



Outreach Quick-Start Guide

You're ready to tell the world what your project or center has to offer. Where do you begin? Check out the following five steps, and see the other side of this worksheet for some more in-depth exercises that can help the process along!

- 1. Identify your audience.** Focus your efforts on reaching this specific audience.
- 2. Craft your pitch.** This should be a brief answer to: What is your core mission and why is it important? Use language that anyone can understand and highlight what most excites you about your project or center.
- 3. Develop your web presence.** Whether it's a page on your college's website or a simple, free site you set up yourself, being able to point interested people to a URL where they can learn more will extend your audience. Focus on creating a clear, well-designed virtual space, and place your pitch in a prominent position.
- 4. Connect your audience and website.** If you can, contact your audience members directly to point them to your site. Make sure you're using industry-specific keywords, and include your URL in all emails and publications. Inform ATE Central so we can point people to your site.
- 5. Use social media, like Facebook, to amplify your work.** Create an account for your project or center and let ATE Central know to list it in the Social Media Directory. Post updates on your work and links to related news. Use the Social Media Directory (<http://atecentral.net/socialdirectory>) to find other projects and centers to follow.

You can find the full outreach kit online: <http://atecentral.net/OutreachKit>. When you want to do larger-scale outreach, the documents there can support your efforts. And as always, please contact info@atecentral.net with any questions or suggestions.

To learn more about each of these steps, visit the ATE Central Outreach Kit at
<http://atecentral.net/OutreachKit>

Getting Started

Getting started can be overwhelming, so here are two short activities that will help you narrow down your identified audience and come up with a short pitch or mission statement that you can use when talking about your project or center. These two activities can then help inform steps 3 through 5, outlined on the reverse side of this Quick-Start Guide.

1. Identify Your Audience:

- A. Who is my primary audience? Be as specific as possible. (For example: *first-year female manufacturing students*.)
- B. Other questions that will help you hone in on your audience:
 - Who are my potential collaborators on campus?
 - Which news outlets might be interested in this work?
 - Which professional associations might be interested in the outcomes of this project?
 - Which specific groups could use and benefit from the deliverables of this project or center?
 - Which other ATE centers or projects are engaged in similar work?

2. Quick Pitch/Mission Statement Template:

- A. Start by identifying your audience (see above).
- B. What contribution do you make to this audience? Again, the more specific you can be the better. (For example: *we create place based learning modules for first-year female manufacturing students*.)
- C. What makes your contribution unique?
- D. You may want to use a basic template like this to get started:
 - [Project/center name] **is the only** [type of project/center] **that** [contributes what?] **for** [for whom?] **by** [doing what?]

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