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| Introductions |  |
| Problem-Solving Group Discussion  | * Share 4-sentence message
* Folks share their biggest challenge with communication
* Group problem solving
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| Breakout | Breakout rooms to discuss:* Audience
* Strategy for each audience
* Messaging
 |
| Whole Group Sharing | Reflection on the breakout group discussions.What does this mean for identifying specific items that are meaningful to communicate? |
| Next StepsWhat are the best methods for distribution? | What methods of distribution does SISEP use that you think are appropriate for your project? |

**Purpose**: Develop a shared understanding of the purpose, goals, and planned activities.

**Learning Targets**: Participants will have a basic idea of their audience, how they want to reach them, and the messaging that will resonate with each audience.