

AUDIENCE:

- (a) Students (trad, non-trad)
 - a. Current students (targeting primarily freshmen)
 - b. Prospective students
- (b) Parents

CONTENT NEEDS: Department “branding”

- (a) What are we about?
- (b) What characteristics encompass our department?
- (c) What are our students like?
- (d) What do we offer that other schools do not? (Small class sizes, more contact hours with faculty, diverse course offerings, skills-based learning, service learning, online classes, etc.)
- (e) Information on internships

COMMUNICATION VEHICLES:

- (a) Fliers/posters (in-school, departmental and course specific)
- (b) Digital pamphlets (high schools guidance counseling offices, local, statewide)
- (c) Pamphlets (Northern Bound Days); faculty follow-up personally with all students they speak to at NBD within a week of the visit
- (d) Departmental website (update description to include human services and CJ, faculty profiles, featured classes, student spotlight, alumni spotlight (i.e., “where are they now?”) selected past syllabi, examples of online class materials)
- (e) Social media
 - a. Continue to produce content with Facebook; over the winter break, devise ways to incorporate the use of our Facebook page into Intro classes beginning Spring 2016
 - b. Include a “student spotlight” and “where are they now” features on Facebook as well
 - c. Primary use is information vehicle in terms of current events
- (f) Sociology Club: begin in Spring 2016, start with bimonthly movie and discussion nights (1 night using a popular movie, 1 night showing a “sociological” film/documentary) with food provided, then start to move toward an expansion with guest speakers, debates, panels, and service opportunities but the initial push should be primarily social until there is a decent mass of students involved (enough to gain student help in running the club)
- (g) Alpha Kappa Delta: build off Sociology Club, target Fall 2016 to start a new chapter
- (h) Work on targeting dual-credit high school students within SOC 100 and eventually SOC 150 courses to recruit them to NSU and the major