

Appendix A

Outreach Strategies

To develop best practices for public involvement on campus, ONHW interviewed university organizations that sponsor successful outreach campaigns. The following are recommendations for the development and implementation of outreach activities.

Target high traffic areas. Areas on campus that are highly trafficked with students, faculty, and staff allow for the desired message to reach a diversity of people. Such areas include the student center (EMU), recreation center, bookstore, and the Heart of Campus.

Increase organizational or message visibility. Organizations must be creative to get their messages seen/heard in the campus environment of message bombardment. Visibility can be heightened by creating multiple access points such as tabling, speaking to students in classrooms and residence halls, distributing flyers, participating in fairs. Another successful strategy has been to give students something to take home with them as a reminder of the issue.

Target messages to specific audiences. When the population can be divided into subcategories, the outreach activity can be tailored directly to the interests and needs of the specific group. Some of the student sub-groups may include fraternity and sorority members, clubs, and athletes. First year students are an important sub-group to target because, if you can effectively raise awareness about an issue, they will likely be on campus for the following four years to invest their time into the issue.

The success of the plan implementation partially relies on the public's interest and willingness to become involved in natural hazard mitigation. Their willingness to become involved relies on the visibility and public's understanding of the issue before any behavioral change happens.