D·PREP MARKETING YOUR TEAM

A team is only as effective as the information it receives from the community. Marketing and advertising the team in order to solicit concerns from faculty, staff and students is a central part of running a successful CARE or BIT team. Adopting a continuous improvement model for encouraging community members to share concerns with the team is key to falling into a blind spot (missing reporting from key areas around campus) or availability bias (assuming the reports you are getting are the only reports that exist).

We need to think beyond handing out brochures and hanging posters. Consider creative ways to address the different audiences we need to hear from.

- A website for the team with buttons on other pages to direct to the CARE team
- Handouts and brochures
- Give-a-ways with the team name, contact information and logo
- Social media videos and messaging

A greater awareness of the team gives the campus community reassurance that the college/university is working to assess and mitigate potential threats and support at-risk students. Another advertising goal is to educate the community on what to report to the team and how to make a report. The advertising needs to clearly explain the role of the team and what is done with the reports that are made.

Sharing information about the team allows the college or university increases knowledge about the team and provides the community a sense of reassurance that there is a group tasked with assessing potential threats, supporting students, and seeking to prevent behavioral deterioration. Talking about the team helps the community understand what kind of information they should be reporting and how best to share these reports. This sharing could consist of an article for the school paper, trainings for resident advisors and student leaders, training during faculty orientation and the development of flyers, brochures and contact cards that inform the community about how the team works and the best way to make a report.

One way to accomplish this is developing a short presentation along with talking points about your team. Some things to include when developing a CARE Team Talk with audiences:

- The membership of the CARE team
- What should be shared with the team
- How and where to share concerns with the team
- How information is reviewed by the team once it is shared
- How information is shared back to the reporter

Questions for team discussion

1. What are some of the ways in which you can start marketing your team to the community? Talk about some barriers to this process that will need to be overcome.

2. How does your team talk about your work with the campus community? What additional community departments, groups or divisions would benefit from a presentation about the team?

3. Who has the skills to assist in designing a logo or marketing materials for your team? Are there some on-campus relationships with a marketing, graphic design or film studies program that could be used to create some materials?

4. What are some of the departments on your campus that have had success marketing to the community? What are some ways to connect with those with this experience?