TARGET AUDIENCE

RACIAL EQUITY 3 TOOL

Goals for this section:
- Identify who your SparkPoint center will serve, including eligibility criteria
- Brainstorm on-campus programs that will be part of SparkPoint or that will support recruitment
- Draft a statement on your target population

Based on the needs assessment and interpreting the survey results, discuss and determine your target population. No program can serve the needs of every student, so it is important to be clear on who should be targeted for recruitment and who would benefit most from SparkPoint. Determining your target audience is important to inform which on-campus programs will support recruitment and referrals. It will also inform external partnerships. Planning committee members should refer back to SparkPoint's guiding principles during this discussion as they inform the kind of clients who typically benefit most from SparkPoint services.

Guiding Questions:
1. Who will the SparkPoint center serve? Any student at your institution? Any community member, regardless of enrollment status?
2. How will SparkPoint serve the populations that are most in need of its services?
3. What specific programs will work to target recruitment efforts?
4. What specific demographic groups should be targeted? (e.g. race, undocumented students)
5. Will there be eligibility requirements? Does this depend on the service?
6. Will it be open to community members?
7. Can you collect data on this target population?

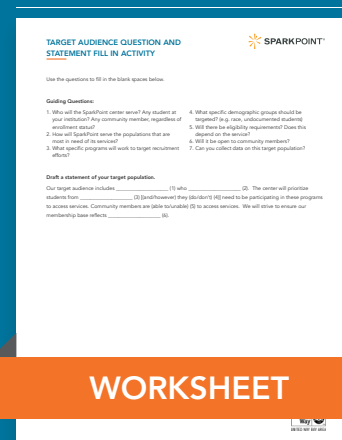**Draft a statement of your target population.**

Our target audience includes _____(1)_____ who _____(2)_____. The center will prioritize students from _____(3)_____ and will target _____(4)_____. _____(5)_____ will be eligible to access services. Community members are __(able to/unable) __(6)_____ to access services. We will strive to ensure our membership base reflects _____(7)_____.

Statement example:

East County SparkPoint – Target Population
The target population for the East Contra Costa SparkPoint includes residents who do not yet meet the self-sufficiency standard, as established by the Insight Center for Community Economic Development (insightcced.org). The SparkPoint will prioritize service to residents of Bay Point, Pittsburg, and Antioch, but will not make residency of these communities a requirement for membership. The East Contra Costa SparkPoint will strive to ensure that its membership base reflects the full spectrum of those who fall below the self-sufficiency standard.

Use this activity to create your target audience statement.

WORKSHEET