

## MARKETING STRATEGIES

### General:

- Share data on the effectiveness of SI in affecting course or exam performance. This is most effective if the data is for the class itself, from the first exam, for example. However, initially SI can be "pushed" by providing data from previous semesters. Ask your SI supervisor for such data.
- You may also catch students' attention by citing numbers and/or comments from previous student evaluations. Particularly striking are students' perceptions of their probable difficulty with the course had they not had SI.
- Students also indicate that their interest in the courses increased significantly by being involved in SI. SI may engage students experience difficulty "getting into" the course.

### For professors:

- TA's feel that the most important factor in encouraging students to attend SI is the professor's support and enthusiasm for the program. Ways that professors can provide support include some or all of the following:
  - Introduce SI as an integral part of the course. Refer to SI on the course syllabus and encourage students to attend. Intermittently during the semester, stress the importance of SI, through some of the methods listed above. This is especially effective at times of high "perceived need" such as after an exam has been returned.
  - Give the TA time in class to promote SI. Give the TA a chance to distribute SI materials (handouts, quizzes, etc.) to the class as a whole to give them a "taste" of what SI is like. Give the TA all or part of a class session to do some SI, perhaps before an exam or in place of a lecture.
  - Allow time for a former SI student to speak in class - to deliver a "testimonial" concerning the effectiveness of SI.
  - Invite an LSC representative to do a brief "PR" about other LSC services. In that context, he or she may also mention SI.

### For the TA:

- Prepare an eye-catching or humorous flyer to advertise SI. Distribute it in class.
- About a week before an exam, distribute a brief sample test to the class. Tell students that the answers will be discussed in SI.
- Put up an SI announcement (or a "teaser") on the overhead a few minutes before class.
- Encourage students to tell their friends about SI.
- Distribute sample handouts or test review sheets to the whole class. Tell them that to get additional materials that they need to come to SI



- Insert a post-exam survey in each exam with a low grade. At the bottom of the survey, advertise SI or write a personal note telling the student you hope to see him or her at the next SI.
- Try to democratize the planning of SI sessions via a survey. Ask for input on good session days and times and on discussion topics.