

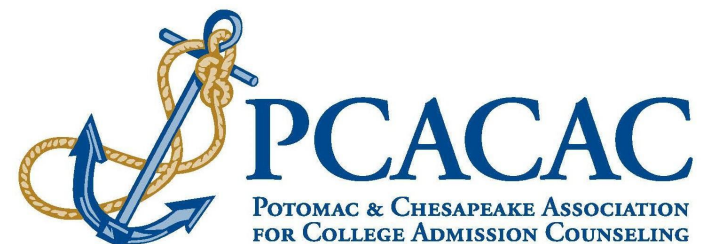
Welcome to the 21st Annual Summer Institute

HOW TO CREATE TARGETED AND IMPACTFUL PROGRAMMING

FINDING WAYS TO LEAD AND FIGHT IMPOSTER SYNDROME

Session DI

Tuesday, July 23, 2024



Presenter/Panelist

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Moreland & Associates Educational Consulting

Contact information

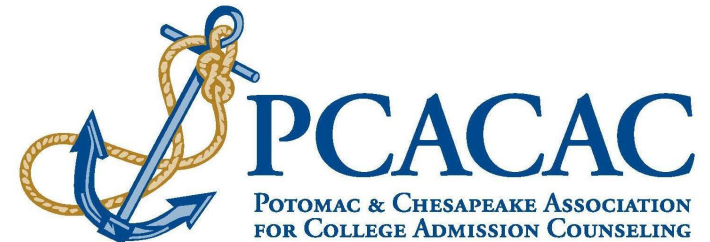
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Presenter/Panelist

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Learning Objectives

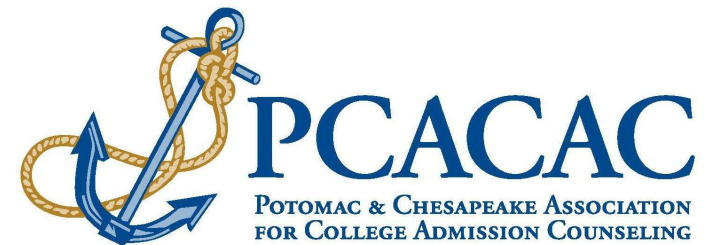
Objective 1: Targeted Programming - Understand your audience.

Objective 2: Impactful Presentations - Decide upon type of presentation.

Objective 3: Outcome - What do you want your audience to take away.

Objective 4: Feedback - Importance of follow-up and next steps.

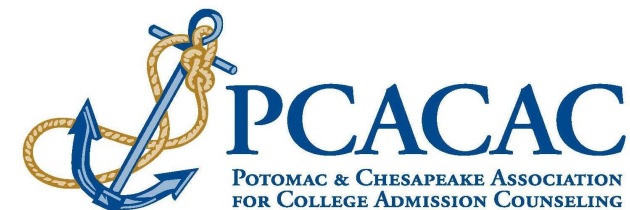
Objective 5: Imposter Syndrome - Walking with confidence.



You, Your Role & Institutional Priorities

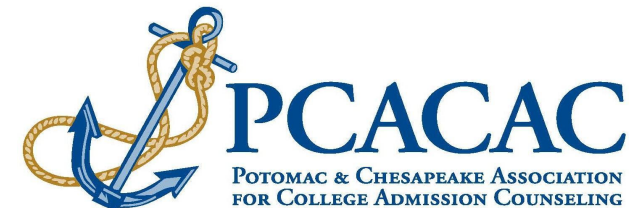
Understanding your mission

- What is your experience, position and role?
- What are your department and institutional priorities?
- How do you meet expectations and goals through targeted programming?
- What are your needs and qualifications?



Targeted Programming

- Who is your audience and why do they need this information?
- Audience may include - Students, Parents, High School Counselors, IECs, CBO's, college representatives, affinity and other student groups?
- What is your connection to the audience?



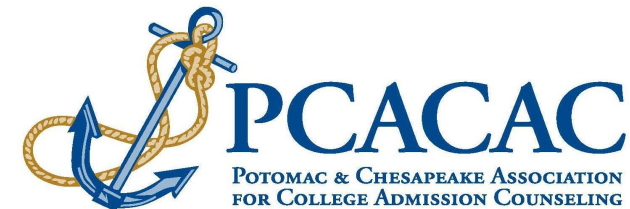
Target Audience

Who is Your Target Audience ?



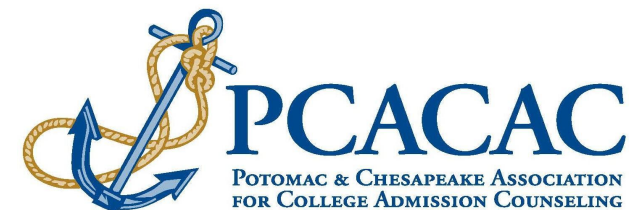
Audience Examples

- Affinity Groups
- Academics
- Athletes
- Learning Differences
- Financial Aid/Scholarships
- Parent Relations, e.g. Alumni
- Campus Services
- Institutional Advancement
- Outside organizations

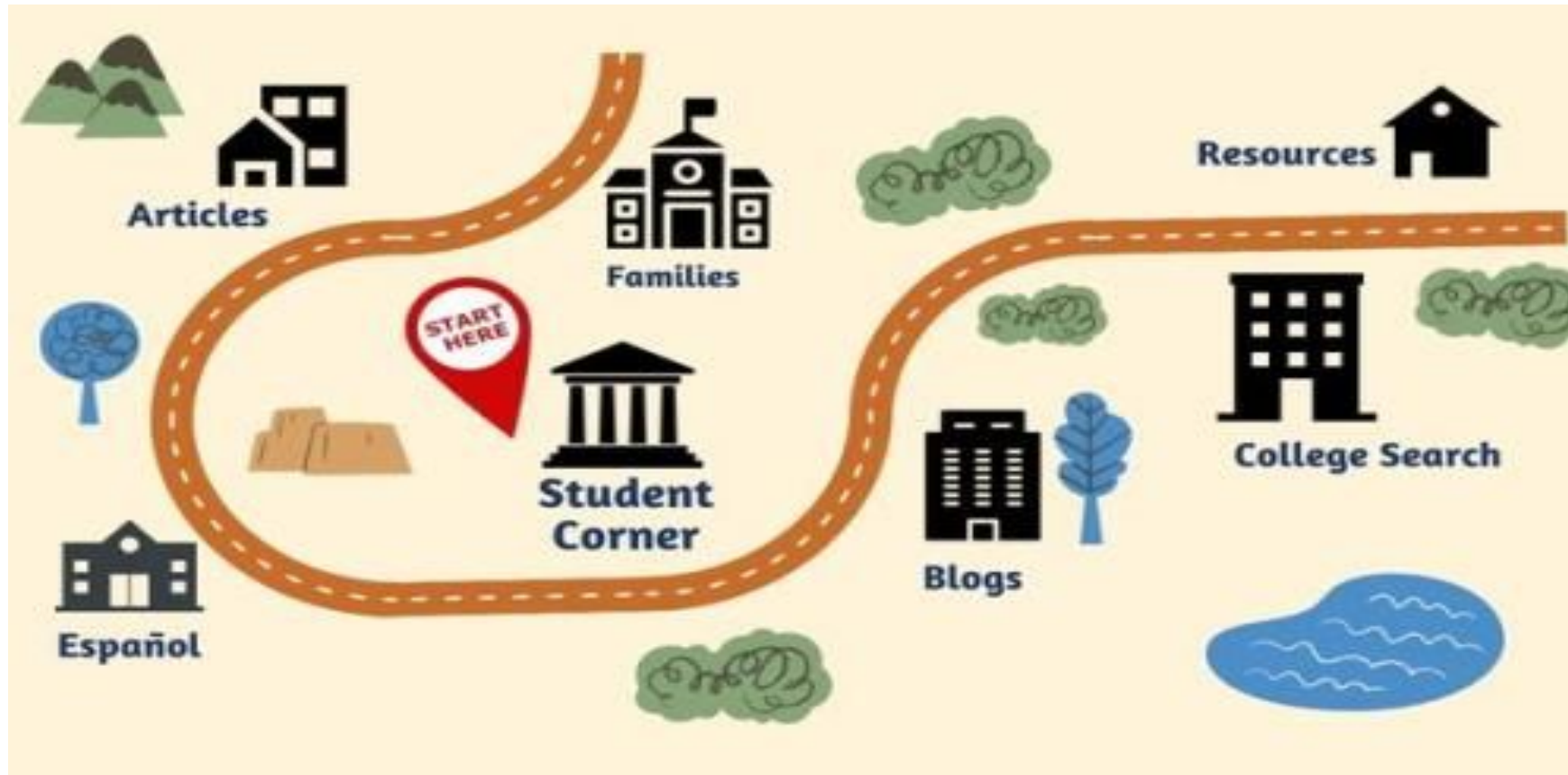


Impactful Presentations

- Preparation - high comfort level.
- Presenters and/or panel.
- In-house resources or outside vendors?
- How will you create relatable material for a targeted and impactful presentation?
- Budget considerations?

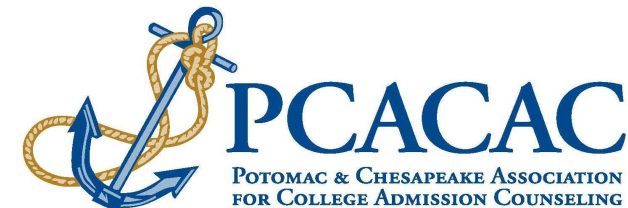


Resources



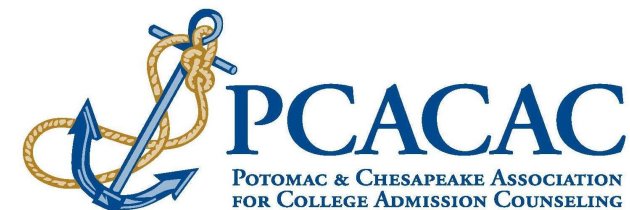
Impactful Presentations - Delivery

- Via Zoom Meetings
- In Person
- College nights / fairs
- Strategic Partnerships: Programs NACAC, PCACAC, IECA & HECA, DMV MIX Group
- Venue Spaces / Locations - consider accessible and convenient locations



Outcome and Feedback

- Audience takeaways.
- Achieve learning objectives.
- Set-up feedback loop to revisit outcomes.
- Surveys and assessments - data analytics.
(Quantitative and Qualitative)

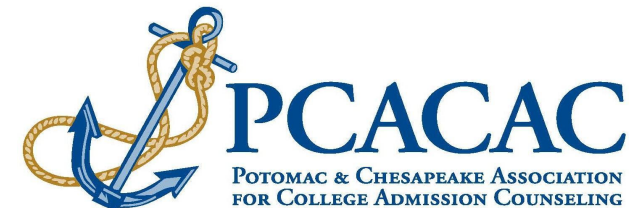


Support



Imposter Syndrome

- Being proactive.
- Knowing your resources in network.
- Trusting your instincts.
- Remind yourself you are the “expert”.
- Celebrate your accomplishments every step of the way.
- We have done everything needed to be successful.
- Let go what is out of your control.



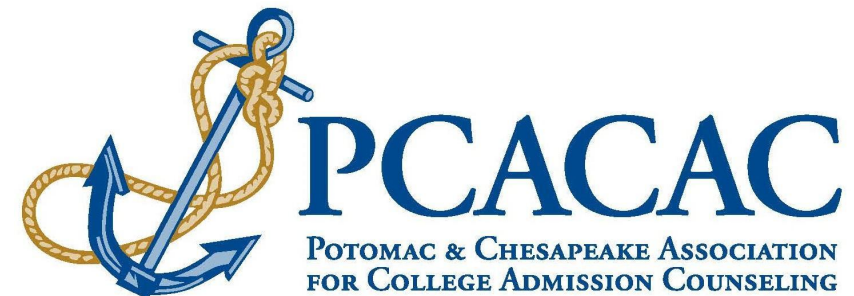
Audience feedback time (aka QUESTIONS)

Comments?

Insights?

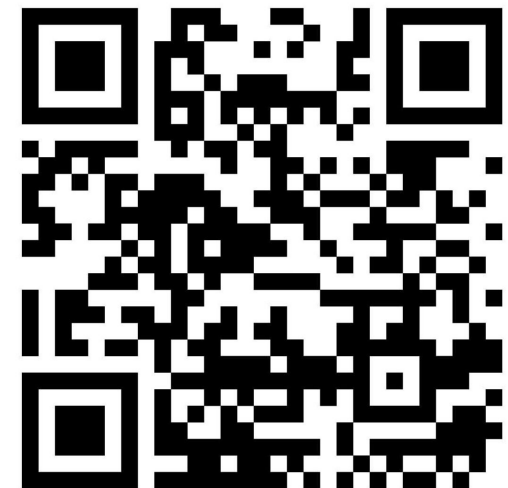
Input?

Information gaps?

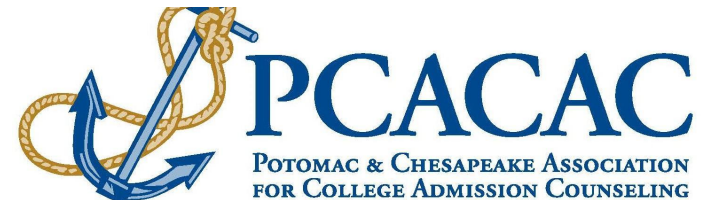


Please. . .

Complete the session evaluation on the Webex Summer Institute app before leaving the room today.



Thank you!



Summer Session Evaluation

