

Getting Past Fluffy

Career Development
Outreach Strategies



Program Outline

- Introductions
- Opening presentation
- Small group discussion
- Small group presentations
- Large group discussion w/question and answer
- Wrap-up
- Evaluation



Keys to Outreach

- Speak their language
- Use your strengths
- Use their expertise
- Incorporate food & fun



Small Group Discussion

- Discuss your audience
- Identify important issues
- Create an outreach plan
 - Speak their language
 - Use your strengths
 - Use their expertise
 - Incorporate food & fun



Outreach Planning

- Small groups present their audience, issues and plan
- As a large group, discuss plans and address questions to the group

