

Planning Grid Grade Sheet

Name:

Redo

Group: Red 4

Restated goal from assignment	/5
Publics	/10
Stakes	/10
Messages	/10
Media	/10
Spelling/grammar/clarity	/5
Total	/50

Comments: Did not restate goal from assignment. For Lawrence City Council, your stake only represents the LAC. It needs to be win-win. Other stakes may represent your goal but do not fit with this assignment. The stake and message should contain parallel language. Restate message to state goal and the stake. You only needed to list one medium per public and you listed more than one for four publics.

4/1/50

Rate
Redo

J523- Lumpkins
11/11/09

Planning Grid (Lawrence Art Center)

Goal: To increase awareness about the participation of LAC classes among adults in the Lawrence community and to dispel the current misconception that the LAC is a glorified daycare and has little to offer adults.

Just Specific
this is or resembles a goal & an objective

How will this group help to address the goal?

How should we promote this?

Public	Stake	Message	Media
Lawrence City Council	They are invested in doing what is best for the city of Lawrence and keeping the cultural arts aspect of the city is very <u>OK</u> important.	They should increase funding and promote events at the LAC to support an important piece of Lawrence history, and the cultural arts.	Letter
Current and prospective students	They want to be <u>conscious of the courses offered</u> in order to take full advantage of them.	Visit or enroll in a course to <u>experience the diverse course selection</u> that the LAC has to offer.	Updated newsletter, Flyers, newspaper ads, internet(e-mail) Current students would find out about other classes
Parents of children enrolled in LAC classes.	They want to be informed of the opportunities they have as well as their children do and want to strengthen their relationship with their children.	Encourage parents to enroll in courses to get an arts experience like their children are getting. It gives them something more to bond over.	Updated Newsletters, Internet (e-mail) -> what other medium? use parent language
Local Lawrence Media	They are in need of important issues to report that involve and would be of interest to their community.	By covering LAC events you would not only promote the cultural arts and inform the public of the adult courses	Press Release, letter, e-mail updates

only one medium needed

classes than the one they are taking (overse course selection would work)

		offered at our center, but would inform the public about an area of interest.	
<i>Sober</i> Lawrence Residents	They want to be aware of opportunities and activities within their community.	Encourage residents to visit the LAC, come to an event or enroll in a course to branch out from everyday Lawrence activities.	<u>Newspaper ads, Newsletter, Flyers around town</u>