MATERIALS AND RESOURCES

☐ PRINT BROCHURE

☐ PRINT FLYER (with optional information session dates)

☐ DIGITAL FLYER: JPG or PDF to send via email

☐ SOCIAL MEDIA
  o Facebook page banner
  o Facebook/Twitter post with JPG photo

☐ POWERPOINT SLIDE

☐ PLASMA TV ADVERTISEMENT

☐ EMAIL TEMPLATE

IDEAS FOR PROMOTION

☐ CLASSROOM PRESENTATIONS: Identify classes to reach potential participants
  o 10-15 classroom presentations are typically needed to get 20 students to an info session

☐ INFORMATION SESSIONS
  o Fall term date: __________________________
  o Spring term date: __________________________

☐ DEPARTMENT WEBSITE: Events calendar or informational post

☐ ACADEMIC ADVISORS: Knowledge of the program and credit offered for majors and minors
  o Mass email to majors
  o Materials to give to students during advising appointments

☐ OTHER DEPARTMENTS: Other major(s) or minor(s) interest or elective credit

☐ __________________________

☐ __________________________

☐ __________________________

☐ __________________________

☐ __________________________