

Hitting the Mark: Target Populations

Target Population(s):

- Where do they live (dorms, fraternities, sororities, commuters who live at home, commuters who live in apartments...)?
- What degrees are they pursuing (undergrad, grad, professional schools...)?
- What do they study (pre-med, business, arts, literature)?
- Where are they from (geographic origin)?
- Family of origin information
- Their Jewish background (denomination, education, Israel experience...)
- Their cultural background (first generation American, former Soviet Union, Israeli, Persian...)
- Their year in school (graduating year)
- Their employment (where, what, how many hours)
- Their demographics (age, marital status, socioeconomic status)
- Where do they hang out on campus (off campus for commuters...)?
- Their personal interests (theater arts, music, sports, fine arts, internet...)
- Their personal habits (clothing trends, music trends, food trends, Friday night happy hour, recycling...)
- Their campus interests, leadership positions (sports, journalism, theater, environment, student government dorm reps...)
- Their level of participation in Jewish (campus) events, (sporadic participation, High Holidays, teach Hebrew school, camp counselor...)