

## Minute-to-Win-It Marketing Ideas

How are you promoting quality assurance, Quality Matters, the WA Course Design Checklist, continuous course improvement, best practices in online course design, instructional design services, etc. on your campus?

Please add your ideas to the bottom of the list following the formatting of this document with the Promotion on the left and the suggested Place (distribution channel) on the right.

Promotion Ideas	Place
Forward or distribute marketing materials from your QM/QA office	Listserv, Email, Social Media
Tweet about QM/QA on your campus or retweet someone else's QM/QA info <ul style="list-style-type: none"> <li>Example: <a href="#">@QM Program Tweet 10.22.19</a></li> </ul>	Social Media
Congratulate training completers <ul style="list-style-type: none"> <li>Example: Recognition Letters sent to training completers and their supervisors</li> </ul>	Listserv, Email, Website, F2F, Social Media, Blog, Website, Phone, Print
Share your QM/QA implementation plan and ask for community feedback <ul style="list-style-type: none"> <li>Example: <a href="#">NMSU Implementation web page</a></li> </ul>	Listserv, Email, Website, F2F, Social Media, Webinar, Print
Share out about <a href="#">QM Success Stories Webinars</a>	Listserv, Email, Website, F2F, Social Media, Print
Make and share out a short QM/QA video <ul style="list-style-type: none"> <li>Example: Could be on a single standard, available training options, congratulating a course</li> </ul>	Listserv, Email, Website, F2F, Social Media, Blog

developer on achieving certification	
Give faculty your business card and a QM rubric or 1-page rubric handout	F2F, Print
Display a QM/QA promotional item in your office or on your door as a conversation starter <ul style="list-style-type: none"> <li>Example: <a href="#">Items available through the online QM catalog</a></li> </ul>	F2F, Print
Share out an article about QM/QA or QM/QA research <ul style="list-style-type: none"> <li>Example: Quality Reads board on Pinterest or <a href="#">Discussions on recent Findings in Teaching &amp; Learning from University of Minnesota</a></li> </ul>	Listserv, Email, Website, F2F, Social Media, Blog, Webinar
Ask faculty to refer a friend/colleague to you for QA/QM mentoring	Listserv, Email, F2F, Phone, Print
Host a contest <ul style="list-style-type: none"> <li>Example: ask participants to tweet QM/QA related stories, images or videos, send participants on a QA/QM scavenger hunt, challenge participants to answer QA/QM related trivia questions, or raffle off a QA/QM item</li> </ul>	Listserv, Email, Website, F2F, Social Media, Blog, Webinar
Add a QM/QA sticker or stamp to your business cards	F2F
Wear a QM/QA pin or T-shirt <ul style="list-style-type: none"> <li>Example: <a href="#">Items available through QM's online QM catalog</a></li> </ul>	F2F

<p>Share out written or recorded faculty or student testimonials</p> <ul style="list-style-type: none"> <li>Example <a href="#">Quality Matters Testimonials by Clark College Faculty web page</a></li> </ul>	<p>Listserv, Email, Website, F2F, Social Media, Webinar, Print</p>
<p>Post QM certified courses on your website</p> <ul style="list-style-type: none"> <li>Example: <a href="#">Quality Matters Recognized Courses at Clark College web page</a> and <a href="#">Shoreline Community College's Quality Matters web page</a></li> </ul>	
<p>Post about QM/QA on your blog</p> <ul style="list-style-type: none"> <li>Example: <a href="#">SBCTC ATL Blog</a></li> </ul>	<p>Blog</p>
<p>Create and share an ePortfolio of QM/QA work on your Campus</p> <ul style="list-style-type: none"> <li>Example: <a href="#">Quality Assurance at CSU Los Angeles, San Luis Obispo, Quality Assurance for Online Courses; QA ePortfolio Showcase</a></li> </ul>	<p>Listserv, Email, Website, F2F, Social Media, Blog</p>
<p>Create a QM/QA meme or avatar to share</p>	<p>Listserv, Email, Website, F2F, Social Media, Blog</p>
<p>Brand your QM/QA messaging</p> <ul style="list-style-type: none"> <li>Example: <a href="#">CSU's QM/QA web pages</a></li> </ul>	<p>Listserv, Email, Website, F2F, Social Media, Blog, Website, Print</p>
<p>Gamify your QM/QA message</p> <ul style="list-style-type: none"> <li>Example: Let faculty earn and spend tokens toward QA instructional design help or play a QA related game; checkout the <a href="#">You Be the Review Game App from North Carolina Central University</a></li> </ul>	<p>Listserv, Email, Website, F2F, Social Media, Blog, Print</p>
<p>Offer cohort training</p>	<p>Listserv, Email, Website, F2F, Social Media, Blog, Website, Print</p>

<ul style="list-style-type: none"> <li>Example: <a href="#">North Carolina Central University Quality Course Design Cohorts</a></li> </ul>	
<p>Share out a QM/QA top 5 or top 10 list</p> <ul style="list-style-type: none"> <li>Example: Run a Rubrics STandaard Report and share out the Top 5 Most Frequently Met Standards or Top 5 Most Frequently UnMet Standards on your Campus, <a href="#">CSU's Top 10 Commonly Missed Objectives</a> or the <a href="#">Top 5 Signs You're Ready for a Course Review</a></li> </ul>	<p>Listserv, Email, Website, F2F, Social Media, Blog, Website, Print</p>
<p>Create and share a custom URL for QM/QA training sign-ups (try bit.ly)</p> <ul style="list-style-type: none"> <li>Example: <a href="http://bit.ly/SBCTC-QM-Signups">http://bit.ly/SBCTC-QM-Signups</a></li> </ul>	<p>Listserv, Email, Website, F2F, Social Media, Blog, Website, Print</p>
<p>Use a branded hashtag when tweeting</p> <ul style="list-style-type: none"> <li>Example: #SBCTC-QM-Signups</li> </ul>	<p>Social Media</p>
<p>Post a global training message in your LMS</p>	<p>LMS Dashboard or Login Landing Page</p>
<p>Send training participants an informational or inspirational QA/QM message</p> <ul style="list-style-type: none"> <li>Example Subject line: FURTHER YOUR COURSE DESIGN KNOWLEDGE</li> </ul>	<p>LMS messaging</p>
<p>Add a QM/QA topic to department, division, or college newsletter</p>	<p>Listserv, Email, Website, F2F, Social Media, Blog, Print</p>
<p>Write your own QA newsletter</p>	<p>Listserv, Email, Website, F2F, Social Media, Blog, Print</p>
<p>Chat with your communications office regarding campus specific options</p>	<p>F2F</p>

<p>Create a campus QM/QA web page and share it with your campus</p> <ul style="list-style-type: none"> <li>Examples: <a href="#">Quality Matters Ohio Consortium</a>, <a href="#">California State University Quality Assurance</a>, <a href="#">New Mexico State University</a>; and <a href="#">SBCTC Quality Matters Program</a></li> </ul>	<p>Listserv, Email, Website, F2F, Social Media, Blog, Webinar</p>
<p>Share a link to quick facts about your QA/QM program</p> <ul style="list-style-type: none"> <li>Example: <a href="#">Quality Matters Ohio Consortium Quick Facts web page</a></li> </ul>	<p>Listserv, Email, Website, F2F, Social Media, Blog, Webinar</p>
<p>Share an alignment/course map example or ask faculty to share one</p> <ul style="list-style-type: none"> <li>Example: <a href="#">This is a work in progress but you get the idea!</a></li> </ul>	<p>Listserv, Email, Website, F2F, Social Media, Blog, Webinar, Print</p>
<p>Ask faculty to share how they meet a certain standard</p> <ul style="list-style-type: none"> <li>Example: <a href="#">How I met QM standard 4.5</a></li> </ul>	<p>Listserv, Email, Website, F2F, Social Media, Canvas, Blog, Webinar, Print</p>
<p>Ask a faculty and/or students to share why quality matters</p> <ul style="list-style-type: none"> <li>Example: <a href="#">Why Quality Matters video from Shoreline Community College</a></li> </ul>	<p>Listserv, Email, Website, F2F, Social Media, Canvas, Blog, Webinar</p>
<p>Host a guest speaker</p> <ul style="list-style-type: none"> <li>Example: Invite your system Lead QMC to present on your campus</li> </ul>	<p>F2F</p>
<p>Host an event</p> <ul style="list-style-type: none"> <li>Example: hold a weekly or monthly Lunch and Learn or Happy Hour to discuss how to meet specific QM standards or discuss or QA related items</li> </ul>	<p>F2F, Webinar</p>

<p>Issue a campus level or department level QA challenge</p> <ul style="list-style-type: none"> <li>Example: Department with the most QM workshop completions by a certain date wins and the winner gets to display a stuffed koala (Koala-ty) bear or other campus mascot</li> </ul>	F2F
<p>Create QA/QM bookmarks</p> <ul style="list-style-type: none"> <li>Example: Each bookmark identifies and explains one QM standard and gives examples of ways to meet it</li> </ul>	F2F, Print
<p>Create a QA/QM brochure</p> <ul style="list-style-type: none"> <li>Example: Brochure is set up like a menu explaining your QM offerings</li> </ul>	Listserv, Email, F2F, Blog, Website, Print
<p>Create a QA/QM poster or infographic</p> <ul style="list-style-type: none"> <li>Example: <a href="#">QM Ohio 2019 Infographic</a></li> </ul>	Listserv, Email, F2F, Blog, Website, Print
<p>Host an QA/QM game session</p> <ul style="list-style-type: none"> <li>Example: QM trivia in Kahootor checkout <a href="#">A Day at the QM Improv: Whose Alignment Is It Anyway?</a> for more ideas</li> </ul>	F2F
<p>Offer a consultation</p> <ul style="list-style-type: none"> <li>Example: Offer to coach individual faculty or a group of faculty on a single standard they identify</li> </ul>	Listserv, Email, Website, F2F, Social Media, Webinar, Print
<p>Share results of QM/QA reports</p> <ul style="list-style-type: none"> <li>Run a completion report and publicly congratulate the campus, division, or department with the most workshop completions in a month, quarter or year</li> </ul>	Listserv, Email, Website, F2F, Social Media, Blog, Webinar, Print

<p>Issue a digital credential</p> <ul style="list-style-type: none"> <li>Examples: QM badges ... coming soon from QM or create your own in <a href="#">Badgr</a> or <a href="#">Credly - recently purchased by Acclaim</a></li> </ul>	<p>Listserv, Email, Website, F2F, Social Media, Blog, Webinar, Print</p>
<p>Present in person</p> <ul style="list-style-type: none"> <li>Example: Division, or Department meeting, In-Service day; faculty union meeting, or other faculty association meeting</li> </ul>	<p>F2F</p>
<p>Share details about how QM/QA benefits faculty and can help resolve course design issues that may already have</p> <ul style="list-style-type: none"> <li>Examples: decreasing student questions, increasing content related interactions, improving faculty workflow</li> </ul>	<p>Listserv, Email, Website, F2F, Social Media, Blog, Webinar, Print</p>
<p>Share QM/QA showcase examples</p> <ul style="list-style-type: none"> <li>Example: share out a best practice from the <a href="#">QM IDA Showcase of Best Practice</a></li> </ul>	<p>Listserv, Email, Website, F2F, Social Media, Blog, Webinar</p>
<p>Create an informal survey and share the results with your campus</p> <ul style="list-style-type: none"> <li><a href="#">Online Course Review at Your College Pie Charts by Lower Columbia College</a></li> </ul>	<p>Listserv, Email, Website, F2F, Social Media, Blog, Print</p>
<p>Combine data from another source and share out how it can help meet a specific QM standard</p> <ul style="list-style-type: none"> <li>Example: Run a report on alt-text in <a href="#">Ally</a> (accessibility checker), let faculty and staff know what percentage of images in your LMS are missing alt-text, relate it to meeting Standard 8.3; challenge faculty to add alt-text; run</li> </ul>	<p>Listserv, Email, Website, F2F, Social Media, Blog, Print</p>

another Ally report and share out the progress	
Host a QA book club <ul style="list-style-type: none"> <li>Example: Read <a href="#">Effective Online Teaching</a> or <a href="#">Small Teaching Online</a> as a group and meet to discuss or discuss online using your LMS or <a href="#">goodreads</a></li> </ul>	F2F or virtual
Celebrate a QA/QM success on your campus <ul style="list-style-type: none"> <li>Example: Acknowledge and thank faculty who have recently completed training or achieved course certification by throwing a party or giving them a small gift such as a pack of Extra brand gum with a note reading: "Thanks for going the extra mile. Congratulations on completing the APPQMR workshop!"</li> </ul>	Listserv, Email, Website, F2F, Social Media, Blog, Print
Create a QA podcast <ul style="list-style-type: none"> <li>Example: <a href="#">Instruction by Design from ASU</a></li> </ul>	Listserv, Email, Website, Social Media, Blog
Display a Wall of Praise <ul style="list-style-type: none"> <li>Example: Put up a training, course design, meeting QM Standards, or course review leaderboard and give a small prize or other acknowledgement to the winner or just add faculty names with a note of praise for whatever QA activity they have completed; try Padlet for creating a virtual wall</li> </ul>	F2F or Virtual
Notable news recognition <ul style="list-style-type: none"> <li>Example: Submit an article to the student or campus newspaper highlighting QA/QM on your campus</li> </ul>	Listserv, Email, Website, F2F, Social Media, Blog, Print



<p>Share student input/feedback</p> <ul style="list-style-type: none"> <li>• Example: Host a student panel discussion and invite faculty to ask questions</li> </ul>	F2F, Webinar
<p>Share a QA tip</p> <ul style="list-style-type: none"> <li>• Example: Did you know ...</li> </ul>	Listserv, Email, Website, F2F, Social Media, Blog, Print
<p>Give out a promotional item</p> <ul style="list-style-type: none"> <li>• Example: Piece of bubble gum with a card reading: "Are you chewing on how to improve your online course design? Join the QM team!"</li> </ul>	F2F
<p>Host a QM/QA related webinar</p> <ul style="list-style-type: none"> <li>• Example: <a href="#"><u>Integrating Alignment - It's not as hard as you think!</u></a> (Slides available at <a href="#"><u>2015 IGNIS Webinar Recordings</u></a>) or <a href="#"><u>PowerPoint Me Towards Accessibility! The Basics of Inclusive PowerPoint Presentations</u></a> (Slides available at <a href="#"><u>2019 IGNIS Webinar Recordings</u></a>) or <a href="#"><u>CSU Course Review Informational Webinar</u></a></li> </ul>	Webinar
<p>Present at a local conference</p> <ul style="list-style-type: none"> <li>• Example: <a href="#"><u>SBCTC IYOC Training Presentation from 2017 WACC &amp; ATL conferences in WA State</u></a></li> </ul>	F2F
<p>Make a phone call!</p> <ul style="list-style-type: none"> <li>• Example: Call to personally thank someone for completing QM training or achieving course certification, invite to an event, or offer your services</li> </ul>	Phone

<p>Send a postcard</p> <ul style="list-style-type: none"> <li>• Example: Send faculty an invitation to a QA/QM event or share a QA/QM tip</li> </ul>	Campus mail
<p>Model quality course design in everything you do</p> <ul style="list-style-type: none"> <li>• Use the standards in the QM rubric to design your own training and workshops etc.</li> </ul>	






