	Messengers/Channels trusted by target audience:	Partnerships to explore or next steps to strengthen messengers/channels:

If you have questions or need support, please contact Brittney Davidson at **Brittney.Davidson@aspeninstitute.org**.