

Designing and Implementing an Outreach Program

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Step 1: Logistics

- Clearly defined outreach topic with title
- Does not conflict with competing campus events
- Collaboration with other student groups/organizations when available
- Consult with the CAPS liaisons/point persons about topic/content
- Establish date and time
- Establish location
- Reserve room (ask Erica)
- Reserve technology and materials (ask Erica)
- Create registration form (if needed)
- Select advertising options (check with Outreach Coordinator and/or Erica)
- Create Flyer (if needed)

Step 2: Creating programming materials

- Create interactive and appealing materials
- Information is able to be covered in allotted time
- Information is culturally inclusive
- Follow up on advertising

Step 3: Executing the program

- Fill out outreach form [here \(1 week in advance\)](#)
 - Bring outreach evaluation form
 - Bring CAPS pamphlets (Erica can help)
 - Bring pens and paper for notes
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- **It never hurts to provide food or a snack during your program!**
 - **Interact with your attendees, and enjoy seeing the results of your hard work!**