



Objectives for the Outreach Work Group – Schools 2023

The Outreach Work Group-Schools will:

- Increase brand awareness to students and deans/programs directors of the schools
- Identify ways to reach schools of the following disciplines; nursing, dietitian nutritionist, pharmacist, and PA with proper messaging
- Identify where to reach target audiences, e.g., organizations, rent (mailing lists), conduct presentation, exhibit at trade shows
- Identify at least three campaign ideas/consider hiring outside marketing consultant
- Investigate collaboration with ADCES and/or ADA in multi-channel campaigns

(Approved by the Board – December 2022)