

# Follett ACCESS Course By Course Communication Plan

In order to optimize the effectiveness of the Follett ACCESS program, it is essential to thoroughly communicate the features, benefits and processes related to the program. This comprehensive communication plan provides you with all of the customizable templates needed to effectively communicate with administrators, faculty, students and parents about the Follett ACCESS program and also how the campus store can provide all the campus pride spirit wear, nourishment and fan gear that student's need to be successful all while supporting your brand. Direct communication and exposure to the Follett ACCESS program and the campus store is essential in driving sales revenue and ultimately the commission dollars your institution receives.

MILESTONE **1**

## Follett ACCESS Program Awareness Campaign during Recruitment Process

**Summary:** Suggested marketing tools used as part of the recruitment process to raise Follett ACCESS program awareness and understanding of program features, benefits and process

**Timing:** At least one year prior to registration through registration opening

**Where to Use:** Recruitment marketing materials, admission packages, social media, and recruiter meetings with prospective students

- Create and share Institutional Web Page that addresses Follett ACCESS program overview, faculty focused information, and student focused information including tips on accessing materials, return policy, opt-out/in instructions (where applicable), etc. See Institution-created Web Page examples [here](#).
- Distribute Follett ACCESS Program Roadmap that provides student with specific details about the program, pick-up locations, and any opt-out/in details and Follett ACCESS Program FAQs that answer common student questions about the program and participation in all recruitment efforts. Download customizable roadmap template [here](#) and customizable FAQs template [here](#).
- Deploy Follett ACCESS Social Media Campaign posts reflecting program information and share customized website link, etc. See example posts [here](#).
- If you would like to create your own campus-specific program logo or develop your own customized marketing materials, please use Follett ACCESS Brand Guidelines and Logos. Download guidelines [here](#) and logos [here](#).



## MILESTONE 2

### Internal Program Awareness Campaign

**Summary:** Campaign targeting administrators, faculty, and student groups to raise program awareness and understanding of program features, benefits and process

**Timing:** 3 months prior to registration until opening of registration including adoption period

**Where to Use:** Faculty marketing materials, informational packages, administration communications, faculty training, onboarding, and clinics

- Create a program video providing a brief overview including program benefits, outcomes etc. then share link in all promotional efforts. See Institution-created Follett ACCESS Program video example [here](#).
- Deploy Email to Faculty that provides program overview, institution-created video link and adoption deadlines. Download customizable email template [here](#) and see Institution-created Follett ACCESS program video example [here](#).
- Upload Follett ACCESS Campus TV Slide to campus television system to promote program awareness. Download customizable slide template [here](#).
- At Dean, Chair, and Faculty meetings, present program, distribute Follett ACCESS Program FAQs. Download customizable FAQs template [here](#).
- Host adoption clinics to review the adoption process, associated timeframes allowing time for Q&A session. Distribute Follett ACCESS Program FAQs. Download customizable FAQs template [here](#).
- At Student Association meetings, present program and distribute Follett ACCESS Program FAQs and share Institution-created Web Page link. Download customizable FAQs template [here](#), and see Institution-created Web Page examples [here](#).
- In all faculty and student common areas as well as student residential areas, distribute Follett ACCESS Program FAQs. Download customizable FAQs template [here](#).
- If you would like to create your own campus-specific program logo or develop your own customized marketing materials, please use Follett ACCESS Brand Guidelines and Logos. Download guidelines [here](#) and logos [here](#).

## MILESTONE 3

### Campus Visit

**Summary:** Provide incoming students program information to aid in program awareness including understanding of features, benefits and process

**Timing:** <Fill in your campus' specific date for this>

**Where to Use:** In campus visit packets, campus store tours, and follow-up communication to students

- During tours and individual campus visits, campus ambassadors to distribute Follett ACCESS Program Roadmap, and Follett ACCESS Program FAQs. Download customizable roadmap template [here](#) and customizable FAQs template [here](#).
- If you would like to create your own campus-specific program logo or develop your own customized marketing materials, please use Follett ACCESS Brand Guidelines and Logos. Download guidelines [here](#) and logos [here](#).

### Acceptance & Orientation

## MILESTONE 4

**Summary:** Suggested marketing tools to be used during orientation to aid in program awareness including understanding of features, benefits and process

**Timing:** <Fill in your campus' specific date for this>

**Where to Use:** In acceptance letters to students, any acceptance & orientation communications, and orientation presentations

- Create a student orientation video about the Follett ACCESS program providing a brief overview of program and outlining the process to participate then share link in all orientation initiatives. See student orientation video example [here](#).
- Deploy Email to Accepted Students that provides program overview, share Institution-created Web Page link and Follett ACCESS Program Student Orientation Video link. Download customizable email template [here](#), see Institution-created Web Page examples [here](#) and see student orientation video example [here](#).
- During Student Orientation meetings, distribute Follett ACCESS Program Roadmap, Follett ACCESS Program FAQs, share Institution-created Web Page link and deploy Follett ACCESS Program Student Orientation video. Download customizable roadmap template [here](#), customizable FAQs template [here](#), see Institution-created Web Page examples [here](#), and see student orientation video example [here](#).
- Display Follett ACCESS Posters and Follett ACCESS Table Tents in high traffic student areas. Download customizable 11"x17" poster template [here](#) and customizable 11"x17" table tent template [here](#).
- If you would like to create your own campus-specific program logo or develop your own customized marketing materials, please use Follett ACCESS Brand Guidelines and Logos. Download guidelines [here](#) and logos [here](#).

# MILESTONE 5

## Registration

**Summary:** Suggested marketing tools to be used during registration to aid in program awareness including understanding of features, benefits and process

**Timing:** <Fill in your campus' specific date for this>

**Where to Use:** In all points of registration such as student and advisor meetings, etc.

- Display Follett ACCESS Program Roadmap, Follett ACCESS Program FAQs, and your institution's specific registration instructions in your Learning Management System (LMS). Download customizable roadmap template [here](#) and customizable FAQs template [here](#).
- Highlight which classes are participating in the Follett ACCESS program in course catalog for easy identification.
- Share link to Institution-created Web Page on students' online schedule that addresses Follett ACCESS program overview and student focused information including tips on accessing materials, return policy, opt-out/in instructions (where applicable), etc. See Institution-created Web Page examples [here](#).
- Advisors to distribute Follett ACCESS Program Roadmap, Follett ACCESS Program FAQs, and share Institution-created Web Page link during student meetings. Download customizable roadmap template [here](#), and customizable FAQs template [here](#), and see Institution-created Web Page examples [here](#).
- Deploy Registrar Email to Students enrolled in Follett ACCESS participating classes. Download customizable email template [here](#).
- If you would like to create your own campus-specific program logo or develop your own customized marketing materials, please use Follett ACCESS Brand Guidelines and Logos. Download guidelines [here](#) and logos [here](#).



## MILESTONE 6

### Course Material Pickup

**Summary:** Suggested marketing tools to be used during course material pick-up explaining key deadline dates, physical course material pickup instructions and return policy

**Timing:** <Fill in your campus' specific date for this>

**Where to Use:** Email and print communications from the campus store about course material pick-up process and timeframes

- Automated Campus Store-deployed Course Material Notification Email sent to students advising that physical course materials are ready for pick up at the bookstore and/or instructions on how to access digital materials. See automated notification email example [here](#).
- For physical course material orders, campus store will insert a Physical Course Material Packing Slip including deadlines, return policy process, and opt-out information (if applicable). See packing slip example [here](#).
- For digital course materials, it is important to note that the digital delivery method can differ based on the needs of the campus and student body. During the program implementation process, your Follett ACCESS program Operations Manager will address the specific communication plan surrounding delivery of digital course materials at your campus.
- If you would like to create your own campus-specific program logo or develop your own customized marketing materials, please use Follett ACCESS Brand Guidelines and Logos. Download guidelines [here](#) and logos [here](#).

## MILESTONE 7

### Start of Class

**Summary:** Suggested marketing tools to continually promote program awareness including understanding of features, benefits and delivery process

**Timing:** <Fill in your campus' specific date for this>

**Where to Use:** Within the Learning Management System (LMS), course syllabi, and any faculty-to-student facing communications

- Post a “Your required course materials for this section are being provided to you!” message on students’ Learning Management System (LMS) and share an Institution-created Web Page link to provide more program information. See Institution-created Web Page examples [here](#).
- Invite publisher representatives to visit classes during the first week of the term to conduct publisher demonstrations for accessing digital course materials integrated within their Learning Management Systems (LMS). Note that some publishers refer to this as the ‘first day of class initiative’.
- If you would like to create your own campus-specific program logo or develop your own customized marketing materials, please use Follett ACCESS Brand Guidelines and Logos. Download guidelines [here](#) and logos [here](#).

## MILESTONE 8

### End of Class

**Summary:** Suggested marketing tools to continually promote program deadlines

**Timing:** 3 weeks prior to finals then again at the beginning of finals' week

**Where to Use:** Student communications and faculty marketing materials

- Where rental course materials are provided, the campus store will send a Rental Return Reminder Email to remind students to return all rented course materials back to the campus store. See rental return email reminder example [here](#).
- For those faculty members whose classes are already not part of the Follett ACCESS program, deploy email providing program overview, institution-created link, and adoption deadlines applicable to the next upcoming term. Download customizable email template [here](#) and see Institution-created Follett ACCESS program video example [here](#).

## MILESTONE 9

### Student and Faculty Surveys

**Summary:** Suggested surveys to aid in accumulating feedback used to gauge program opinions, perceived effectiveness in an effort for ongoing program improvement

**Timing:** <Deploy after Program Order End Date>

**Where to Use:** Follett can deploy and manage both faculty and student surveys on the institution's behalf then will share results with the campus. The institution may also choose to deploy both surveys on their own instead then share the results with Follett. With both options, all results would be permissible for potential publishing in marketing efforts.

- Follett-created customized Follett ACCESS Student Survey and Follett ACCESS Faculty Survey for those participating in the program. See faculty survey sample [here](#) and student survey sample [here](#).