

Outreach Development Template

Title		
Goals / Lesson Objectives		
Collaboration Ideas (Potential partners, existing programs, colleagues)		
Audience Characteristics (Age, pre-existing knowledge, values, engagement strategy ideas)		
Materials		
Hook		
Procedure & Time Budget		
Time	Instructor Will...	Participants Will....
Formative Assessment Strategy		
Post-activity Assessment Strategy		
DEI considerations		
Instructor Reflections & Notes		

Adapted from: Varner, J. (2014). Scientific outreach: toward effective public engagement with biological science. *BioScience*, 64(4), 333-340

Download a digital copy here: bit.ly/CTetiOutreach

Outreach Development

A six step, iterative process

Adapted from Varner, 2014

Define Your Goals

Collaborate

Understand Your Audience

Implement an Engaging Activity

Adapt and Improve

Evaluate, Reflect, and Share

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Your topic:

What is your "why"?:

Who do I want to reach?

What do I want them to know or be able to do?

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Blank white rounded rectangular box for writing the "why".

Blank white rounded rectangular box for writing who to reach.