

### 1) Catch students as early as possible

During orientation, distribute literature for technology that is available to them. For example, North Dakota State University added postcards to orientation packets.

### 2) Get other departments involved

If a site license has been purchased to benefit all students campus-wide, advertise it and offer training to all departments, regardless of which department purchased it.

### 3) Integrate into "University 101" classes

Introduce software during common introductory courses that are designed to assist students in making a successful transition into Higher Education.

### 4) Offer evening coffee and training social events

Advertise and offer free coffee or other social events in the evening where students and staff can learn about technology that is available. Keep the training short, focused, and concise.

### 5) Send email, text, and listserv announcements

Send emails, text message alerts, or use relevant listservs to inform students, staff, and faculty about available technology.

### 6) Install and advertise software on public computers in the library and other locations

Let students know that the software is installed on a computer or computers when in a public location. For example, placing a sticker on the monitor, having a quick reference card available next to the computer, or placing posters or signs in the lab are all easy ways to inform students.

### 7) Announce and allow students to easily download software from the university website

Use your learning management system homepage for students to learn about and download available software.

### 8) Follow up throughout the year

Continue to spread the word throughout the year. As the school year progresses, send reminders to staff and students about software and support available.

### 9) Share success stories

Success creates more success. Share videos, images, or stories of students who are successfully using the technology. Enlist students to help promote use or train other students.

### 10) Advertise through established mediums

Spread the word through school newspapers, television channels, and radio stations to inform everyone of the technology available.

### 11) Offer additional services

Consider offering students private monitored testing areas with AT available or scanning stations so they can make their books accessible. Have student experts available to share their experiences and best practices.

For more Higher Ed resources, please visit [www.texthelp.com/highered](http://www.texthelp.com/highered).