

Low-Tech Ideas to Promote your Program or Department

Promote your department or program with something memorable! Activities in which you can create some interaction are particularly interesting to students.

Here are some ideas to get your creative juices flowing.

Draw Attention

- Demonstrate what your majors do (i.e. MDI brought over a sonogram machine, the Shooting Team brings over their trophies).
- Balloons or something out of the ordinary.
- Using a laptop or TV show students what your major students are doing with a 1-3 minutes video clip.
- Display giveaways on your table.

Presentations

- Create a presentation board, highlighting your department. Or you could download a PowerPoint presentation onto a laptop computer. Be sure your battery is fully charged.
- Famous Majors (Ex: Brooke Shields was a French major) – an online search will usually help you find names if needed.
- Where did they go? Create a list of recent FHSU alum with your particular major and describe what they're doing now.
- Have a presentation board or examples of interesting projects on which students have worked. Incorporating information on undergraduate research and internships is very beneficial.
- Create a presentation that identifies pre-professional curriculum.
- How students the career options they have if they pursue your degree. The What Can I Do With a Major In... webpage will be helpful in gathering this information (<http://www.fhsu.edu/aace/what-can-i-do-with-a-major-in/>).

Make it Social

- Connect with students using social media!
 - Run a social media contest to get students to Like (Facebook), Follow (Twitter) or Join (TigerLink) your department or student organization.

Contact Us!

- Need help creating something dramatic that will leave an impression? We're glad to help you brainstorm ideas. We'd also like to hear your great ideas.

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