GETTING BUTTS INTO SEATS: INNOVATIVE WAYS TO INCREASE PROGRAM TURNOUT

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Finding a Fit

What are you doing?

1) How does this program fit within your departmental mission?

2) What can you offer beyond a simple lecture? (think multi-media, concert, debate, panel)

3) Would you go to this program as a student? (why or why not?)

4) Is this a good use of resources (What’s your cost-per-student?)
Are you saying College kids put alcohol in my jello?
Write-Up

• Develop a single page prospectus
• Include cost, length of program, format, space needs, date and time of program
• Who is your target market?
• Can you use academic class to help with marketing?
First Pass Advertising

Content

• Develop a one page PDF
• Develop a more detailed brochure
• Create a PowerPoint slide
• Create a sound clip or MP3
• Make a fun video for youtube or PSA
• Create a table tent for food services
• Ad for campus newspaper or local media/TV
Spouse's outbursts are hard to take

Adapted from a recent Internet discussion

I was about to leave for a night out when
my husband said, "I need you to get my
shoes out of the closet and bring them
to the door."

I asked, "Do you need me to bring
them to the door?"

He said, "Yes, just do it."

I left him standing there, angry. I
thought, "What's wrong with him?"

He then called "How was your day?"

I said, "Fine."

He said, "I was just..."

I interrupted him and said, "I'm
going out."

He said, "Fine, have a good time."

I thought, "What a jerk."

As I walked out the door, I heard
him say, "I hope she has a good
time."
SHADES of WINE

FASHIONS IN HUES FROM CHAMPAGNE TO BURGUNDY

© Where Magazine
Social Media Advertising
Let’s face it, students use social media
Develop your marketing plan

- Who are your social media gurus?
- Create a basic message that includes a title, date, time, location
- Brainstorm on-campus and off-campus ways to get the message out (like digital signage, save the date cards, table tents for cafeteria)
- Release your information in waves
SOCIAL MEDIA
UNLOCKING THE AWESOME POTENTIAL OF BEHAVIORAL DISORDERS

NARCISSISM

ADHD

STALKING

myspace

facebook

twitter

tweestalk
Raffles, Give-a-ways and Food

Raffle

• Ask yourself---will this draw students?
• Search for community donations (check with you campus office first)
• Single high end items like IPAD, IPOD, IPHONE, MP3 player, dinner out, hotel night off campus, suitcase party)
• Multiple items like bookstore overstock, on-campus food coupon
Raffles, Give-a-ways and Food

Give-a-Ways

- Ask yourself---will this draw students?

  *Stress balls (various shapes)*
  *USB drives*
  *Mini-beach balls*
  *Hand sanitizer*
  *Water bottle*
  *Bags and totes*
Raffles, Give-a-ways and Food

Food

• Ask yourself---will this draw students?
• Is food allowed in your venue?
• What will clean up entail?

*Pizza and Soda*

*Carrots, Celery and dip*

*Chips and Pretzels*

*Chocolate and desserts*
Academic Collaboration

- Two words
Academic Collaboration
Academic Collaboration

• More than any other incentive, extra credit seems to be the driving force behind “butts in seats.”
• Is there an educational angle to your program?
• Can you develop discussion questions?
• Create a sign in sheet or make it a ‘swipeable’ event
Case Examples

Bi-Polar Boy

• Paired with Psychology department to reduce costs
• Extra credit was offered and we used a card swipe to record data
TWLOHA-Concert

- Co-sponsored with CAB to offset cost
- Advertised through there office
- Counseling took lead on coordinating contract
Don’t Change the Subject

• Lower cost and was sponsored by counseling alone
• Bad timing on date we choose and didn’t have great turnout
• Importance of one person running it
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Check out:

www.studentaffairsenews.com