

**Development of Written Program Brochure or
Agency Information Fact Sheet**
(Points = 2)

Most every community agency, program or clinic has the need for marketing their services. This assignment offers the student an opportunity to collect current data for the design and development of a Program Brochure or Agency Fact Sheet. This assignment needs to be done in tandem with the Agency supervisor, CEO and/or other agency staff who have oversight of materials and information dispensed to the community on behalf of the agency's mission and goals.

Social service agencies and individual community programs need to prepare and maintain ongoing "consumer friendly" marketing strategies and materials in order to benefit consumers and maintain accurate information on the services available within their program. Since programs and services are frequently changing, and new services are often being developed, it is imperative that the agency maintain current marketing materials for consumers and referral sources.

The student begins this project by discussing the need for a new or updated marketing brochure, agency fact sheet or website. If it is determined that this would be a beneficial endeavor, the student will need to collect updated information from every unit or aspect of the program which the brochure, fact sheet or website intends to market. Again, this is a collaborative project requiring planning, meetings, layout and design, feedback from the constituents as to the value of the information and ultimately the resources to make copies of or print the material. If this is a website design, this will require a level of technological expertise that must be made available to the student or agency in order to create the best marketing tool.

While this responsibility may have traditionally been assumed by marketing professionals, current fiscal trends have shifted this responsibility to agency staff in many organizations. This shift in resources has required social service professionals to develop basic marketing strategies and have a higher level of computer literacy than previously required.

There are many sophisticated computer software programs that have the features necessary to create professional marketing materials. Students are encouraged to utilize these programs in the preparation of this assignment.