

AUDIENCE	CURRENT PERCEPTIONS	DATA	WHAT WE WANT THEM KNOW, BELIEVE OR DO	POSSIBLE TACTICS
STUDENTS	<ul style="list-style-type: none"> • • 	<ul style="list-style-type: none"> • • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • •
FACULTY	<ul style="list-style-type: none"> • • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • •
CHURCH	<ul style="list-style-type: none"> • • 		<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • •
ALUMNI AND DONORS	<ul style="list-style-type: none"> • 		<ul style="list-style-type: none"> • • 	<ul style="list-style-type: none"> •