



## Snapshot I The Campus store email style guide

1. **It's got to be short.** No one has time to read an epic epistle at work.
2. **Be professional but informal.** That is, you don't want it to sound like it was composed by a committee of language police (Whom are we addressing in this missive?). But you do want it to be reasonably void of glaring yet common errors: missing words, misspelled homophones (write, right?). Professionals have a colleague proofread emails before sending any message that's supposed to represent the business or brand.
3. **Stick to a single message.** Don't try to make more than one point in an email. Choose your top priority and stay with it.

## Snapshot II 3 Rewards of Marketing to Faculty

1. **Better adoptions rates** – When faculty are engaged with the campus store mission, they're likely to respond to adoption requests faster.
2. **Better student service** – When the rate of on-time adoptions gets a boost, store associates

can focus on creating a superb customer experience.

3. **Social influence** –When teachers spread positive word of mouth about your store among students, administrators and colleagues, it furthers campus relevance

## Snapshot III The Dos of Faculty Engagement

1. **Do:** Have a clear theme in all your messages that focuses on students. Weave a reference to your store's mission into every communication.
2. **Do:** Stay positive. Engage faculty with opportunities to streamline their workload and serve their students better.
3. **Do:** Keep messages brief and clear. Teachers have little time. Try to write a message someone could read and understand while rushing across a quad to their next class.
4. **Do:** Create opportunities to engage faculty in-person. That's the best way to let teachers know who you are and why your store matters.
5. **Do:** Use a call to action: In all written communication, make it easy for faculty to respond immediately – whether you're sending an invite to a faculty event or a request for early adoptions.

## Snapshot IV The Don'ts of Faculty Engagement

1. **Don't:** Scold faculty. Even if you're frustrated with chronically late adoptions, find a way to create a message that offers a positive opportunity to make things better.
2. **Don't:** Use bureaucratic language. For faculty the bureaucratization of education is a big



taboo. You don't want your store associated with that. Avoid dry, tangled language that makes your store sound like a tax collector or utility company.

3. **Don't:** Include anything in the message that isn't informative or useful.
4. **Don't:** Send faculty demands during midterms or finals if it's at all possible to avoid. If you send emails at those high-stress times, chances are high that it will go unopened. Forever.
5. **Don't:** Assume anything about faculty intentions when their adoption submissions are late. The most likely cause: They're not responding because they're insanely busy — and they don't know why the campus store matters.

## Snapshot V

### Instructions for hosting a faculty author reading

1. **Contact department chairs** and ask them to send you alerts about faculty book publications.
2. **Keep an ongoing list of names, titles and key dates** in a regularly updated spreadsheet. The larger your campus, the more books faculty will be publishing each term.
3. Once you have a roster of titles and names, you can **decide how to prioritize them**. Select those that sound interesting to you or your associates, ask department chairs to let you know which publications are likely to get the most disciplinary attention or simply go in order of publishing date.
4. **Contact the authors directly** and let them know you'd like to host a reading. Ask them to list future dates convenient to them so that you can choose one that works best for your store. Consider hosting the event in the late afternoon or early evening, depending on the typical class schedule on your campus. If you can host your event when most classes are finished for the day — but before most faculty have left campus or night classes have begun — that will likely attract the largest numbers.
5. **Schedule about 30 minutes for reading** itself and another 30 minutes after for questions and discussion
6. **Decide whether to offer food.** Sometimes readings include light snacks for attendees. However, it isn't expected. So, you can decide how much to budget for food or whether to do so at all.
7. **Download and complete the attached marketing template.** Advertise with flyers all over campus, especially in the author's department.
8. **Fill out the attached formal invitations** and send them to members of the author's department. You might also send some to the administration, too. Campus leaders like to show support for faculty endeavors. You can send these invites through campus mail in print or via email as a PDF. We recommend starting with campus mail, then following via email.
9. **Advertise on Facebook, Twitter and Instagram.** Don't forget to target graduate students! Students pursuing masters and doctoral degrees often want to celebrate their mentors' achievements.
10. If the author is reading from a work that may have appeal outside his or her discipline — a work of fiction or creative nonfiction, for example — **be sure to advertise to undergraduates**, too. If your campus has a robust creative writing program, then it's likely many members of the department have star power that can drive foot traffic from students, the community and beyond. Author readings at places like [the Iowa Writer's Workshop](#), for example, can attract attendees from all over the world.
11. **Stock extra copies of the books** if they are trade books. Or, if they are scholarly works,



ask the author to bring spare copies. This will allow attendees to purchase them after the reading and request the author's signature.

## Snapshot VI

### Instructions for a faculty appreciation night

1. **Review your school's term schedule to select a date.** Try to find a date when both faculty and your store are less likely to be busy. Avoid dates right before and after finals. Students tend to need extra attention from faculty in the days before big tests – and faculty are usually busy grading in the weeks after.
2. **Plan a time that coordinates well with the typical class schedule on your campus.** If you are inviting daytime and evening instructors, you might plan the event between 4:30 and 6:30 pm – after day classes typically end and before many night classes begin.
3. **Download the attached template** and fill out the editable invitations and flyers with your selected date and time.
4. If your store is located on a large campus, **include a map to the function** with your invite. Some faculty may be new. This represents an opportunity to introduce them to your store.
5. **Request an RSVP with your invite** – preferably a contact that teachers can email or text. You won't want to bar those who haven't RSVP'd, of course. But the request should give you a general idea of the numbers and help you plan for snacks.
6. **If a food offering isn't in your budget, consider a potluck.** Many faculty members will enjoy the chance to treat their colleagues to a favorite creation.
7. **Post your flyers and send out the invitations** – via email as a PDF or campus mail as a printed card.
8. **Get it in touch with department chairs or administrators** you already know and tell them what you're planning. This will ensure some faculty take care to look for the invitation.
9. **Advertise the event on social media.** You might want to post a separate notice for students, too, that announces the store's early closing time for that date.
10. **Decorate your store with the downloadable flyers** along with anything else you think might make the occasion seem special. Be sure to open your doors to non-faculty who play a role in the adoption process like department secretaries, too.