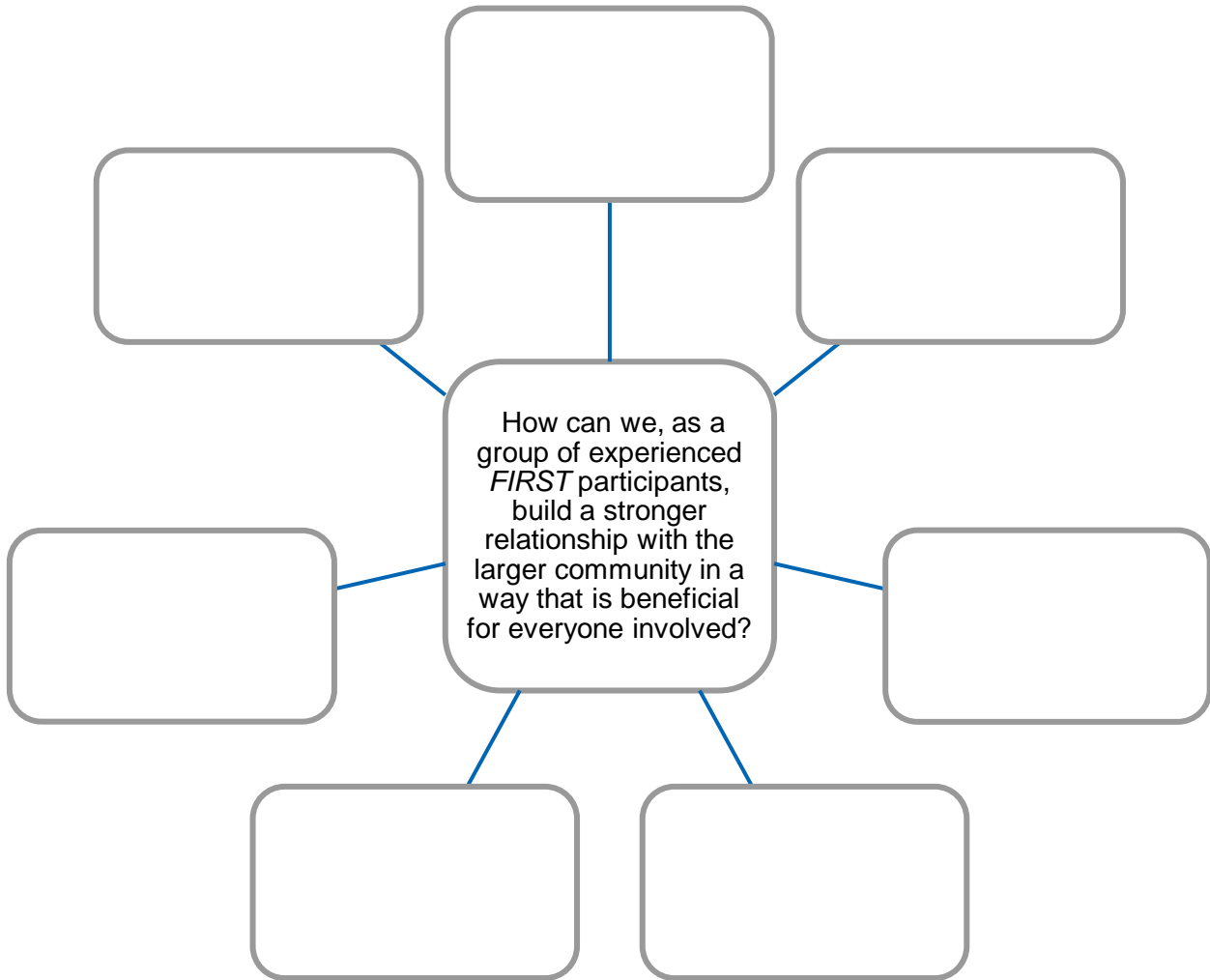




## The Why? Outreach and Community Building

Use the template below or create your own to consider and ask questions about the Driving Question below.



If these are the ways in which you **could** help to build a stronger relationship with a larger community, **why** would you?

Make a list of some of the goals this kind of outreach could help accomplish?

- 
- 
- 
- 
-



## The Who?

Outreach and Community Building

| KNOWs   | NEED-TO-KNOWs   |
|---|---|
| What do we <b>know</b> about the population we wish to reach? | What do we <b>need</b> to know about the population we wish to reach? |

Look at some of the points you've written about the population you will be working with.

Select the most important points and write a short profile of a person who you'd like to reach.



## The What?

### Outreach and Community Building

#### BRAINSTORM PRESENTATION IDEAS:

Brainstorm ideas for a presentation, demonstration, activity, or event that might help you achieve the goal(s) you have selected for your outreach activity.

Try to think about:

- What would be interesting or helpful for the person in the profile you created.
- Different kinds of presentations or activities
- Where the presentation might take place (virtual or live)
- What kinds of resources or materials you have to use

Try to write one idea in each box.

|  |  |  |
|--|--|--|
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

## REFINE PRESENTATION IDEAS:

- **Circle** the ideas that you think might be most enjoyable or interesting for your target population.
- Draw a ~~line~~ through ideas that you think may not be very interesting for participants or that might be too complicated or difficult to achieve.

Think about:

- The resources you have available
- How much time you and your class have to work on the presentation
- Where or how you could do the presentation and what would be possible in that space (virtual or live)
- What kinds of things you would need to develop a successful presentation
- Draw a ☆ in the boxes with the best ideas.

**HINT:** There might be more than one idea that would work well or there may be a few ideas that could be combined.

Think about the ideas you've selected with a ☆ and describe the outreach presentation you would like to plan here:



What will the presentation or event include and how will all its parts flow together?

Use the space below or to create a flowchart, timeline, or mind map of your presentation or event.

Make sure to include:

- An introduction or “hook” to get the audience excited about the presentation
- Details about each step and how long each step or activity might take
- Details about materials needed for each step
- A conclusion to wrap up the presentation and let the participants know what they have accomplished.

A large, empty rectangular box with a thin black border, intended for the student to create a flowchart, timeline, or mind map of their presentation or event.

What will your presentation space look like?

Use the space below to draw a floor plan for a live presentation or event, or a sketch of what the screen would look like for viewers at a virtual event.

