EVERY CARD COUNTS

2009 NSSE Marketing Plan
Office of Academic Planning & Accountability
University of Louisville
Background
UofL participated in the 2009 administration of the National Survey of Student Engagement (NSSE). In order to obtain a more representative sample, an increase to students’ participation was deemed critical and established as the project’s main priority. To that end, a NSSE marketing committee was formed to develop an innovative and comprehensive marketing plan.

Goal
In addition to raising the response rate, the goal of the NSSE marketing campaign was to emphasize the importance and value of each contributor’s voice.

Concept
A signature tagline, Every Card Counts, was created to emphasize the importance of student participation. The core of the marketing campaign is the real UofL students featured on the promotional materials. These students delivered an important message: participation in the NSSE means participating in the future of the University of Louisville. In short, Every Card Counts.

Marketing Plan
The marketing plan contained print, web and outdoor materials aimed at building student awareness of the NSSE survey.

Print
• Over 200 posters placed in residence halls and academic buildings
• Ads appeared in the weekly Cardinal newspaper during the survey administration cycle
• Parents of our freshmen received information about the NSSE in their monthly newsletter.

Electronic
• Creation of a NSSE-dedicated website louisville.edu/nsse with tagline and student quotations prominently displayed
• Banner ad placement on the student newspaper website
• Student facilitated Facebook group
• Email to faculty announcing the NSSE survey
• Electronic advertisements on TVs around campus

Outdoor
• 30 yard signs displayed throughout the campus
• Two large banners strategically placed in the Student Activity Center (SAC) and at the entrance of the Ekstom Library.

Incentives
• $5.00 discount for a pizza from Papa John’s.
• Participants’ names entered into a drawing for one reserved “Red” parking space, one TREK bike, or three iPod touches.
Along with the Dean of Students, eight freshmen and seniors well known to the undergraduate population were identified to serve as spokespersons for the NSSE project. This diverse group of students had their photos taken around campus—in front of Greek townhouses, the student center, classroom buildings and on the field—to convey the importance of survey participation among every contingent of the student body. Their individual quotes combine to communicate the bigger message, Every Card Counts, as well as emphasize that participation in the survey is a public service for future generations of UofL students.

More than 200 posters were hung around campus in various classroom buildings, residence halls, the library, the student activities center and other areas of high student traffic.

Student Spokespeople: Grace Kim (above), Amy Foster (opposite page in reading order), Tommy Vollmar, Mehak Bejaj, Mike Oghia, OJ Oleka, Nicole Wells-Anik, Doug Beaumont, and Vice President of Student Affairs, Micheal Mardis.
“Every Card Counts”

Freshmen and Seniors: Take the National Survey of Student Engagement this February!
To Learn More, Visit: www.louisville.edu/NSSE

“I want to graduate knowing I’ve helped UofL become a better place. The NSSE survey gives me the opportunity to do just that.”
–OJ Oleka

“UofL is a great place, but things can always be better. I’m excited to let UofL know about my college experience.”
–Mike Oghia

“I’m telling everyone I know to take the NSSE this February. It’s the best opportunity we’ll get to share our undergraduate experience.”
–Amy Foster

“By listening to the students’ voices, we can evaluate these experiences to determine what you want and need in order to achieve success throughout your college years.”
–Michael Mardis

“By sharing my thoughts and opinions, I get to make UofL a better place. Future students at UofL will have you to thank for their awesome experience.”
–Nicole Wells-Anik

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“This February, I get to call the shots. I’m taking the NSSE survey to let my voice be heard.”
–Doug Beaumont

“UofL is giving away a red parking spot. Sharing my UofL experience and getting the chance to win that prize? Count me in.”
–Tommy Vollmar

“UofL is a great place, but things can always be better. I’m excited to let UofL know about my college experience.”
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Adapted from the posters, the newspaper ads serve to further the message that Every Card Counts. The newspaper is widely read on campus and served as a strong venue for reaching potential survey participants. The Louisville Cardinal circulates 7,000 copies in print weekly. The paper is available at all of U of L’s three campuses: Belknap, Health Sciences and Shelby.

Because the Louisville Cardinal is read by all members of the UofL community, including faculty and staff, an added benefit of the print advertisements was an increased internal awareness of the NSSE survey.
Because of the complexity of the NSSE survey, it was not possible to provide succinct information about the survey on our print materials. Instead, the print materials directed those interested to the NSSE website, available at louisville.edu/nsse. In addition to featuring student photos and quotes, the simple and attractive website provides information about the survey, contacts and links to the NSSE national website. Once available, survey results will be posted on the site.

In an effort to reach students via social networking, the marketing committee worked with one of our student spokespersons to create a Facebook group promoting the NSSE survey. The group boasts more than 100 members to date and features some of the promotional materials from the marketing campaign. In addition to providing information about the NSSE, it will also be a venue for delivering and fostering discussion about the results when they become available.
Banner Ads

Banner ads were placed on the Louisville Cardinal website to provide an additional layer of promotion to the student population. As more and more students get their news strictly from the web, it became imperative to advertise in the Louisville Cardinal both in print and online. The banner ads redirect to UofL’s NSSE website when clicked.
The outdoor yard signs and building banners are a major call to action piece of the marketing campaign. These materials were placed strategically around campus in areas of high visibility.
Every Card Counts Team

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