

Section VIII Implementation and Controls

Calendar (2008 – 2009 School Year)

Event	Date	Types of Promotion	Responsible person	Lead time	Target Audience
New Faculty Orientation	August 2008	Brochures/Packets; Instruction; List serves	Michael; Amy; Megan; Mary	1 month (July 2008)	Faculty
Open House	August/September 2008	Handouts; Fliers; SSInfo; Purdue Today;	Orientation Coordinating Committee	1 ½ months (July 2008)	Undergraduates; Graduates
Engineering HelpTents	August 2008	Handouts; Brochures; Sign; Purdue Today; SSInfo	Frances; Mary	1 month (July 2008)	Undergraduates
International Graduate Student Orientation	August 2008	Handouts; Introduction to Libraries; Website; Tours; List serves	Megan	2 months (July 2008)	Graduates
ENGR seminars	September 2008	Handouts; Schedule; posters; fliers; in class publicity;	Amy	1 month (August 2008)	Graduates; Undergraduates
Reference Outreach	September 2008	Handouts; fliers; in class publicity; permanent signage	Frances; Mary	1 month (August 2008)	Undergraduates
Website/toolbar rollout	August 2008	In class promotion; list serves; banners and call out boxes on website; bookmarks; Facebook	Megan; Mary; Instructors; reference staff	1 month (July 2008)	Faculty; Graduates; Undergraduates
Patent seminar series	September 2008	Handouts; Schedule; posters; fliers; in class publicity	Charlotte	1 month (August 2008)	Graduates; Undergraduates
Career seminar series	September 2008	Handouts; Schedule; posters; fliers; in class publicity; Career centers; listserves	Charlotte; Megan	1 month (August 2008)	Undergraduates
Home-coming (NASA 50 th anniversary)	October 2008	Fliers; listserves; display cases	PSET Events; Display; Outreach	1 month (September 2008)	Faculty; Graduates; Undergraduates
24 hour library	December 2008	Fliers; list serves; SSInfo; display cases; BoilerTV	Libraries committee; Sandy;	1 month (November 2008)	Undergraduates; Graduates

			Mary; Megan		
Online resources marketing	January 2009	List serves; display cases; website call out boxes;	Mary; Megan	3 months (October 2008)	Undergraduates ; Graduates; Faculty
National Engineers Week	February 2009	Speaker; list serves; display cases; website call out boxes; SSInfo	Mary; Megan; Frances	1 month (January 2009)	Undergraduates
24 hour library	April 2009	Fliers; list servies; SSinfo; BoilerTV; display cases	Libraries committee; Sandy; Mary; Megan	2 months (February 2009)	Undergraduates ; Graduates

Controls - Each project will have a marketing action plan created by all interested parties with deadlines for completion. Marketing strategies will be assessed by surveys that include "How did you hear about this event/program?" as well as demographics. The calendar will be updated as new projects are added.