

# Marketing Survey Results Summary

## Introduction

The ASSIST Coordination Site was asked by the ASSIST Board of Directors to prepare a report summarizing the strategies each campus was using to market, or increase awareness and use of ASSIST on each respective campus. The Coordination Site prepared a survey that could be completed and submitted over the Internet. A copy of that survey is attached. The ASSIST manager at each community college and university campus was asked to complete this survey. Fifty campuses completed and submitted the Marketing Survey. The responses are summarized below.

## Summary of Survey Results

### 1. Places where students have easy access to ASSIST:

Transfer Center	36
Library	39
Career Center	28
Classes	3
Student Center	9
Computer labs	36

Other answers included: Off-campus education centers, Counseling Offices, department offices

### 2. Places where a student can learn more about ASSIST:

Transfer Center	39
Library	10
Career Center	23
Classes	24
Student Center	5
Campus Web site	20

### 3. Current Activities to promote ASSIST on campus:

Flyers and/or handouts	27
Class Assignments	15
Posters	11
Links on campus website	29
Animated GIFs	5
Print ads	14

In addition to the activities above, some campuses are providing in-service training sessions on ASSIST to counselors.

### 4. Future Campus plans:

Flyers and/or handouts	20
Class Assignments	22
Posters	17
Links on campus website	22
Animated GIFs	8
Print ads	18

## **Materials Available**

The ASSIST Coordination Site has produced the following materials for campuses to use in their marketing and promotional efforts.

### **1. Web ASSIST Announcement Cards**

Color, two-sided glossy cards that were prepared and distributed for the release of Web ASSIST. Each campus was given approx. 2000 cards originally, and some campuses requested and were given up to 10,000 cards. The graphics files needed to re-create these cards are available at the ASSIST Information Center web site, along with instructions for sending them to a professional printer.

Based on comments from campus ASSIST managers the announcement cards were very successful and useful. Many campuses have asked for more cards, and it would be valuable to produce another set (or something similar) for distribution.

### **2. Animated Web Graphics**

The ACS created several animated graphics that campuses may use on their web sites to link to ASSIST. These small animations are designed to attract a user's attention and encourage them to follow the link to the ASSIST web site. These graphics are available on the ACS web site, along with instructions for linking them to Web ASSIST.

### **3. Print-Ready Graphics**

Graphics and text suitable for inclusion in class schedules, catalogs, or other printed publications are available on the ASSIST Information Center.

### **4. ASSIST Orientation**

The ACS created a 45-minute multimedia presentation that serves as an introduction to ASSIST. This presentation uses a web browser and streaming audio and video. It can be viewed on line and is also available on CD.

## **Conclusions**

While the number of responses to the survey was too low to draw many firm conclusions, it is possible to say that some campuses are effectively promoting and increasing the use of ASSIST. The most effective means (based on anecdotal reports and Web ASSIST activity reports) seem to be on-campus training sessions for counselors, and integration of ASSIST into the curriculum of College Success classes.

Unfortunately, many campuses are not taking advantage of the materials available to them, even when the materials are provided without charge and with complete instructions for their use. Relatively few campuses have links from their campus web site to ASSIST, and fewer have included informational ads in class schedules, catalogs, or other printed materials.

The most popular marketing tool (again, based on anecdotal reports and requests) has been the Web ASSIST Announcement cards, which the campuses could distribute to students in a number of ways and which did not require any further effort on the part of the campuses to produce.

## ASSIST Marketing Survey

Please use this form to provide us with information concerning the ways your campus is "marketing" or increasing the awareness and use of ASSIST. After you complete the survey, click the **Submit** button at the bottom of the page to send the information to us. Click the **Clear** button to erase your entries and start over.

1. Name:
  
2. Institution:
  
3. On your campus, are there places a student can easily access ASSIST?  
Check all the answers that apply.  
Transfer Center  
Library  
Career Center  
College Success Classes  
Student Center  
Computer Lab(s)  
Other (please describe):
  
4. On your campus, where can a student learn about ASSIST?  
Check all the answers that apply.  
Transfer Center  
Library  
Career Center  
College Success Classes  
Student Center  
Campus Website  
Other (please describe):
  
5. Has your campus used the Online ASSIST Orientation (either over the web or from the CD)?  
Yes No
  
6. Has your campus done anything directly aimed at increasing the awareness of ASSIST among students?  
Yes No

7. What are some of the things that your campus is doing now?  
Check all the answers that apply.  
Flyers and/or handouts  
Class Assignments  
Posters  
Links on your campus website  
Animated GIFs  
Ads in class schedules and/or catalogs  
Other (please describe):
  
8. What are some of the things your campus plans to do in the future?  
Check all the answers that apply.  
Flyers and/or handouts  
Class Assignments  
Posters  
Links on your campus website  
Animated GIFs  
Ads in class schedules and/or catalogs  
Other (please describe):
  
9. What are your ideas to help increase the awareness of ASSIST on campus?