



HIGHER ED BEST PRACTICES

EACH YEAR:

- Distribute Faculty Welcome email to all new faculty members.
- Evaluate the link to the online bookstore. Check with your MBS account manager to see how students are accessing it. What page do they launch from? Is the link big enough? Should it be featured more prominently?
- Make sure you have Registrar Links set up within your registration program. If you are unsure, contact your account manager.
- Work with your account manager to evaluate previous year's marketing efforts. What needs to change? What new channels are you using?
- Check stock on free printed materials about MBS Direct. Do you need more brochures or flyers for orientation/registration?
- Provide new email addresses to MBS Direct so they can email students about the online bookstore and any promotions.

EVERY TERM:

