Tools for Promoting Your Summer Courses
Summer Sessions, Study Abroad & Lifelong Learning

Course Website
- List expanded course information as soon as possible (ideally before the online schedule goes live in early December)
- Email will be sent in early fall requesting delegate updates
- Summer Sessions staff available to help with problems
- ssall.berkeley.edu/departments

Course posters/flyers
- Email to go out early fall with link to a request form
- Request materials early! Nearly half of 2014 summer students had enrolled by the end of February
- Campus postering service (for a fee) available through Berkeley mail services
- ssall.berkeley.edu/departments

Summer Opportunities Fair
- Wednesday February 18, 2015 at International House
- Opportunity for students to learn about your summer offerings
- Contact Anthony Yuen: ayuen@berkeley.edu

Email your students – they WANT to hear from you
- If you have a listserve, use it to announce your summer courses
- Surveyed students tell us they are much more likely to read an email from their department than from Summer Sessions

Banner ads
- Create an ad on your website for your summer courses—or we can create one for you
- Contact Carrie Salazar: csalazar@berkeley.edu

Social Media
- Have a new summer course to promote? We may be able to include it in our social media efforts (Facebook, Twitter)
- Contact Anthony Yuen: ayuen@berkeley.edu