

Session 2: Marketing Pieces

Asked centers, in advance of the meeting, to provide hard copies of marketing pieces currently being used. Approximately six centers provided documents that were then displayed on poster boards for review and discussion.

Several different marketing pieces are needed – to accommodate the different audiences.

Tri-folds and newsletters appear to be the most used printed material. Downfall to these is that they become outdated very quickly.

Web is used as a marketing tool with most centers. Newsletters and other printed marketing materials are posted on most web sites for easy access and also cost efficiency on the part of the center (so they don't have to print them).

One marketing tool is email a "short" version of newsletter to mailing list with links of full articles that directs reader to different pages of the center web site.

Use a web statistics program embedded on the page to track how many visitors the site is getting, day/time that visitors are entering site, what pages within the site they visit most often, how they are finding the center site, etc

Place a "subscription" button on page. This permits centers to build their emailing list.

Request:

Would like to have a survey conducted of all centers to obtain:

Who is the audience that they market to? What type of marketing piece is used for each different audience, since they each are different? How effective is the marketing piece?

Are they willing to share a template of their marketing piece? (newsletter, tri-fold, etc)

Can the NSF place the templates on their site for download by other centers to assist all with: becoming uniform; saving time and money on the development of each piece, help newly formed centers get their marketing pieces going in a timely manner.

By utilizing the above, it is felt that:

- the NSF will gain all the needed information from the sites in a more timely and efficient manner.

- each center will be able to save man-hours, which in turn will save money that can then be used for research by utilizing the successful templates that are available.