Texas A&M Marketing

What We Did & Timeline

1. Website
   a. Student Business Services and Aggie Card Office homepages (June 8, 2016)
      i. Co-Branded designed graphic with hyperlink to dedicated webpage
   b. Dedicated webpage with detailed information for reference in communications (June 8, 2016)
   c. Aggie Answers (Oracle Service Cloud) updated with new refunding information (June 8, 2016)
   d. Short video created by graphic designer in Communications Manager’s Office added to Student Business Services homepage (June 16, 2016)
   e. Financial Aid Office adds information to their website concerning refund servicer changes. (June 8, 2016)
   f. New Student Conference adds information to their website (June 8, 2016)
   g. Howdy Portal (Yellow box alert of changes to refund servicer)
      i. Specific alert telling students as soon as they log into the Howdy Portal (Banner Self-Service Luminas Portal) (June 16, 2016)
      ii. Links to Heartland ECSI added to Refunds Channel on My Finances Tab in Howdy Portal (June 8, 2016)
      iii. Previous link to Wells Fargo is updated (June 8, 2016)
         1. Wells Fargo’s TAMU website is updated by Wells Fargo to reflect changes coming (June 8, 2016)

2. Social Media
   a. Twitter, Facebook, YouTube & Snapchat (Periodically beginning June 16, 2016)
      i. New Short Video created by graphic designer in Communications Manager’s Office
         1. Main University Accounts
         2. Financial Aid Accounts
         3. New Student Conference Accounts

3. Email to all student emails in university records
   a. June 9, 2016—Began with a welcome introduction and explanation email of the upcoming change in refund servicer going into effect July 1, 2016. (66,802 students) As well as what they needed to do in order to ensure direct deposit of their refunds.
   b. Heartland ECSI sent welcome emails with instructions on how to sign up for direct deposit (June 10, 2016)
      i. Heartland ECSI sends reminder emails every 30 days to those students who still have not signed up for direct deposit for refunds (Began July 12, 2016)
   c. Targeted email campaigns
      i. New Student Conference Students (Beginning June 10, 2016)
         1. Emails sent one week and again one day prior to their designated conference
            a. Told the student about Heartland ECSI and to bring their banking information with them to sign up for direct deposit at their conference.
         ii. Emails sent to all students who had received financial aid in spring 2016 and/or summer 2016 and were still enrolled as students at the university. (June 13, 2016)
         iii. Emails sent to key staff, advisors, and administrators on campus. (June 16, 2016 & August 1, 2016)
            1. Colleges (i.e. Nursing, Dentistry, Engineering, Law, etc.)
            2. Student Organizations
            3. Student Services
            4. Housing
            5. Athletics
         iv. Refund information added to student account e-bills for summer 2016 students and fall 2016 students (June and August 2016)
         v. Refund information added to Financial Aid award notifications fall 2016

4. Targeted Call ‘Em All Campaigns (Began August 11, 2016 and did once a week through September 2016)
   a. Utilized Call ‘Em All Service to call targeted groups of students who had received financial aid in spring 2016, summer 2016, and were packaged for fall 2017. Short 1-minute message pre-recorded concerning the refund servicer change and where to go for more information.

5. Digital Advertising
   a. Digital signage across campus in every building that was equipped with the technology (i.e. Engineering Bldg., Residence Halls common areas; Memorial Student Union; General Services Complex, etc., etc.) (Began July 1, 2016)
b. College Station, Texas Cinemark Movie Theater
   i. Ran a 4-week digital advertisement beginning August 1, 2016

6. Print Materials
   a. Created a QR code for print materials. (Takes you to the refunds info website for TAMU)
   b. Residence Halls (June through September)
      i. Room Stuffing (i.e. print flyer placed on beds day before move-in) (August 2016)
      ii. Bulletin Boards (July & August 2016)
   c. Bulletin Boards in various buildings on campus (June through September 2016)
   d. New Student Conferences (June through August 2016)
      i. Attendee bags stuffed with print flyer
      ii. Parents handed print flyer and talked to by Aggie Card Office staff while students were getting their ID cards made
   e. Advertisement in student newspaper “The Battalion” (July & August)
   f. Bus Ads (Flyers placed in every TAMU bus on every route for 6 weeks) (Began July 21, 2016)
   g. Half-page flyers with step-by-step instructions on how to set up direct deposit (Began June 2016)
      i. These were handed out at New Student Conferences, and the other orientations.
      ii. These were handed out by Financial Aid to every student who came into their office
      iii. These were handed out by Aggie Card Office and Student Business Services to every student who came into their office.
   h. Sandwich Board Signage (August 2016, Welcome Week)

7. PowerPoint Presentations (Began June 2016)
   a. Aggie Card Office staff presented on the refund servicer change and importance of direct deposit at the following:
      i. New Student Conferences
      ii. Transfer Student Conferences
      iii. Graduate Student Conferences
      iv. Deans Meetings
      v. Law School Orientations
      vi. Health Science Center Orientations
      vii. Galveston Campus Orientations
      viii. Veterans Conferences
      ix. College Business Administrators Group Meeting

8. Other digital marketing
   a. Controller Group’s online newsletter “The Controller Connection” (Bi-Weekly beginning July 1, 2016 through October 1, 2016)
   b. College of Veterinary Science online newsletter (July & August publications)
   c. Law School online newsletter “Aggie Legal Breaking News” (July & August publications)

9. Aggie Card Office Sign-Up Stations (Began June 2016 at some locations)
   (Aggie Card Office & Student Business Services Employees set up mobile stations and encouraged student enrollment in direct deposit. The staff would help the students go through the sign up and enrollment process from start to completion.)
   a. Memorial Student Union (August 2016)
   b. Rudder Tower (June through August 2016)
   c. General Services Complex 2nd floor (June through October 2016)
   d. Aggie Card Office location (Began in June 2016)

10. SWAG (Began July 2016)
    If the student signed up for direct deposit of refunds they could play “Fightin’ Texas Aggie Plinko” for a chance to win one of the following:
    a. Comfort Color Aggie T-shirts
    b. Camelback brand Texas A&M University logoed water bottles
    c. Texas A&M University logo car decals

11. Contest (August 2016: Move-in Weekend)
    a. Sign up for direct deposit and enter for a chance to win a new Microsoft Surface Pro Tablet