



# Managing intentional outreach

Office of Access, Inclusion, and Compliance

# Framing the issue

- Educators are often stumped on where to start
- Educators want to reach out to broader audiences but do not know how to
- Extension colleagues around the state are working towards providing better access and inclusion to programming.

# Identify the work that has already been done within your program area

- What is happening in my community, county, programs?
- How do we share our programming?
  - Is this easily accessible?
  - Is it available in other languages?
  - Who does this format work the best for?
- How can we elevate the work that has already been done?
- What relationships already exist?
- What projects have we already done with OAIC? Translations? Interpretations?
- What gaps exist in our programming and our offerings?

# Identify what communities you intend to target in your outreach

- All communities have different needs based on:
  - Group membership
  - Geographic area
  - Available county resources
  - Available Extension colleagues
  - Group dynamics
  - Language needs
  - Racial, ethnic group

It is easy to say “we want to reach more diverse audiences”, but educators and specialists have to be intentional about the communities that they want to connect with and be willing to put in the time and energy in understanding those communities.

# Understand what forms of communication work best in connecting with the intended communities

- All communities work off of some form of trusting relationship building
- Understand community dynamics and how groups share knowledge
- In the county, what media outlets are available for your intended audience? What does communication networks look like in your intended community?

# Understand the community you are working with

- Schedule a coaching & consultation meeting with the OAIC
- Be a part of the community you're intending on reaching
- Attend events, increase visibility within the community
- Build meaningful relationships
- Avoid transactional relationships
- Avoid one and done approaches and programming

# Questions and Discussion

- Contact the Office of Access, Inclusion, and Compliance for further questions
  - Email: [oaic@extension.wisc.edu](mailto:oaic@extension.wisc.edu)
  - Fill out an OSR form at:  
[https://uwmadison.co1.qualtrics.com/jfe/form/SV\\_0PrExkv6AKe0Ro1](https://uwmadison.co1.qualtrics.com/jfe/form/SV_0PrExkv6AKe0Ro1)