



ARL/ACRL Institute on Scholarly Communications
 Increasing the Effectiveness of Your Scholarly Communications
 Program Workshop
 Presented by Melanie Hawks, University of Utah
 April 10, 2013

Your Objectives

Define your view of situation in which you are trying to exert influence. Answer each question as completely as you can, understanding that your responses may change or become more nuanced throughout the workshop.

What is your goal?	<i>Program outcomes you want to achieve</i>	
Why does this matter?	<i>Larger purpose, values, external pressures, etc. that make your program outcomes relevant</i>	
Who do you want to influence?	<i>Primary and secondary audiences you need to reach</i>	
How do you want your audience(s) to change?	<i>Desired impact of your influence</i>	



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Your Target Audience

The more clearly you define and understand the person or group you want to influence, the more focused and effective your efforts will be. Try to identify a specific target: not just “faculty,” but “faculty who advise PhD candidates” or “ untenured faculty in the Humanities.”

Target	Who is the primary person/group you are you trying to reach? Why is this your target audience?	
Demographic Description	What do you know about your target’s general characteristics (age, education, position, etc)?	
Conceptual Description	What do you know about your target’s past experiences, and motives, personality, etc?	
Needs	What does your target believe he/she needs?	
Desires/Goals	What does your target believe he/she wants?	
Self-Image	How does your target see him- or herself?	



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Your Message: Purpose

Having a clear, audience-oriented purpose will help you choose words and actions that align with your intentions. What kind of impact do you want to have on your audience? How would you distill your message into a short, simple statement?

1) As a result of my influence, I want my audience to . . .

KNOW	FEEL	DO

2) In 25 words or less, my message is:



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Your Message: WIIFM (*What's In It For Me?*)

Framing your message to highlight the benefits to the audience or the common ground you share will generally be more persuasive than simply asking for what you want or explaining why your ideas are worth considering.

How will your idea, proposal, or request help to...

Meet the audience's needs	
Fulfill the audience's desires	
Achieve the audience's individual goals	
Achieve shared goals	



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Your Call to Action

The point of influence is to encourage behavior that you want others to adopt. Without a call to action, you risk others misunderstanding, or even completely missing, your intentions. On the next page, practice delivering your call to action in each of the following formats. Place a check mark next to the formats that you think would be most appropriate or effective for your audience.

- Direct**
- *Please return books here.*
 - *Sign up to attend the Webcast.*
- Question**
- *Would you be willing to try this out?*
 - *Do you think my ideas sound workable?*
 - *Would this help you get what you're looking for?*
- Recommend**
- *Based on the task force's findings, we recommend the following next steps.*
 - *I've had some experience in this area, and I can tell you what's worked best for me.*
- Delegate**
- *I'd like you to experiment with this for a while and let me know how it goes.*
- Challenge**
- *This is going to be hard, but I know you can do it.*
 - *We have a chance to do something great here; let's take advantage of it.*



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