

Community Outreach Group

April 25, 1989

Goals

- "Hit and run" operation
- Identify target groups (communities)
- Identify "message"
- Suggest mechanisms

Some Possible Approaches

- **"Traditional" Community Outreach**
 - **UM visits to communities**
 - **coordinated blitz**
 - **Q: followup???**
- **"Marketing" Outreach**
 - **Media (print and electronic)**
 - **WUOM, WFUM**

Nontraditional Approaches

- **Alumni Leadership Networks**
- **Private Sector Leadership Networks**
- **"Marketing/Advertising" approaches**
- **"PAC"-type Networks**
- **"Extension Service" models**
- **MITN**