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### MATERIALS AND RESOURCES

- PRINT BROCHURE**
- PRINT FLYER (with optional information session dates)**
- DIGITAL FLYER:** JPG or PDF to send via email
- SOCIAL MEDIA**
  - Facebook page banner
  - Facebook/Twitter post with JPG photo
- POWERPOINT SLIDE**
- PLASMA TV ADVERTISEMENT**
- EMAIL TEMPLATE**

### IDEAS FOR PROMOTION

- CLASSROOM PRESENTATIONS:** Identify classes to reach potential participants
  - 10-15 classroom presentations are typically needed to get 20 students to an info session
- INFORMATION SESSIONS**
  - Fall term date: \_\_\_\_\_
  - Spring term date: \_\_\_\_\_
- DEPARTMENT WEBSITE:** Events calendar or informational post
- ACADEMIC ADVISORS:** Knowledge of the program and credit offered for majors and minors
  - Mass email to majors
  - Materials to give to students during advising appointments
- OTHER DEPARTMENTS:** Other major(s) or minor(s) interest or elective credit
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_