New Directions Pre-Retreat Town Hall Discussions
April 10 2008
Session 2
Table 8
Name of Topics: Promotion/marketing
Present at table: Isabel Stirling (facilitator), Michael Sholinbeck (recorder),
Mari Miller, Carlos Delgado, Desi Gallardo, Sandy Tesch, Brenda Krell

Additional Starting Points, Comments, Etc.:

Reaching out to students in dorms - how?
- Student Housing folks *will* distribute handouts to residents (Contact ...

What ideas can we borrow from other campus units already successfully promoting
their services?

Poster campaign? Sta Clara Univ had a good one...

In the library: Add work space/multimedia/web 2.0 capabilities at workstations -
'build it and they will come' idea.
Attractive functional space - what students want.

Use online social networks
- Facebook "what's going on"
- library related groups, UCB groups on Facebook: Make 'friends' w/ these folks

Tables outside library with handouts, promotional materials, coffee (orientation
marketing)

New faculty reception in Fall in Morrison w/ library reps there. Also, send new
faculty a "welcome package" with promo material and info relevant to their
research and teaching needs.

Get instant feedback and post on bulleting boards
- Cal Dining does this in the dorms. Comments and replies are posted and are up
to date.
- maybe white boards in library with suggestions, comments, replies.