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# Outreach Kit Template

Section 1: Overview  
This Template can be used with the online ATE Outreach Kit to help you gather information and consider approaches and strategies to help you in creating an outreach plan. While designed with the National Science Foundation’s Advanced Technological Education community in mind, it is free for anyone to use. Please modify this template to best match your needs and make it your own!

### **How to Use the Outreach Kit and Template**

As you work through the sections of the online Kit and worksheet, you can record specific information on the template. The sections of the online Kit align with the worksheet and encourages you explore specific topics more deeply as well as referring you to other helpful resources.

### **List the Goals of your ATE Project or Center**

|  |  |
| --- | --- |
| Goals | Related Notes |
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|  |  |
|  |  |

## Section 2: Gathering Outreach Information

### **Audiences**

|  |  |  |
| --- | --- | --- |
| Audience | Description/Notes | Primary/ Secondary |
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|  |  |  |
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### Audience Examples

* Students (college, high school, returning, female)
* Faculty/Teachers (from your own campus, from the region, from k-12 sector, across the nation, from a specific field)
* Industry partners (local, regional, nation, small businesses, national corporations, specific fields – manufacturing, nano, bio)
* Professional associations (local, regional, national, specific fields)
* High school guidance counselors (local, regional)
* NSF (your program officer)
* Other – talk with your team members and see if there are audiences specific to your work not listed above.

### **Pathways**

|  |  |  |
| --- | --- | --- |
| Pathway | Description/Notes | For Which Audience(s) |
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|  |  |  |
|  |  |  |
|  |  |  |

### Pathway Examples

* Website (who’s creating, maintaining, hosting it)
* Social media (which platforms, how often are you posting, who’s doing the posting)
* Email blasts/list (tools, topics, how often, who is taking the lead)
* Blog (topics, how often, who on the team will lead)
* Newsletter (publication schedule, staff lead, what kinds of info or sections, technology to help with creating)
* Specific events (conferences, recruitment events, industry tours, webinars)
* Online or in-person meetings (for which audiences, how often, tools for online meetings)
* Other – brainstorm with your team – are there other pathways not listed above you should be considering?

### **Partners**

|  |  |  |
| --- | --- | --- |
| Partners | Description/Notes | Need/Have |
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### Partner Examples

* Campus marketing/design (help with designs for posters, handouts, websites; connections to local and regional promotional events; co-branding opportunities)
* Campus recruiting (support for student recruiting efforts, possible partner for events)
* ATE Central (will disseminate your impacts, activities, events within and beyond ATE; microsite service, newsletter coverage, blog posts, events calendar)
* ATE community members
* Industry partners
* Professional associations
* Staff, Co-PIs
* Other

### **Resources**

|  |  |  |
| --- | --- | --- |
| Resources | Description/Notes | Need/ Have |
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### Resource Examples

* Website
* Social media accounts
* One page overview of project/center
* Targeted handouts
* Pop up banner
* Other – consider the goals of your project and the types of activities you have planned in your grant as you think about resources you may need, or already have.

## Section 3: Branding and Messaging

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| --- | --- | --- |
| Descriptors | Personality | Websites |
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* **Describe your project or center using four to six words.** *Innovative, education, inclusive, technology-driven, friendly, supportive, exciting, cutting-edge*
* **Pick three descriptors that describe your project or center’s personality.** *Friendly, open, smart, calm, intense, powerful*
* **Find websites that resonate with your descriptive words, personality, audiences** – list them above

### Other Branding Components

|  |  |  |
| --- | --- | --- |
| Colors | Fonts | Logo Ideas/Links |
|  |  |  |
|  |  |  |
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### Messaging Quick Start

**Finding your voice -** list three or more characteristics (funny, authoritative, smart); provide some description (funny – dry and witty OR silly and playful); finally list examples of social media, websites, or other written text that exemplifies that characteristic.

|  |  |  |
| --- | --- | --- |
| Characteristics | Description/Notes | Examples |
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|  |  |  |
|  |  |  |

**Tag Line Ideas:**

**Elevator Pitch:**  
**Evergreen Content:**

**Ephemeral Content:**

## Section 4: Let’s Get Planning

### **Outreach Objectives & Outreach Activities**

Use the planning table attached to this template to add your objectives and activities – there is also space for you to add items like due dates, a point person, partners, pathways, and resources. Remember that this table can be adapted to meet your specific needs so edit the headings and columns to ensure it’s useful and usable for you and your team. The table is populated with some examples to help you get started.

***A Note from ATE Central*** *We hope this Template, along with the online Outreach Kit support you in your outreach and dissemination efforts. We would love to hear from you if you have suggestions or ideas for improving this material, or resources you think we should include that have been particularly useful to you. Please get in touch by emailing us at* [*outreach@atecentral.net*](mailto:outreach@atecentral.net) *– we look forward to getting your input!*