



Improving Faculty and Campus Relations NEW!!

Now more than ever, how we connect to our campuses can make the difference in our success. Finding just the right amount of communication can be tricky, and finding the right delivery method can be even more difficult; what works for our faculty does not always work for the rest of our customers. As competition increases, getting this right becomes even more critical.

Improving Faculty and Campus Relations (formerly Blueprint for Textbooks II) is a threshold level program, newly revised with the professional who is new to our industry and its intricacies in mind. Its goal is to provide the tools to strengthen your connection with your campus, and help you translate your value to your stakeholders.

Available Lengths: 4 hours

Learning Objectives

- Define the role of the college store in the higher education process.
- Develop proactive strategies to communicate and strengthen relationships with faculty, students, and other stakeholders.
- Choose and practice different communication methods to reach faculty.
- Design a campus communication strategy, based from case studies.

Course Agenda

The College Store and Campus Expectations

Key Stakeholders: Faculty

What's Important to Faculty?

Assessing Your Faculty Communications Quotient

What's In It for Faculty?/What's In It for the Store?

Getting on the Same Page/Communication Methods

Adoptions

Key Stakeholders: Students

What's Important to Students?

Reaching Students

Going the Extra Mile

Key Stakeholders: Administration and Other Entities

Developing a Communications Strategy

Take Home Exercises and Action Plans

Competency Areas

College Store Operations; Course Materials and Intellectual Property; Marketing and Campus Relations

Experience Level

Threshold
