



## **Sample Trust Targets**

### Current District Parents

Engagement, and more advocacy than antagonism

### Non-parent patrons

Majority support of ballot issues; very modest engagement and advocacy

### Staff

Engagement beyond the job description, with a significant majority being advocates

### Key Opinion Leaders

Interest and understanding, with general support on a majority of issues

### Media

Understanding of the issues, and slant-free reporting on most stories

### Social media

Accuracy and fairness

### Affinity groups (booster clubs, etc.)

Active engagement, advocacy and financial support

### Students and recent alumni

General advocacy and school spirit

### Long-term alumni

General advocacy and extremely modest engagement