



**MEASURE TWICE CUT ONCE:
THE IMPORTANCE OF STRATEGIC PLANNING IN
DEVELOPING YOUR OUTREACH GOALS AND INITIATIVES**

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Agenda

- ▶ Part 1: Model for effective strategic planning
- ▶ Part 2: Incorporating Millennial feedback
- ▶ Part 3: Developing your own strategic plan

Strategic Planning Cycle



How do we measure success?

<http://www.tamhsc.edu/oie/strategicplan.html>

Strategic Communication Planning Model



Image from Garret Lee Smith Memorial Act State, Tribal, and Campus Grantees by the Communication Resource Center

<http://www.sprc.org/sites/sprc.org/files/library/GISWorkbook.pdf>

See Strategic Communication Planning Handout

How We Avoided Cutting Twice



Identify Target Audience

- Our initial target audiences:
 - African American student
 - Asian students
 - Hispanic students
 - LGBT students
 - Male students
- Our current target audience:
 - Male students


Develop and Pretest Messages:

What didn't resonate with target audiences

- “Suicide prevention” – not words that students will relate to – will walk away and not pay attention
- “Mental health” – students will also not want to read posters with this word

It's not what you want to tell them, it's what they can hear.

Develop and Pretest Messages



A real man knows when he needs help.
And is smart enough to ask for it.

Talk about it.

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“I really don't like the message of being a “real man” because that implies that there are “unreal men” or men that don't measure up.”

“This is insulting to men!”

Select Channels, Activities, Materials, and Partnerships

- Anticipated:
 - \$7000 on a professionally created video
 - \$\$\$ on PSAs
 - Extensive time creating Social Media
- Now:
 - Posters
 - Listserves
 - Using existing social media sites
 - Electronic billboards
 - Student-created videos

Incorporating Millennial feedback

- ▶ Student Advisory Committee
- ▶ Focus groups
- ▶ Client feedback surveys
- ▶ Consultation with graphic design students

Brainstorming

- ▶ Where are you at in the strategic planning process?
- ▶ What steps have you skipped?
- ▶ What steps are next?
 - ▶ Identify resources on your campus. Get creative!
 - ▶ Identify potential partners. Who can you collaborate with?

Small Group Sharing

- ▶ What steps are commonly skipped?
- ▶ What have the steps looked like on your campuses?
- ▶ How will you incorporate millennial feedback?
- ▶ How can you support each other?

Discussion



- ▶ What did you observe in your groups?
- ▶ What new ideas do you have?
- ▶ What are you going to do next?