The Committee on Diversity and Inclusion (CDI) seeks to promote inclusion and diversity at FSU through the creation of cultural and programmatic opportunities, and through support of other groups on campus who are engaged in diversity-related programming. We do this by distributing funds as well as providing co-sponsorship.

To review the CDI Funding Guide, event planning checklist, and to submit a funding request, please visit http://www.framingham.edu/diversity/funding.

We ask that all recipients of funds and co-sponsorship from CDI seek to create the greatest possible exposure for their events. Therefore, we have developed some best practices of event promotion at FSU. What follows is a checklist that will provide you with recommendations for how and when to promote your event!

This best-practices checklist was created by a team of faculty, administrators, and students and is updated and maintained by the CDI Communications Subcommittee.

Keep in mind that email promotions work best when they include a subject line that is clear about the event (e.g. “Come hear Stephanie Coontz 3/28 7 p.m. Dwight PAC”) and when the email includes the content of your message in the body of the email as well as an attachment (if you wish to send one). Make sure you get to the point in your email, include more detailed information than the subject line, and keep it to one screen in length.

Please be aware of our colleagues and students with visual impairments. Software for the visually impaired struggles with images – so include the specifics of your message in the body of the email or subject line or include the information as Alt Text for images.

**CHECKLIST**

- Identify your target audience.
  - Understanding your target audience(s) will help you to frame your promotion plan. Once you understand your target audience, we have seen that a multi-method approach for reaching them works best.

- Have a flyer or a poster made for your event. **Submit request at least five weeks in advance.**
  - You may submit a design request to Luis Rodriguez using the Graphic Design Request Form at www.framingham.edu/alumni/documents/graphicdesignrequestform.pdf. Please allow a minimum of five weeks for production.

- Submit event to the Framingham.edu calendar (event ticker on home page) by using the form
Inform Dan Magazu, Director of Communications, about event date, time, and location.
- Dan will include it in Campus Currents. **Deadline for inclusion is Tuesdays at 5pm.**
- Dan will also promote it on Facebook and Twitter. If appropriate, Dan may create a quick press release for the media. Dan’s email address is dmagazu@framingham.edu.

Submit event for inclusion in the Arts and Ideas brochure. **Usually finalized mid-summer.**
- This may be a good option for events that have been scheduled in advance for the following academic year. Other events are updated on the Arts and Ideas site at www.framingham.edu/arts-and-ideas.
- Contact a chair or member of the Arts and Ideas committee for more information (list on website).

Contact The Gatepost (our independent, student run, weekly newspaper)
- You can advertise in The Gatepost—student groups and some departments/offices can receive a limited number of free ads, so you may be able to use that as a medium. Pay ads are available as well. To contact the Gatepost, email them at gatepost@framingham.edu.
- You can invite The Gatepost to cover your event. As a news outlet, they will decide whether they will cover it. Contact the paper at least two weeks prior to your event date. In addition, provide them with background materials that are organized, coherent, and accessible. Make it user-friendly!

Inform Residence Life and advertise in the residence halls. **At least five business days in advance.**
- Residence Life can reach students on campus where they live. Residence Life staff (students and professional staff) also represent a crucial constituency for much diversity programming. Contact ResLife at 508-626-4636 or residencelife@framingham.edu.
- Residence Life has a posting registration form you must complete if you wish to have posters and/or flyers posted in the residence halls. If approved, they will post it for you. The form is available at www.framingham.edu/residence-life under Student Resources.

Contact the Office of Academic Affairs to ask them to send an email to our campus faculty and staff distribution list.
- You can contact Academic Affairs at academicaffairs@framingham.edu. Providing promotional materials including a draft email will help. They can distribute emails to the entire faculty and staff.

Contact department chairs (Listed on our FSU website. You can also ask the Office of Academic Affairs for a distribution list.)
- Ask specific departmental chairs to raise awareness about your event. Let them know (briefly, clearly) why it is important to their student or faculty population.
- It may be that you have several departments you seek to target. For example, an event about women in science and engineering might be most effectively pitched to chairs of science and social science departments.
- Ask chairs to recommend that faculty encourage student attendance or create incentives for attendance. CDI encourages faculty to give students alternative
assignments to any required events, to honor diversity among student schedules.

- Demonstrate how faculty can incorporate material into their courses. This can be providing a relevant link or article, and giving context to the event.

- Contact relevant offices and campus interest groups.
  - Diversity committee (Current contact information for the chairs is listed on the CDI website at www.framingham.edu/diversity). Ask that the information be forwarded to the Student Leaders In Diversity (SLID).
  - Gender Interest Group (Contact academicaffairs@framingham.edu for the names/emails of the current co-conveners.)
  - Office of Multicultural Affairs/Multicultural Center (kmartinez2@framingham.edu).
  - SGA (Student Government Association); they can share with their members, and may also pass along to other clubs. To contact SGA, email Meghan Carlisle at mcarlisle@framingham.edu.

- Incorporate social media.
  - Utilize Facebook Events! Most of the student body is on Facebook, and students consider it one of their main forms of communication. You can make events pages with general information, pictures, and links about the event. You just invite all of your friends, and tell other members of your group to invite their friends and soon everyone will know!
  - Tweet your event. You can use your own Twitter account and simply include @DiversityFSU. We can also tweet it for you. Just send your message (140 characters or less) to the CDI chairperson.

- Contact SILD for access to student organizations and other campus media.
  - Get suggestions and contact information for student clubs that would be relevant. Once you've identified relevant clubs, ask to visit the weekly club meeting or their E-board meeting to share information about your event. sild@framingham.edu. All postings must include: name of event, date/time/location, and contact information (email, phone, etc.)
  - You can put flyers in each of the club mailboxes outside of the SGA office (McCarthy Center, room 404) in order to spread the word about your event.
  - Student Organizations that are sponsoring events can also post on Collegiate Link.
  - For electronic messages on the McCarthy Center sign board, you can submit a request through the SILD website. www.framingham.edu/SILD
  - For posting on the television at the entrance to the McCarthy Center contact SILD at sild@framingham.edu or call 508-626-4615.
  - SILD can publish info about your event in The Toilet Times and Campus Happenings. It is a big sheet with all the events of the month that goes into the bathroom stalls and other posting areas. To get your event included you should submit information to SILD before the 25th of the month preceding the month of your event.
  - You can also put table flyers in the Dining Commons and Marketplace. Flyers must be ¼ sheet on white paper and approved by SILD. SILD will post your fliers and place the ¼ sheets in the Dining Commons and the Marketplace.
  - You can also contact SILD to reserve the A Frame in the McCarthy Center—this is the place where posters are displayed in the MC lobby. Please note: posters must be design center productions and be 2’ x 3’ in size to fit in the A-Frame.