

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



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**