

Glossary of “Goals” Terminology

Adjunct Teacher (School Site Goal) - An individual serving as an assistant in a classroom setting, however providing “real life” experience and background and serving on a part-time basis.

Fairs (Community Site Goal) - An activity that is generally held outdoors, requiring your participation as a booth sponsor or stage participant in some form or manner.

Financial Development - Developing sources of revenue through a variety of means which may require long and short periods of time; in order to pay your local bar bills and support worthy charitable causes within the local community.

Forums (Community Site Goal) - Sites or settings that are formal and held in an indoor setting that generally requiring some speaking role.

Law Related Education (Communication Goal) - Relates to the support of education at any school that covers legal concepts, historical cases, and/or the Constitution.

Market Penetration (School Site Goal) -The obtaining of a share of a market (receiving a percentage of interest and/or participation from a specifically identified group) for some commodity, service and/or cause. (1) Measuring the local geographic area where people view or listen to a particular program or outlet, (2) Measure viewers/listeners/readers preference of specific programs and/or activities.

Marketing Objectives - EX:

- (A) Increase revenue by 10% over the next 12 months.
- (B) Increase number of pro bono cases by 50% over the next 12 months.
- (C) Increase grant revenue by 15% over the next 6 months.
- (D) Increase the number of students participating in the Law Day essay and poster contest
- (E) Increase the number of schools participating in Law Day within the County by 50%

Promotional Activity (Communication Goals) - Type of promotion or media used such as news releases, editorials, radio ads, television ads, newspaper ads, free media coverage, flyers, post cards, banners, signage and other means to *reach* and communicate with the public about any activity that you are supporting and for which you encourage public support.

Public Education (Communication Goal) - Relates to activities that generally support education in any type of school or school activity.

Reach - The number of different individuals or homes exposed to a media schedule.

Specific Populations (Communication Goal) - Certain groups that you target your promotional pieces to. Such *target markets* or groups could be African-American, Hispanic, Women, Native American, Children, High School Students, College Students, and/or the Elderly.

Target Market - An actual or potential group of people to whom an organization wishes to appeal.

Worksites (Community Sites) - Businesses or institutions that the local bar and/or its members may visit to speak about basic legal concepts and needs as well as handing out literature for people to take with them to their office and/or home.