Thursday, August 27, 2020

Howdy Student Organization Leaders and Advisors,

Yesterday, the Campus Signage Policy 51.99.99.M0.02 was revised to prohibit chalking for messaging on campus surfaces. We understand that marketing your activities and events is important for your organization, so we want to provide you with some resources that allow you to follow the revised campus signage policy while still sharing your message.

Here are some ways in which you can market your events and activities:

- **Social media** - When utilized effectively or thoughtfully, an intentional social media marketing plan can be the game-changer for your event.
- **Banners** - The University Center and Special Events allows organizations to use promotional banners on campus. Information on banner guidelines can be found here.
- **Wire wicket signs** - Allowing for ample communication while meeting campus beautification standards, wicket signs are able to be used by student organizations, keeping in mind that these signs cannot be placed in garden beds or landscaped beds, and must be made of durable materials.
- **Temporary signage** including, but not limited to, flyers or posters - Please ensure that you are following building guidelines for placement before posting any temporary signage on campus.
- **Digital signage** - An environmentally friendly option, you can find more information on campus digital signage here. For digital signage opportunities outside of the University Center, please contact your building proctor for more information.
- **MSC communication wall** - Located in the first level MSC Respect Lounge, consider displaying your poster or flyer on the Comms Wall. More information found here.
- **Sandwich boards** - A portable and versatile option, sandwich boards can be used around campus as long as they do not impede pedestrian or vehicular traffic. More info here.
- **Resource tables** - Let students get to know the faces behind your organization through tabling - following COVID-19 guidelines, of course! More information can be found here.
- **Genuine creativity and innovation** - We have seen countless examples of creative marketing approaches for student organization events and activities. The possibilities are truly endless! We just ask that you ensure you are meeting all campus guidelines before implementing your marketing strategy. If you would like to meet with us to discuss your ideas, please email soda@stuact.tamu.edu.

Lastly, be sure to keep yourself and your organization educated about how to implement successful marketing strategies and plans:

- Stay tuned for an upcoming Marketing Strategies Session for student organizations, hosted by the Department of Student Activities.
- Check out: 26 Marketing Ideas for Campus Programs that Break the Usual Mold
- Check out: 10 Ways to Market your Student Club on Campus
We know that this academic year has not been what any of us anticipated, so know that the Department of Student Activities is here to support your organization. As you have questions or ideas, please reach out to us at soda@stuact.tamu.edu.

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