

## **Sponsored content Action Plan**

Create an action plan for a community groups of their choice (students, faculty, administrators, board of education). Students might want to use the assessment notes they created to help them identify and develop their talking points.

An action plan would be an outline of the arguments, processes and rationales for each session. Students would use the plan to explain the importance of the forum to selected community groups. Its contents might vary depending on the group being addressed.

Your outline/action plan must include:

- Talking points used to explain your reasoning
- A timeline for the presentation session
- Inventory of research to gather and student responsibilities for that material
- Assign student presentation roles
- A publicity plan to invite members of their target audience
- A plan to secure a place for the presentation
- A list of effective presentation materials for your targeted audience
- A script for the presentation
- Arrangements for sound, lighting and visuals
- A plan to have media coverage of the presentation.