

## Marketing Plan for Faculty Led Programs

### ☐ Hold Information Session

- Reserve room through Reservations Office in Cartwright Center
- Follow same marketing methods for general program information

### ☐ Create Event Slide for Campus Digital Televisions

#### ○ Whitney Slides

- Power point slide- 20" wide x 11.25"
- Email to [stuactvts@uwlax.edu](mailto:stuactvts@uwlax.edu) with "Whitney Center Slide" in subject line
- Slide may be up for ten days; **submit ten days before** you would like content displayed

#### ○ All other campus buildings

- Log into support.uwlax.edu with your Net ID and campus password
- Request ITS Services in drop-down menu and then Digital Signage in second drop-down menu
- Add your name and the power point slide for event
  - Power point slide- 20" wide x 11.25"
- Keep location to N/A-so it can be displayed in all campus buildings
- Submit **TEN business days** before you would like the content displayed

### ☐ Posters

- Create or design poster or consult **Graphics** Representative for design
  - Cost for design in \$10.00
- Send poster for printing and provide Account Number
  - **Graphics**
    - Send 10 days before you need the printed ([ccgraphics@uwlax.edu](mailto:ccgraphics@uwlax.edu))
    - They can add the approval logo from the Cartwright 212 onto the poster
  - **DigiCopy**
    - Submit to DigiCopy website for printing
- Go to office 212 in Cartwright Center to stamp for approval to post (if not already on poster); provide copy of poster to office

### ☐ Connect with Representatives of Campus Offices and Specific Colleges

- Send program information to any possible departments on campus who would have students who would be interested in possible program
  - Create list of possible departments for specific program
  - Draft email and send flyer electronically

## Marketing Plan for Faculty Led Programs

### ☐ **Formulate Additional Publicity Ideas**

- Find possible student organizations, classes, and individuals to inform of study abroad program
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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
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### ☐ **Create Campus Connection Announcement**

- Create letter with information about program and informational event, if applicable
- Send to connectx@uwlax.edu

### ☐ **Submit Event to University Events Calendar**

- <http://www.uwlax.edu/Events-Calendar/>
- Click on Submit Event
- Log in with UW-L credentials and follow steps to submit event

### ☐ **Program Information Displayed on Study Abroad Website and Social Media**

- Facebook
- Twitter
- Others

# Marketing Plan for Faculty Led Programs

## Additional Publicity Ideas and Timeline

### ☐ 4 Weeks Prior:

- Request to have information displayed on Cartwright Center Outside Marquee (for informational events)
  - Go to Cartwright 212 and complete Message Board Request Form
  - The earlier the request this, the more likely they will be able to display it
- Easel Boards, to be displayed in Cartwright Center
  - Make sure to reserve space with the Reservations Desk in Cartwright Center
  - Create board and display
- Table Tents
  - Request to have space with Cartwright 212
  - Design table tent
  - Print in office, with UW-L Graphics, or Digicopy
- Utilize other creative methods
  - Social Media posts:
    - Facebook
    - Twitter
    - Instagram
    - Snapchat
  - Other
- Create Campus Connection

### ☐ 3 Weeks Prior:

- Posters
- Digital Signs
- Connect with Representatives on Campus and send information
- Submit Event information (if needed) to Events Calendar

### ☐ 1 Week Prior to Informational Event/Application Deadline:

- Continued Social Media presence
- **Other Ideas:** (at individual's discretion)
  - Class announcements
  - Hall Council meetings
  - Word of Mouth

## Marketing Plan for Faculty Led Programs

### Poster Printing

Resident Halls	1/floor	1/ RA
Angell	5	13
Coate	5	12
Drake	5	9
Eagle Gray	4	5
Eagle Maroon	5	5
Hutch	5	14
Laux	5	9
Reuter	1	1
Sanford	5	9
Wentz	5	9
White	5	9
ORL	1	1
<b>Total</b>	<b>51</b>	<b>96</b>

### Buildings

Cartwright	4
Centennial	PowerPoint
CFA	2
Cowley	2
Graff	2
Health and Science	2
Mitchell	2
Morris	2
Murphy	2
Whitney	PowerPoint
Wimberly	2
Wings	2
Wittich	2
Office 212	1
<b>Total</b>	<b>25</b>

Grand Total	76	121
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### Additional Posters, As Needed

Graphics	1
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