

# Marketing ASSIST at Columbia College



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ASSIST Annual Conference

December 1, 1999

# Keys to Success



- **Staff Development & Training**
  - Counseling Staff
  - Evaluation Staff
  - Transfer Center Staff
  - Group and one-on-one
- **Update with Hard Copy**
- **Use ASSIST with College Catalogs**

# Transfer Center Marketing



- Brochures
  - Faculty and Staff
  - Students
- Hot Links to ASSIST
  - TC Web Page/College/District Web Page
  - Articulation Officer Web Page
- ASSIST Bookmarks
- Classes visiting the TC

# More TC Marketing



- Inform Students one-on-one
- Inform Faculty one-on-one
- TC Open House
- ASSIST Bulletin Board

# Training and Informing Staff



## ■ **What We Did:**

- How ASSIST benefits staff and students
- Bulletin Board Display with Sample Printouts
- Computer Demonstration
- Hands-on practice
- Brochures

# More Training....



## ■ **Who We Did It For:**

- All Staff In-Service Training
- Presentation at a Public Meeting of the Board of Trustees
- Special Hands-on Demonstration for our local Board of Trustee member
- Special Hands-on Demonstration for our Library Staff

# More Who We Did It For...



- Part-Time Counselors
- Admissions and Records Evaluators
- Local High School Counselors
- Curriculum Specialist
- Curriculum Committee/Executive Board
- College President, VP's, Deans

# Other Marketing Strategies



- Weekly Bulletin Announcements
  - Transferring? GOT ASSIST?
- Application Workshops for UC and CSU
  - Which courses transfer?
  - How many units do I have?
  - Use to calculate your GPA
- Fliers/Posters
- College Marquee




# More Marketing Strategies...



- Standards
  - PVC Pipe cemented in coffee cans
- Sandwich Boards
  - Enlarged Posters
- E-mail
- Other?????

# Reminder! The Key to Success...



- Convince your counseling, Transfer Center and evaluation staff about the importance of ASSIST to students.
- Encourage students to use ASSIST every time you get a chance.

# Thanks for your interest!



- Hope this information helps