



Audience Segmentation Template



	Description General characteristics	Value What do you think they value most about your ATE project or center?	Contribution to sustainability How do they help support your project or center? (impact? revenue? content?)	Communications channels How will you reach them?	How Large Is the Segment?	Centrality to Mission Rate 0-5
End Users <i>(e.g. students, faculty, partner institutions)</i>						
Industry Partners						
Host Institution						