Designing and Implementing an Outreach Program

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(For an easy-reference checklist version of this document, click here)

Step 1: Logistics

- **How does your event support the needs of the center and clinical demands?** (ex, career group at the end of the semester for students who are graduating, mental wellness screening day).

- **What type of program are you creating?** (one-time event, multi-week event)
  o If it is a multi-week event, do students need to attend every week? Or will the sessions stand on their own, where students can pick and choose which ones to attend?
  o If it spans multiple weeks, think about how it might fit within the academic calendar (school breaks, big events, sporting events, rush, pledging, Foxfield, etc). Does it make sense to plan the event separate from those events, or does it align well with something already taking place at the school (ex, sexual assault awareness during the first few weeks of the school year, stress management/academic success before midterms/finals).
  o Be aware of what other student groups or other academic/student affairs groups are already doing on grounds. Are there opportunities to collaborate? To co-sponsor an event?
  o Consult with the CAPS liaisons/point persons about topic/content. See what they might already be doing, and how you can support.

- **When will your event be held?**
  o Consider not only when you are free, but when are students available? When will they be more/less likely to attend? When would be a good time in the semester when they will be best be able to use the information from your program/event?
    - Classes typically run Monday-Wednesday-Friday (50 minutes) or Tuesday-Thursday (1 hour and 15 minutes).

- **Where will your event be held?** Be aware that spaces book up early. How many people are you anticipating in attendance? Is it a location on grounds that is accessible for the population you are targeting?
  o Consider what type of setup you need in the room. Is your event heavily discussion-based? Do you need people to move into small groups? Or is it more lecture/presentation format? How many chairs/tables do you estimate needing, and do they need to be moveable vs bolted down?
  o Check what kind of media setup is available in your room – don't assume that you have access to a computer/projector/etc. Do the capabilities of the room match what you need?
    - If you need a laptop, you can ask Erica to request one for you through the Outreach Materials Request link here.
  o Erica Chapman is your go-to for booking a room. She can also look into what spaces are available for the date and time of your event.

- **Do students need to register ahead of time for the event, or is it okay for them to drop by?**
  - If you are asking attendees to register for the event, consider using Google Forms to create an easy way to keep track of registrations (click here for a tip sheet).
  - QR codes are another option for connecting people to additional information about the event. More info here.
  - Consider having a paper sign-up sheet also available at other CAPS events.

- **How will you name/brand the event?** Think of something catchy, but also specific enough that students will have some sort of idea what the event is about. It helps to use a wellness and positive psychology mindset when planning, creating, and naming events – focus on fostering wellbeing and resilience.
  - "Suicide Prevention" → "UVA as a Caring Community"
  - "Stress Management" → "Strive and Thrive"
  - "Academic Success" → "Finishing Strong"
  - "Perfectionism" → "The Culture of Competition" or "What if Imperfect was Perfect"

- **How will you go about advertising?**
  - Before pursuing different advertising options, consult with the Outreach Coordinator (OC) and see which avenues would be best for your event.
  - Different advertising options:
    - Contact Erica to get your event advertised through EngageUVA, Connections, and the UVA Events Calendar
    - CAPS and Student Health websites: contact OC
    - Student Health TV's and others across grounds
    - Coordinate with PHEs and OHP (through OC)
      - Chalking, social media, Stall Seat Journal
    - Don't forget to send out info to CAPS staff! Ask people to forward to their liaisons/contacts (academic, HRL), Association Deans, Student Services contacts for each college, etc.
    - Forward information about the event to different mental health student groups and student counsel.
    - Table tents in the cafeteria
  - Do you need to create a flyer?
    - Consult with OC and OHP

Step 2: Creating programming materials

- **Make your materials interactive – the more the better!**
  - Present information in a variety of modes, and aim to involve your audience. Include example scenarios, role plays, videos, discussions, activities, trivia, etc.
    - Poll Everywhere allows you to ask questions and obtain anonymous responses from your audience, displaying the results in real time. And it's free! More information can be found here.
      - Email: caps.uofva@gmail.com
      - Ask Erica for the password

- Slido allows you to do live Q&A, poll the audience, and share slides for your event (subscription required). More information can be found here.
- Another option is to borrow clickers from OHP/Gordy Center. However, this requires you to carry around extra equipment (probably easier to use Poll Everywhere or Slido).
- Consult the trivia bank/ engagement questions, and use throughout the presentation (located here).

- **What is idealistic versus realistic to cover in one event?** Consider what would be most applicable and helpful for students, not just what you see as helpful/interesting.
  - How will your audience use this material? How will you help them know how to implement what they learn outside of the program?
  - Check the P drive for existing materials that you can use/modify.
  - Always include information on CAPS services, including consultation and liaison services.
  - Don't forget to leave time for questions!!

- **Focus on multicultural factors and themes throughout the planning and creation of materials.**
  - How will this information come across to different groups/stakeholders on grounds? How can we foster helpful discussion? Think about the images/illustrations that you use and how welcoming/inclusive they will feel to different groups on campus.
    - Consult the Inclusive Presentations Guidelines

- **Make sure your materials look good – represent CAPS well.**
  - Click here for information on how to make engaging powerpoint slides.
  - For info on formatting pictures within Powerpoint, click here.
  - For info on embedding a Youtube video into your presentation (so that you don't have to open it in a web browser), click here.
  - For info on adding transitions to your slides, click here.

- **Stay on top of advertising, especially if you are putting on a multi-week event.**

Step 3: Executing the program

- **Fill out the outreach request form at least a week in advance, if possible.** This will allow you to request brochures/handouts/copies/laptop.
  - Find the request form here.
  - Make sure you have the outreach evaluation form to hand out to attendees at the end of your program (found here).
    - If you are interested in using alternative/additional types of evaluation, consult with OC.
  - Consider bringing along relevant pamphlets from CAPS (Erica can help you with this)

- **It never hurts to provide food or a snack during your program!**

- **Bring basics like pens, blank paper, etc.**

- **Interact with your attendees, and enjoy seeing the results of your hard work!**