

# 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**