

Workbook

PreventConnect Campus E-Learning Module

Online Module Selection through a Prevention Lens

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Introduction

<p><u>Reflection:</u> What are the benefits and drawbacks of your campus using an online module for prevention?</p>	
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Chapter 1: Stakeholder Stability

<p><u>Essay:</u> Write a three sentence elevator pitch for your online module efforts.</p>	
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Stakeholder Analysis Brainstorm

1. Identify Your Stakeholders

Who will be impacted?	
Who will be responsible or accountable?	
Who will have decision-making authority?	
Who can support our efforts?	
Who can obstruct our efforts?	
Who has been involved in this type of project in the past?	

2. Map Your Stakeholders

INTEREST		
P O W E R	High Power, Low Interest	High Power, High Interest
	Low Power, Low Interest	Low Power, High Interest

3. Strategy for Engagement

Stakeholder	Role/Expertise	Who Will Engage	Stage

How will you facilitate communication between stakeholders?	
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Take a look at your list of stakeholders and select the three you need to engage most urgently. What will you add to your elevator pitch to engage each stakeholder specifically?

Stakeholder	Pitch

Chapter 2: Theories & Timing

Theory	References	Link to Online Resource

Chapter 4: Classifying Community Communication

Brainstorm: What do you want students to...	
know about your college/university?	
be able to do as community members of your institution?	
feel about your institution?	

Chapter 5: Expertise & Evaluation

If you are asked in one year if you are module is working, what answers do you hope you can provide?	
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