

TARGET AUDIENCE QUESTION AND STATEMENT FILL IN ACTIVITY



Use the questions to fill in the blank spaces below.

Guiding Questions:

1. Who will the SparkPoint center serve? Any student at your institution? Any community member, regardless of enrollment status?
2. How will SparkPoint serve the populations that are most in need of its services?
3. What specific programs will work to target recruitment efforts?
4. What specific demographic groups should be targeted? (e.g. race, undocumented students)
5. Will there be eligibility requirements? Does this depend on the service?
6. Will it be open to community members?
7. Can you collect data on this target population?

Draft a statement of your target population.

Our target audience includes _____ (1) who _____ (2). The center will prioritize students from _____ (3) [(and/however) they (do/don't) (4)] need to be participating in these programs to access services. Community members are (able to/unable) (5) to access services. We will strive to ensure our membership base reflects _____ (6).