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.