The University of Vermont

Target Users and Goals

Page: *Page title or URL*

TARGET AUDIENCES
1.
2.
3.

TARGET AUDIENCE #1

Primary Message	Primary Goal
Obstacles to Goal	Measure of Success

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TARGET AUDIENCE #2

Primary Message	Primary Goal
Obstacles to Goal	Measure of Success

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TARGET AUDIENCE #3

Primary Message	Primary Goal
Obstacles to Goal	**Measure of Success**