

Peer Advisor Connection (PAC) Services

Goal: To encourage students to utilize the services of PAC.

Primary audience: Any student enrolled in a program at (INSERT COLLEGE NAME).

Marketing approach:

- Word about PAC services will become known through the peer advisor recruitment process.
- Faculty Advisors can help promote the services to their students.
- Peer Advisors can help promote by wearing their shirts, name tags, going into classrooms, attending club meetings, etc.
- Email to ALL students each semester.
- Advertising on the electronic boards in the Commons
- Student Life
- New Student Orientation
- Posters

Key Message Points

1. Accessibility – no waiting.
2. Quick answers to basic questions.
3. Get a student's perspective.