

So You Want To Do Some Outreach?

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As a group, we
will...

- Clarify the purpose of your upcoming outreach
- Develop potential outreach topics
(and appropriate potential audiences) and
choose **one topic/audience** for your upcoming
outreach
- Experience an outreach activity that activates
the audience

Next meeting,
we will...

- Take a deep dive into successful modern outreach methods and logistics
- Develop a vision for the outreach event



Questions?



Inform



**Gather
information**



**Recruit for
CTAC**



**Other
suggestions?**

What is the purpose of your outreach?

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Inform the Public

INFORM ABOUT...

- A specific project
- The contents of a specific plan
- Process
- Hybrid purpose

CONSIDERATIONS

- Why would the audience be interested?
- Does the audience share a baseline level of knowledge on the topic?
- How much time is available?
- Do you have a call to action?

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Gather Information

GATHER INFORMATION ABOUT...

- A specific project
- A specific area
- A specific mode of transportation

CONSIDERATIONS

- What will the information gathered be used for?
- What is your timeline for using the information?
- How will the results of the information-gathering session be communicated to the participants and the general public?
- Can you test a complicated/involved method of data-gathering before bringing it to a larger group?

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Recruit for CTAC

PURPOSE OF RECRUITMENT

- Increase membership
- Diversify membership with a variety of viewpoints and experiences*

CLARIFY

- What is your committee's goal(s)? Can you draw a clear line from that goal to the prospective members' interests and the interests of their community?
- How much time are you requesting from members? How flexible is your meeting time and location?
- *A single person cannot and should not speak for an entire demographic. Identities intersect. Does your prospective membership know that your organization respects these realities?

The background of the slide features a series of thin, curved lines in a light gray color, sweeping across the left and bottom portions of the frame. These lines vary in length and curvature, creating a sense of motion and depth. The main content is a blue speech bubble with a white border, containing the text "Other Suggestions?".

Other
Suggestions?

A blue speech bubble with a tail pointing downwards, containing the text "Sticker Activity". The background features a light gray pattern of concentric circles and curved lines.

Sticker Activity

The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. A solid blue callout box with a pointed bottom is centered on the page.

Wrap-Up and Next Steps

Next meeting,
we will...

- Take a deep dive into successful modern outreach methods and logistics
- Develop a vision for the outreach event