

Marketing/Publicity/Public Relations Ideas (Not an exhaustive list!)

- Marketing Plan
- Center branding
 - name
 - logo
 - motto
- Center brochures, flyers example: <http://www.clemson.edu/asc/About%20Us.html>
- Center newsletter
 - U Arizona Think Tank: http://issuu.com/thethinktank/docs/onesixtyeight-fall_2015
 - Ball State U:
<http://cms.bsu.edu/academics/collegesanddepartments/universitycollege/learningcenter/about/tutortalknewsletter>
- Promotional items for students: bookmarks, pencils
- Staff shirts
- Staff and tutor badges
- Campus/student newspaper
- Campus TV/radio stations
- Campus closed-circuit TV
- Website
- Social Media—Facebook, Twitter, Pinterest, Instagram, ...
- YouTube videos e.g., <https://www.youtube.com/watch?v=-yg0ueMhVhg&feature=youtu.be>
- Advisory Board
- Student, faculty, adjunct faculty orientations
 - <http://www.clemson.edu/asc/About%20Us.html>
- Club days
- Activities with college mascot
- Sponsor contests (example
<http://www.clemson.edu/asc/images/ClemsonFlyerContest.pdf>)
- Participate in campus events
- Center open house
- International Tutor Appreciation Week
- Food!!!
- Exam Jam
- Faculty development days, Department meetings
- Tours, class visits, open houses
- Standard entry on syllabus for all courses
- Surveys
- Take people to coffee, lunch
- Regular meetings with administrators, faculty, staff
- Status reports, annual reports, statistics
- Award ceremonies; tutor pinning
 - Invite the president, provost, deans, department chairs, etc
 - Ask one of these invitees to speak