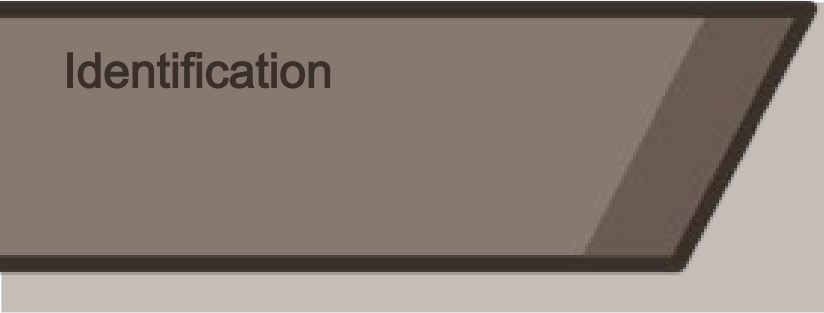


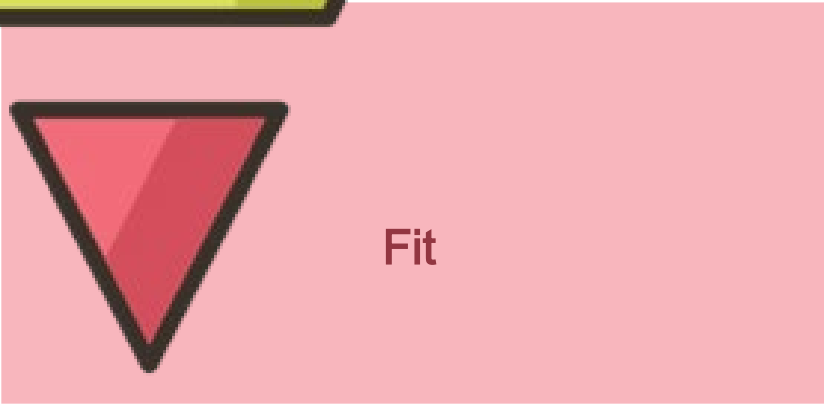
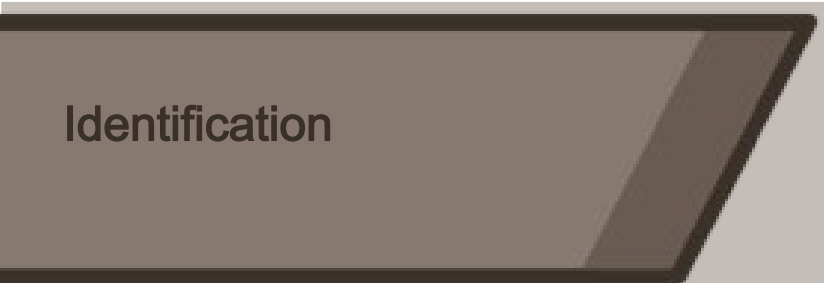





INSTRUCTIONS	Tactics	Tools, Artifacts	Partnership Issues
 <p>Identification</p>	<ul style="list-style-type: none"> 1, 2, or 3 methods you will use used to identify what the universe of possible SMMs would or should be 	<ul style="list-style-type: none"> (if applicable) 1, 2, or 3 key tools used to identify the universe of SMMs And/or artifacts related to filtering mechanisms or other decision tools 	<ul style="list-style-type: none"> 1, 2, or 3 issues related to the partnership that came up in this stage (ex: shared responsibilities for identifying universe?)
 <p>Outreach</p>	<ul style="list-style-type: none"> 1, 2, or 3 methods you will use to promote the opportunity and otherwise reach out to SMMs 	<ul style="list-style-type: none"> (if applicable) 1, 2, or 3 key tools used to do promotion and outreach And/or artifacts/examples of your outreach 	<ul style="list-style-type: none"> 1, 2, or 3 issues related to the partnership that came up in this stage (ex: avoiding duplication of contact by multiple parties?)
 <p>Selection</p>	<ul style="list-style-type: none"> 1, 2, or 3 methods you used to make selections of the SMMs to participate 	<ul style="list-style-type: none"> (if applicable) 1, 2, or 3 key tools used to judge best candidates 	<ul style="list-style-type: none"> 1, 2, or 3 issues related to the partnership that came up in this stage (ex: how to blend differing criteria among partners?)
 <p>Fit</p>	<p style="text-align: center;">Fit Factors</p> <ul style="list-style-type: none"> List factors used to determine fit; include factors that you didn't think about during selection process but discovered after SMMs were selected (examples: bandwidth; values innovation; understands strengths, resources of university, community colleges, etc.; problem -solving culture; collaborative culture) 		

SMM Engagement Funnel	Tactics	Tools, Artifacts	Partnership Issues
 <p>Identification</p>	<ul style="list-style-type: none"> Tactic 1 Tactic 2 Tactic 3 	<ul style="list-style-type: none"> Tool or Artifact 1 Tool or Artifact 2 Tool or Artifact 3 	<ul style="list-style-type: none"> Issue 1 Issue 2 Issue 3
 <p>Outreach</p>	<ul style="list-style-type: none"> Tactic 1 Tactic 2 Tactic 3 	<ul style="list-style-type: none"> Tool or Artifact 1 Tool or Artifact 2 Tool or Artifact 3 	<ul style="list-style-type: none"> Issue 1 Issue 2 Issue 3
 <p>Selection</p>	<ul style="list-style-type: none"> Tactic 1 Tactic 2 Tactic 3 	<ul style="list-style-type: none"> Tool or Artifact 1 Tool or Artifact 2 Tool or Artifact 3 	<ul style="list-style-type: none"> Issue 1 Issue 2 Issue 3
 <p>Fit</p>	<p style="text-align: center;">Fit Factors</p> <ul style="list-style-type: none"> List o factors 		