Welcome to the PDE Marketing Newsletter!

The charge of the Program Development and Evaluation Unit is to provide the necessary resources for Extension professionals to develop effective educational programs, and program evaluations that are useful, feasible, and conducted with propriety. The PDE team is committed to motivating Extension professionals to achieve their maximum potential as educators through the enhancement of their program development and evaluation skills. Part of the program development process includes developing marketing strategies to promote various programs and services offered throughout the state of Ohio. It is our hope that the marketing newsletters provide valuable tips, tools and resources on how to market your programs and services more efficiently. - Written by Kennetha Peebles, Program Development and Evaluation. Contact: peebles.20@osu.edu

Key Topics

Reaching underserved audiences
- Who are the underserved?
- What are the barriers?
- What is diversity marketing?
- Marketing tips

Photo source: www.diversityresources.com
Reaching underserved audiences

As demographics and socio-economic statuses shift across Ohio and the country, it is increasingly important for organizations to learn how to provide beneficial services for those who are often underserved. An understanding of the underserved population is critical when developing marketing strategies to reach these communities. The concept of a one-size-fits-all marketing approach could potentially be detrimental to an organization’s plan for growth. In order to create a more diverse and inclusive community and position OSU Extension as the number one education and research resource for Ohioans, we must make a commitment to serving non-traditional populations and ensuring all employees value the culture and beliefs of diverse markets through diversified marketing efforts. We must begin to rethink how we deliver educational programs.

Who are the underserved audiences?

Simply put, underserved audiences are those who are not currently or has ever participated in or benefitted from OSU Extension services. Typically, underserved audiences may include:

- Minority groups - (i.e. ethnic groups, lesbian, gay, bisexual, and transgendered(LGBT) communities, people with disabilities, the elderly, etc.)
- Low-income communities
- Remote and isolated communities

Barriers to reaching underserved audiences

There are many reasons people in underserved communities do not participate or actively seek OSU Extension services. Some of the common barriers are:

- Awareness of OSU Extension
- Existing community relationships
- Transportation
- Costs associated with programs/services
- Hours programming is offered
- Cultural understanding and practices and language
- Community resources

Definition of Underserved

It is a segment of the community that is not currently being served by an organization. This term is sometimes used interchangeably with "underrepresented."

Characteristics of Underserved Audiences:

- Gender
- Income
- Socioeconomic status
- Language
- Special needs/disability
- Literacy
- Ethnicity/race
- Geographic location

Identifying Underserved Audiences:

Use local connections to identify underserved audiences such as:

- School counselors/teachers
- Civic/social organizations
- Neighborhood groups
- Public housing communities
- Health departments
- 4-H leadership council
- Social service departments
- Churches
Tips on how to reach diverse audiences

Your marketing strategy is key to reaching and influencing people to utilize services and participate in your programs. Your marketing efforts should show potential clients how OSU Extension embraces multiculturalism and demonstrates an inclusive philosophy through intentional action. Traditional marketing approaches can be ineffective when trying to reach a targeted audience. Here are some tips and techniques in reaching out to diverse audiences:

Community Knowledge
- Get to know the real-life needs of the community you intend to target. Don’t assume you know everything about the target audience.
- Conduct formal or informal “market research”, do not rely on any pre- or misconceptions about the target audience.
- Talk with community and religious leaders, teachers, community volunteers, coaches and others who are deeply rooted in the community to gain insights about the target audience.
- Conduct focus group sessions to assess the needs of the clientele.
- Show that you desire to understand the lives of the people in your target audience in order to provide the best services for them.

Community Commitment
- Develop long term programming initiatives for the targeted community- not just a one time program.
- Demonstrate an inclusive environment by having balanced representation of diversity among staff and volunteers within the organization.

Community Accessibility
- Offer programs in familiar surroundings- i.e. churches, schools, and community centers.
- Consider utilizing Americans with Disabilities Act (ADA) compliant locations for participants with disabilities.
- Provide childcare or activities for those who have children.
- Offer programs that are on the service line of the public transportation system.
- Consider offering virtual programming for those unable to physically participate.

Cultural Sensitivity
- Use appropriate images for your materials.
- Consider cultural events and religious holidays when planning your programs.
- Dress appropriately and respectfully to create a “come as you are” environment.
- Be sensitive to the cultural values and norms of the targeted community.
- Use materials written at the appropriate level of understanding.

Collaborative Partnerships
- Actively involve existing community organizations and volunteers in outreach and educational efforts as well as the planning and implementation of programs.
- Encourage volunteer participation to create ownership and empower communities to share with others.
- Identify community-based organizations that already serve the target population and ask for insight.

Communications
- Make sure you are communicating the right message by having people representative of the target audience evaluate marketing materials, message communicated, readability, and overall effectiveness.
- Ensure staff are be able to clearly communicate with all members of the intended audience.
- Consider using sign language and cultural interpreters when needed.
- Consider using marketing materials with bilingual variations to accommodate languages commonly spoken in the target community.
- Make sure people can identify with images used in publications and media.
- Ask diverse organizations to publicize programs and services through their media outlets and communities.
“We embrace diversity because by doing so our understanding of our world and our emotional and intellectual horizons are expanded, making us better advocates for our clients and better members of the communities in which we work and live.”

- Michael Tanenbaum

Resources

- http://go.osu.edu/TheWiseMarketer
- http://go.osu.edu/AGMRC
- http://go.osu.edu/LisaGuion
- http://go.osu.edu/InclusiveCommunities
- http://go.osu.edu/EthnicMarketingStudy
- http://go.osu.edu/DiverseMarketingStrategies

Multicultural Diversity and Awareness Articles

Source: www.ethnoconnect.com

What is Cultural Diversity?

Training Design and Diverse Learning Styles

Diverse Learning Styles for Teachers

Ten Myths About Multicultural Customers

Building Multicultural Teams

Market to Diverse Customers

Multicultural Customer Service

Ten Ways to Market to People from Diverse Cultures

Advantages of Workplace Diversity