

ATE → IMPACTS

Outreach Quick-Start Worksheet

The *ATE Impacts* book can be used to help showcase the work of the ATE program as a whole and the work of individual projects and centers, even if they aren't featured in the book. Here are some ways that members of the ATE community have used the book to connect with key stakeholders:

1. Industry Board Members

The book is a great way to help share the benefits and impacts of ATE with industry, helping them understand the potential benefits of partnering with ATE projects and centers. *(Pathways: hand out at meetings, physical mailings)*

2. Collaborators at Other Institutions

When you're writing a proposal or if you're looking for collaborators to help adopt the work of your current project or center, the book is a great way to help educators and others understand the strengths of the ATE community and the array of valuable materials and resources that it can offer. *(Pathways: share at a lunch meeting presentation, phone a potential collaborator then mail them a book)*

3. Colleagues and Administrators on Your Own Campus

Sometimes you need to help those close to home understand the benefits of ATE. Whether writing a proposal and want to convince other colleagues to join you or you've just received an award and want to help administrators understand the strength of the ATE community, the book is a great outreach tool. *(Pathways: hand out at staff meetings, put them in colleagues' mailboxes with a note)*

4. _____

5. _____

6. _____

Stakeholders and Pathways

Identify Your Stakeholders & Motivation

1. Who are your stakeholders? Be as specific as possible. (Example: *welding faculties in Ohio and Pennsylvania*)
2. Other questions that will help you hone in on your stakeholders:
 - Who are my potential collaborators on campus?
 - Which news outlets might be interested in this work?
 - Which professional associations might be interested in the outcomes of my project or center work?
 - Which specific groups could use and benefit from the deliverables of my project or center?
 - Which other ATE centers or projects are engaged in similar work?
 - What about industry partners?
3. Why is this stakeholder important? What's the motivation in reaching out and sharing the book with them? (Examples: Increase industry participation, get help recruiting students)

Identify Pathways to Reach Your Stakeholders

1. How can you connect with your stakeholders? Consider all the places and ways you might share the *ATE Impacts* book – use the table below to list potential stakeholders and pathways!

Stakeholder	Motivation	Pathway 1	Pathway 2