

Engagement for LIFE



Building lifelong relationships

L



Learn

Who are our various audiences and what opportunities or challenges are they facing?

I



Interpret

Why do (or should) each of our audiences care about the challenge or opportunity?

F



Frame

How might we frame our message to meet the emotional or intellectual needs of our audiences?

E



Engage

When and where should we reach our audiences to strategically move them inward on the web of engagement?

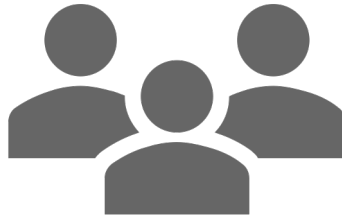


THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

OHIO STATE UNIVERSITY EXTENSION
Learning and Organizational Development

Character Profiles



Identifying ***audiences*** and their needs.



Identify Audience Segments

Purpose: Identify audience segments impacted by challenge or opportunity.



Design Character Profiles

Purpose: Develop character profiles that represent each audience segment for whom you will be designing engagement opportunities.





Educational topic:

Identify Audiences

Purpose: Identify audience segments impacted by challenge or opportunity.

Audiences Impacted by Educational Topic

In the space below, identify all possible audiences that are impacted by your educational topic.

Top Three Audiences

In the space below, identify the three audiences for whom you will design programs and products.

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Educational topic:

Design Character Profiles

Purpose: Develop characters that represent each audience segment for whom you will be designing engagement opportunities.

<i>Audience Name</i>		
<p><i>Audience Segment Characteristics</i></p> <p><i>This section could include general audience demographics like age, education level, socioeconomic status, interests, hobbies, employment, etc.</i></p>		



Interpretation



Making emotional and intellectual **connections**.



Interpret Audience Needs

Purpose: Identify emotional and intellectual needs of each audience segment. What compels each audience segment to care about the challenge or opportunity?



*Educational topic:**Interpret Audience Needs*

Purpose: Identify emotional and intellectual needs of each audience segment. What compels each audience segment to care about the challenge or opportunity?

<i>Audience Name</i>		
<i>Making the Connection</i> <i>What's the emotional or intellectual concept that connects each audience to your educational topic?</i> <i>Why does your audience care about this topic?</i>		



Content Framing



Framing content for audience *engagement*.



Designing Objectives for Impact

Purpose: Identify objectives for each audience. What changes do you want each audience segment to make? What impact do you want to have on each audience segment?



Story Framing

Purpose: Frame your content to move your audiences towards action.

*Educational topic:**Designing Objectives for Impact*

Purpose: Identify objectives for each audience. What changes do you want each audience segment to make? What impact do you want to have on each audience segment?

<i>Audience Name</i>		
<i>How Will You Lead Audiences to Change?</i> <i>What changes do you want your audiences to make? How will you measure success?</i>		





Educational topic:

Story Framing

Purpose: Frame your content to move your audiences towards action.

<i>Audience Name</i>		
<p><i>Framing Your Message</i></p> <p><i>How will you frame your message positively or negatively to compel each audience towards making actionable changes?</i></p>		



Extension Web of Engagement



Moving audiences from awareness to **action**.



Awareness



Trial Experience



Deep Learning



Advocacy

Evaluation



Change in Knowledge

(short-term impact)



Change in Attitude

(medium-term impact)



Change in Behavior

(medium-term impact)



Change in Condition

(long-term impact)



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High Touch / High Tech / Hybrid



Creating *fluid relationships* between Extension and audiences.



Product Dissemination

Purpose: Decide which engagement channels (F2F and digital) you will use to deliver content.



Product Development

Purpose: Design programs and products specific to each engagement channel and web of engagement.





Educational topic:

High Touch / High Tech / Hybrid

Purpose: Decide which engagement channels and content types you will use to engage audiences.

<i>Audience Name</i>		
<i>Engaging Learners Where They Are</i> <i>When and where will you engage audiences?</i>		
<i>Platforms:</i>	<i>Platforms:</i>	<i>Platforms:</i>
<i>Content types:</i>	<i>Content types:</i>	<i>Content types:</i>