Action Plan Checklist

☐ **Know your audience**
  - What students do I want to reach? Why might they not participate in the Census?
  - What is the action I want students to take?
  - What student organizations are most apt to participate?
  - How can our academic and student services departments help reach and engage students?

☐ **Have an objective**
  - What do we want our academic and student services departments to do? What do we want them to achieve?
  - What do we want our students and student organizations to do?
  - Do our departments and student campus organizations have an incentive to take that action?

☐ **Make it relevant**
  - Why should faculty, administrators, and staff care?
  - Why should students care?
  - Where can we add a personal touch?
  - Who do students and organizations identify with or admire?
  - What incentives will students respond to?

☐ **Make it action-oriented**
  - Is all the information in our message immediately useful? Are we using simple language?
  - What pictures could we use to convey our message?
  - Have we communicated the steps our departments, student organizations, and students should take?
  - What kind of planning do our departments and student organizations need to do to take?
  - How do we make it simple to take action?

☐ **Plan the outreach campaign**
  - Who will our students listen to?
  - Why will our students care? Why will they want to participate?
  - What are our students’ schedules like?
  - When will our message be most relevant?
  - Where do our students spend time?
  - Where will our message be most relevant?
  - What kinds of communication channels do our students like and already use?