

**Georgia Tech Target Audience Needs**

TARGET AUDIENCE	ACADEMICS	ADMISSION / APPLICATION	COSTS	FUNDING	VALUES, CULTURE	STUDENT LIFE	CAMPUS	ACCOMPLISHMENTS	RESEARCH	CONTACT INFORMATION	CAREERS	FUTURE PLANS
<b>1a. Prospective Undergrad Students</b>	List of majors and minors. Academic divisions/colleges/schools Degrees by academic division. Degree program details. Program rankings or accolades. Curriculum and co-curricular activities. Alumni successes. Extra curricular opportunities.	Applicant types. Requirements. Deadlines and important dates. Required documents. How to apply. Acceptance rate. Class profile. Application status.	Tuition rates. Housing and dining costs. Residency status. Books and other fees. Tuition calculator. Parking permit costs.	Available scholarships. Available funding sources. Requirements. Deadlines and important dates. Application. FAFSA Code.	What makes GT special. GT's values. Academic culture.	Enrollment stats. Student clubs and activities. What current students are like. Housing options. Sports and recreation. Dining options	Campus location. Campus environment. Visiting campus. Visitor parking. Map of campus and surrounding area. About Atlanta. About Midtown. Things to do in Atlanta.	Georgia Tech's reputation. Notable alumni. Student success. Rankings. Research breakthroughs. Awards and accolades.	Research areas. Research breakthroughs.	Admission counselors. Admissions office. Financial aid office.	Careers related to degree. Salary expectations. Job placement rates for recent graduates. Alumni career profiles. Student career services. Industry growth. Internships and co-ops.	Upcoming and ongoing projects.
<b>1b. Current Undergrad Students</b>	Academic calendar. Canvas. Register for a class. Academic support services. Advisement.		Tuition and fee payments. Parking permit costs.	Available funding sources. Requirements. Deadlines and important dates. Applications. Financial aid awards.	Service opps. Impact of philanthropy. Policies.	Event calendar. Student clubs and activities. Sports and recreation. Dining options.	Hours of operation. Building locations. Dining options. Buses/campus transit schedules. About Atlanta. About Midtown. Things to do in Atlanta.	New programs, services, facilities. Student success. Rankings. Research breakthroughs. Awards and accolades.	Undergraduate research opps. Research areas. Faculty by field.	Classmates. Professors. Researchers. Police/emergency. Campus services. Facilities. Senior leadership. Ombudsman.	Internships and co-ops. Open student positions. Job requirements. Application instructions. Internships and co-ops.	Upcoming and ongoing projects.
<b>2. Parents</b>	List of majors and minors. Academic divisions/colleges/schools Degrees by academic division. Degree program details. Program rankings or accolades. Curriculum and co-curricular activities. Student academic support. Alumni successes. Extra curricular opportunities.	Applicant types. Requirements. Deadlines and important dates. Required documents. How to apply. Acceptance rate. Class profile. Application status.	Tuition rates. Housing and dining costs. Residency status. Books and other fees. Tuition calculator. Parking permit costs.	Available scholarships. Available funding sources. Requirements. Deadlines and important dates. Application. FAFSA Code.	What makes GT special. GT's values. Academic culture.	Enrollment stats. Student clubs and activities. What current students are like. Housing options. Sports and recreation. Student health and well-being support.	Campus location and directions. Visitor parking. Campus environment. Campus safety. Building locations. Buses/campus transit schedules. Things to do in Atlanta. About Atlanta. About Midtown.	Notable alumni. Student success. Rankings. Research breakthroughs. Awards and accolades.	Research areas. Leaders in fields of interest. New research developments and initiatives. Research breakthroughs.	Admission counselors. Admissions office. Financial aid office.	Careers related to degree. Salary expectations. Job placement rates for recent graduates. Alumni career profiles. Student career services. Industry growth. Internships and co-ops.	Upcoming and ongoing projects.
<b>3a. Prospective Grad Students</b>	List of degree programs. Academic divisions/colleges/schools Degrees by academic division. Degree program details. Program rankings or accolades.	Requirements. Deadlines and important dates. Application instructions. Required documents. Application. Application status.	Tuition rates. Housing and dining costs. Residency status. Books and other fees. Tuition calculator. Parking permit costs.	Available scholarships. Available funding sources. Requirements. Deadlines and important dates. Application. FAFSA Code.	What makes GT special. GT's values. Academic culture. Ethics information. Service opps. Employee benefits.	Enrollment stats. Student clubs and activities. Housing options. Sports and recreation. Dining options.	Campus location. About Atlanta. About Midtown. Map of campus and surrounding area. Things to do in Atlanta.	Notable alumni. Student success. Rankings. Research breakthroughs. Awards and accolades. Research publications.	Research areas. Faculty by field. Recent faculty publications or initiatives. New research developments and initiatives. Research breakthroughs.	Faculty. Researchers. Grad admissions office. Financial aid office.	Careers related to degree. Salary expectations. Academic placement rates. Alumni career profiles. Graduate student career services. Industry growth. Postdoctoral and fellowships.	Upcoming and ongoing projects.
<b>3b. Current Grad Students</b>	Academic calendar. Canvas. Register for a class. Academic support services. Advisement.		Tuition and fee payments. Parking permit costs.	Available funding sources. Requirements. Deadlines and important dates. Applications. Financial aid awards. Online donation form. Opps to contribute to initiatives of interest.	Ethics information. Service opps. Employee benefits. Policies.	Event calendar. Student clubs and activities. Sports and recreation. Dining options	Hours of operation. Building locations. Dining options. Buses/campus transit schedules. Map of campus and surrounding area. Things to do in Atlanta.	New programs, services, facilities. Alumni success. Student success. Rankings changes. Research breakthroughs. Awards and accolades.	Research areas. Faculty by field. Recent faculty publications or initiatives. New research developments and initiatives. Research breakthroughs.	Classmates. Professors. Researchers. Police/emergency. Campus services. Facilities. Senior leadership. Ombudsman.	Open grad student positions. Postdoctoral and fellowships.	Upcoming and ongoing projects.
<b>6. State of Georgia</b>		Admission stats by district. Class profile.	Funding awarded.	Funding received. ROI of funding. Incubator program information.	GT's values. Progress and service emphasis. Service opps. Impact of philanthropy.	Enrollment stats (in-state, out of state, by major, etc.)		Student success. Rankings. Research breakthroughs. Startup success. Awards and accolades. Research publications. Success stories. Economic impact stats.	Research areas. Faculty by field. Recent faculty publications or initiatives. Emerging technologies. New research developments and initiatives. Research breakthroughs.	University leadership. Top administrators. Experts by field.		Upcoming and ongoing projects.

Georgia Tech Target Audience Needs

TARGET AUDIENCE	ACADEMICS	ADMISSION / APPLICATION	COSTS	FUNDING	VALUES, CULTURE	STUDENT LIFE	CAMPUS	ACCOMPLISHMENTS	RESEARCH	CONTACT INFORMATION	CAREERS	FUTURE PLANS
<b>4a. Prospective Faculty, Visiting Researchers</b>	List of majors and minors. Academic divisions/colleges/schools Degrees by academic division. Degree program details. Program rankings or accolades.	Application instructions. Required documents. Application. Application status.	Medical, dental, insurance premiums. Parking permit costs.	Research funding opps. Incubator program information.	What makes GT special. GT's values. Academic culture. Progress and service emphasis. Ethics information. Employee benefits.		Campus location. Visitor parking. Map of campus and surrounding area. About Atlanta. About Midtown. Things to do in Atlanta.	Notable alumni. Student success. Rankings. Research breakthroughs. Awards and accolades. Research publications.	Research areas. Faculty by field. Recent faculty publications or initiatives. Emerging technologies. New research developments and initiatives. Research breakthroughs.	University leadership. Top administrators. Experts by field.	Open positions for faculty. Open research positions. Job requirements. Application instructions.	Upcoming and ongoing projects.
<b>4b. Current Faculty</b>	Faculty information. Student surveys. Grading. Tenure and promotions.		Medical, dental, insurance premiums. Parking permit costs.	Available funding sources. Requirements. Deadlines and important dates. Applications. Online donation form. Opps to contribute to initiatives of interest.	GT's values. Ethics information. Service opps. Impact of philanthropy. Employee benefits. Diversity information. Policies.		Hours of operation. Building locations. Dining options. Buses/campus transit schedules. Map of campus and surrounding area. Things to do in Atlanta.	New programs, services, facilities. Research breakthroughs. Institute awards and accolades. Research publications. Chairs and professorships. Faculty awards. Tenure and promotions.	Research areas. Faculty by field. Recent faculty publications or initiatives. Emerging technologies. New research developments and initiatives. Research breakthroughs.	Fellow faculty members. Researchers. Police/emergency. Campus services. Facilities.	Chairs and professorships. Tenure and promotions. Hiring procedures and forms.	Upcoming and ongoing projects.
<b>5a. Prospective Staff</b>	Professional development opps.	Application instructions. Required documents. Application. Application status.	Medical, dental, insurance premiums. Parking permit costs.		GT's values. Progress and service emphasis. Service opps. Impact of philanthropy. Ethics information. Employee benefits.		Campus location. Visitor parking. About Atlanta. About Midtown. Things to do in Atlanta.			University leadership. Top administrators.	Open positions for staff. Job requirements. Application instructions.	Upcoming and ongoing projects.
<b>5b. Current Staff</b>	Professional development opps. Continuing ed opps. Professional education degrees. PE courses. Online degrees.		Medical, dental, insurance premiums. Parking permit costs.	Online donation form. Opps to contribute to initiatives of interest.	GT's values. Ethics information. Service opps. Impact of philanthropy. Employee benefits. Policies.		Hours of operation. Building locations. Dining options. Buses/campus transit schedules. Map of campus and surrounding area. Things to do in Atlanta.	New programs, services, facilities. Alumni success. Student success. Rankings changes. Research breakthroughs. Awards and accolades.		Colleagues. Police/emergency. Campus services. Facilities. Senior leadership. Ombudsman.	Open positions for staff. Job requirements. Application instructions.	Upcoming and ongoing projects.
<b>7. Research Sponsors</b>	List of majors and minors. Academic divisions/colleges/schools Degrees by academic division. Program rankings or accolades.		Technology licensing costs. Sponsored research costs. Salary information. Equipment rental costs.	Research funding opps. Incubator program information.	GT's values. Progress and service emphasis. Service opps. Impact of philanthropy. Ethics information.			Notable alumni. Student success. Rankings. Research breakthroughs. Awards and accolades. Research publications. Economic impact stats.	Research areas. Faculty by field. Recent faculty publications or initiatives. Emerging technologies. New research developments and initiatives. Research breakthroughs.	University leadership. Top administrators. Experts by field.	Student recruitment process. Average salary information. Internship and co-op program. Job postings.	Upcoming and ongoing projects.
<b>8. Corporate Partners</b>	List of majors. Academic divisions/colleges/schools Degrees by academic division. Program rankings or accolades. Continuing ed opps. Professional education degrees. PE courses. Custom program development options. Online degrees.		Sponsorship costs. Salary information.	503c credentials.	GT's values. Progress and service emphasis. Service opps. Impact of philanthropy. Ethics information.			Notable alumni. Student success. Rankings. Research breakthroughs. Awards and accolades. Research publications. Economic impact stats.	Research areas. Faculty by field. Recent faculty publications or initiatives. Emerging technologies. New research developments and initiatives. Research breakthroughs.	University leadership. Top administrators. Experts by field.	Student recruitment process. Average salary information. Internship and co-op program. Job postings.	Upcoming and ongoing projects.
<b>9. Donors</b>	New academic initiatives.		Donation levels.	503c credentials. Annuity ROI calculator. Online donation form. Major gifts options. Opps to contribute to initiatives of interest.	GT's values. Progress and service emphasis. Service opps. Impact of philanthropy. Ethics information.			New programs, services, facilities. Alumni success. Student success. Rankings changes. Research breakthroughs. Awards and accolades. Economic impact stats.	New research developments and initiatives. Research breakthroughs.	Development representative. Leadership. Faculty. Reception.		Upcoming and ongoing projects.
<b>10. Alumni</b>	Continuing ed opps. Professional education degrees. PE courses. Online degrees.		Alumni trip costs. Donation levels. CRC membership costs.	503c credentials. Annuity ROI calculator. Online donation form. Major gifts options. Opps to contribute to initiatives of interest.	GT's values. Progress and service emphasis. Service opps. Impact of philanthropy.		Visitor parking.	New programs, services, facilities. Alumni success. Student success. Rankings changes. Research breakthroughs. Awards and accolades.	New research developments and initiatives. Research breakthroughs.	Transcript requests. Club/organization representative. Alumni organization. Athletics. Development representative. Leadership. Faculty.		Upcoming and ongoing projects.