

# 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?