



Section 1: Finding Your Fit

1. What does your Section want to achieve by performing community outreach and recruitment? Think beyond schools!
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2. Who do you want to reach?

3. Why is it important for you to partner with them?
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4. Who are the gatekeepers?

5. If you can't identify gatekeepers, where would you start looking for them? Which organizations will you connect with? Who from each organization would you contact?

6. What's your common goal with the community you'd like to partner with?
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7. What are your assumptions about the community you'd like to reach?

8. What aspects of their lifestyles and cultures, if any, do you think you should be mindful of?

9. What would you ask a gatekeeper to better understand the community?
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10. Where/with what organization could you co-locate an outreach or recruitment event?

11. What technical barriers do your communities face?

12. What's the incentive for members of the community participating (what do they get out of the interaction)?

Section 2: Aligning Content with Community Needs

1. Reflect: How has your organization/section performed outreach and recruitment in the past?
2. How do you think these outreach activities impacted participants? How well do you think recruitment reached qualified individuals?
3. What is the historical relationship between your community of interest and the nuclear industry?
4. How would you establish authenticity with this community while remaining sincere? What do you have in common?
5. Has anyone from your organization attempted to connect with this community in the past? What obstacles, if any, did they encounter?
6. Which gatekeepers have you established relationships with so far? What did you learn? Did anything challenge an assumption you had going into the connection?
7. (optional) If you haven't made a connection with a gatekeeper, what obstacles are in your way? What is your plan for overcoming them?
8. Write your elevator pitch: What's a technical or scientific concept you'll need to explain during an outreach or recruiting event? Write a non-technical but accurate (plain language) description of the concept; avoid jargon.
9. Based upon the community you'd like to partner with, research already planned events and popular locations in the area. Could you partner with any of these events or locations to host an outreach or recruitment event?
10. What are some ways in which you might ensure logistical accessibility at your event (venue selection, timing, transportation options, marketing in advance, etc.)?

Section 3: Building and Sustaining Long-term Relationships

1. What traps has your organization fallen into when performing outreach and/or recruitment?
2. Were you able to overcome those traps? How?
3. Create a continuity plan for leadership handoff:

Plan Section	Questions To Answer	Your Notes
Key Contacts	Who are the trusted community connectors? How do they like to communicate?	
Relationship History	What's the story of the outreach relationship so far?	
Commitments	What have you promised or scheduled?	
Successor(s)	Who will maintain contact and how/when will you introduce them?	
Next Touchpoints	What's next on the calendar?	
Materials	What materials have you already created that your successor(s) could use or expand upon?	

4. What indicators would you use to understand if your community relationship is healthy?
5. How would you measure those indicators? Would you track and/or report them over time?