Marketing to Increase Participation

BEFORE THE SURVEY

• eMail to Subject Librarians

• Announcement/Mini-Presentation at
  • Subject Librarians’ Meeting
  • Managers’ Meeting
  • Dean’s Council
  • All Employee Meeting
Marketing to Increase Participation

STARTING THE SURVEY

• eMail Invitation to
  • Students
  • Faculty
  • Administrators

• Signage at Libraries’ Entrances

• Table Tent Cards at Study Tables

• Video on University Television Screens
Marketing to Increase Participation

DURING THE SURVEY

one little survey

GREAT BIG RESULTS

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and you might even win a Kindle Fire

library.tamu.edu/survey
Marketing to Increase Participation

DURING THE SURVEY

• eMail Reminders
  • Mid-Point
  • One (1) Week Prior to Closing

• Monitor Progress by College
  • Notify Subject Librarians

• Refresh Table Tent Cards at Study Tables

• Various University Listservs