

# Questions for Designing Outreach

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## Audience

- Who is my target audience?
- What do I know about them?
- What communication have we had previously, and with what response?

## Format

- What medium will work best for this outreach? (e.g., in-class announcement, 1-1 conversation, email, Canvas message, text message, handout)
- How can students respond to the outreach? (e.g., direct reply, action relating to the course, action relating to resource)

## Timing

- What points of the term are milestones or important for student success?
- When can I engage students *before* they reach a point of academic challenge or difficulty?
- What time of day should I send the outreach?

## Purpose

- What is my purpose and goal for the outreach?
- What do I hope the audience will do/think/feel because of the outreach?
- What are my expectations for student response?

## Content

- What information is essential to accomplish my goal?
- What are a few actions I want students to take?
- What resources are available to support students?
- Have I made my expectations for response clear?
- Who can students follow-up with—and how—after they receive the outreach?

## Tone

- Given the audience and purpose of the outreach, what tone is appropriate? (e.g., invitational, encouraging, concerned)
- What structure, word choice, images, etc. can convey this tone?

## Feedback

- Whom can I contact for feedback? (e.g., colleagues, the Academic Success Center, students)
- What perspectives would help me refine important areas of my outreach plan?
- What elements of feedback would be most helpful for creating/revising my outreach plan?

