



## Student Success: Marketing Your Event/Announcement to STUDENTS ON THE TAMPA CAMPUS

**Do you have a USF event or program open to all students that you would like to market to the USF Tampa campus? If you are an official USF student organization, department, or college,** there are numerous tools available. This helpful list outlines the various vehicles campus entities may utilize to market to USF Bulls.

[Non-campus entities are restricted from commercial solicitation on campus except for participation in Bull Market ([www.usf.edu/student-affairs/msc/msc-services/bull-market.aspx](http://www.usf.edu/student-affairs/msc/msc-services/bull-market.aspx)) and Oracle paid advertising ([www.usforacle.com/](http://www.usforacle.com/)).]

- **BullsConnect** (free)
  - Official student engagement platform for all campuses
  - Login at <https://bullsconnect.usf.edu/> for the most robust desktop experience or download the USF BullsConnect app from your app store for mobile info.
  - All official student organizations have a group presence on BullsConnect to post events and announcements and engage with members and the student body
  - University departments/colleges are invited to establish a Group to engage with students and can do so by logging in at <https://bullsconnect.usf.edu>, then clicking on Groups in the top navigation. Follow the blue prompt at the top of the page to begin the registration process. Tutorials can be found in the Student Organization Toolkit at the bottom of the home page and additional assistance provided by emailing [bullsconnect@usf.edu](mailto:bullsconnect@usf.edu).
  - University departments/colleges not registered in BullsConnect may submit a request to promote an event or announcement through [www.usf.edu/progo](http://www.usf.edu/progo). Events should be submitted at least one week ahead of the event date and will appear as an event under the Student Success Group but with the sponsors info clearly represented. Announcement requests will be reviewed and potentially included on the home page of BullsConnect (at the discretion of Student Success Communications & Marketing).
  - For more information about marketing to students through this tool, contact Renee Rotondo at [renehunt@usf.edu](mailto:renehunt@usf.edu).

- **Note-a-Bull News & Events**
  - Discontinued as of January 30, 2022 to encourage students to utilize BullsConnect as the main resource for events and programs on all campuses.
  
- **Student Events Calendar (free)**
  - Online calendar  
([https://calendar.google.com/calendar/embed?src=usfstudentevents@gmail.com&ctz=America/New\\_York](https://calendar.google.com/calendar/embed?src=usfstudentevents@gmail.com&ctz=America/New_York) ) for student events; also feeds the online calendars on several Student Success departmental websites and the Student Events Calendar on the myUSF mobile app
  - Submissions should be made at least one (1) week before your event—the earlier the better!
  - Online submission at [www.usf.edu/progo](http://www.usf.edu/progo)
  
- **University Calendar (free)**
  - Online calendar for all on-campus events open to everyone  
([http://webcal.forest.usf.edu/cal/main/showMain.rdo?utm\\_source=calendar-widget-headline&utm\\_medium=widget&utm\\_campaign=usfhomepage](http://webcal.forest.usf.edu/cal/main/showMain.rdo?utm_source=calendar-widget-headline&utm_medium=widget&utm_campaign=usfhomepage) )
  - Submissions should be made at least one (1) week before your event—the earlier the better!
  - Online submission at [www.usf.edu/progo](http://www.usf.edu/progo) or direct on UCM site (url above)
  
- **Marshall Student Center LCD Screens (free)**
  - For campus-wide events and student organization meetings
  - Submissions are due at least one (1) week prior to your desired posting date and you must provide the graphic to specifications found on the landing page at [www.usf.edu/progo](http://www.usf.edu/progo). Student organizations can contact the [H.Y.P.E. by BullsMedia](https://bullsconnect.usf.edu//SGTampa/survey?survey_uid=4b2f8ec8-d51b-11eb-92ca-0ed0b84bd193&feedback_event_id=&content_type=&content_type_id=), [https://bullsconnect.usf.edu//SGTampa/survey?survey\\_uid=4b2f8ec8-d51b-11eb-92ca-0ed0b84bd193&feedback\\_event\\_id=&content\\_type=&content\\_type\\_id=](https://bullsconnect.usf.edu//SGTampa/survey?survey_uid=4b2f8ec8-d51b-11eb-92ca-0ed0b84bd193&feedback_event_id=&content_type=&content_type_id=), for design assistance. Please submit two (2) weeks prior to your desired posting date.
  - Online submission at [www.usf.edu/progo](http://www.usf.edu/progo)
  
- **USF Social Media (free)**
  - **University departments** are encouraged to utilize existing social media platforms to promote events and announcements for students but must ensure full compliance with the university’s policy on digital communications (<https://usf.app.box.com/v/usfpolicy0-206>).
  - **USF Social Media Sites:** University Communications & Marketing (UCM) supports promoting university sponsored events that are large scale and open to the public on the main university social media sites for all campuses. Departments should contact their department’s communications officer to coordinate requests with UCM.

- **USF Class of 20XX Facebook Groups:** Housing facilitates a Facebook group for each class year on campus. If you would like to communicate with these groups, request to join each group so you can post directly. Have questions? Email [HREMarketing@usf.edu](mailto:HREMarketing@usf.edu).
- **Movies on the Lawn Tabling or Previews Slide** (free)
  - Campus Activities Board (CAB, part of the Center for Student Involvement) hosts Movies on the Lawn (outside the MSC near the Bookstore) a couple times each semester. Prior to the nighttime movie, there is typically a limited tabling opportunity for USF clubs and departments an hour before the showing. Additionally, they also have a slide show prior to each movie for which you can submit a PowerPoint slide for your club or department's event or other announcement.
  - Contact [cab-movies@usf.edu](mailto:cab-movies@usf.edu) to request your spot for tabling.
  - Contact or send your slide to [cab-movies@usf.edu](mailto:cab-movies@usf.edu) by the Tuesday @ 5pm prior to the movie date.
- **MSC Informational Kiosk** (free to student organizations; paid rental for non-students)
  - Student organizations and departments can reserve one of three kiosks available in the Marshall Student Center Atrium by accessing the online Marshall Student Center reservations system at <http://msc.usf.edu/VirtualEMS/>.
  - Request the space in advance to ensure availability.
- **Bull Market** (free to student organizations; paid rental for non-students and off-campus parties)
  - Student organizations and departments can have a table at the weekly Bull Market held outside of the Marshall Student Center each Wednesday. For more information, visit [www.usf.edu/student-affairs/msc/msc-services/bull-market.aspx](http://www.usf.edu/student-affairs/msc/msc-services/bull-market.aspx).
  - The deadline to sign up is by 1 pm on the Monday preceding the market you want to attend.
- **USF Oracle Article** (free)
  - USF's daily newspaper is always interested in covering engaging campus stories. If you have potential news, consider pitching it to the Oracle at [oracleeditor@gmail.com](mailto:oracleeditor@gmail.com).
- **Fliers/Postcards/Posters** (cost of printing)
  - Student organizations and university departments/colleges can request that their postcards/fliers be made available at the Marshall Student Center Information Desk. The flier/postcard must be approved by MSC Marketing prior to being placed on the Information Desk. View sizing requirements and submit flyers for approval at: <https://www.usf.edu/student-affairs/msc/plan-and-market-events/flyers.aspx>
  - USF offers bulletin boards across campus to post fliers and posters (sorry, but no map is available for the locations).
  - The Marshall Student Center offers a large bulletin board in the vending area next to the north entrance to the building to post your poster/flier.

- **Residence Hall Fliers/Posters** (cost of printing)
  - Fliers/posters are distributed to every Resident Assistant (and one additional to each building) for posting in the residence halls on campus.
  - Prior approval is required and can be obtained by completing the **Residence Hall Flier Approval** form on <https://usfhousing1.wufoo.com/forms/myzwp9j05xlr0h/>.
  - The form includes requirements and next steps that will help you get your flier posted in the residence halls.
  
- **Banners in the Marshall Student Center and Around Campus** (cost of banner)
  - Banner space is available in the Marshall Student Center and around campus in select locations. MSC banners must be for events, not general promotion; must be professionally printed on fabric or vinyl, and be 4' high by 8' long with grommets every 2' (exceptions may be made by the MSC Director for non-event banners).
  - For the MSC, reserve your spot with an online submission at [www.usf.edu/progo](http://www.usf.edu/progo); submit the request at least one (1) week prior to your desired hanging date; banner must be delivered to MSC Marketing in MSC4100 as soon as possible following the submission request.
  - For other campus indoor locations, you must contact the individual building manager to determine specifications and procedures (sorry, no list is available). For outdoor locations, a Facilities Management Space Impact Form must be submitted and approved, and is available at <https://www.usf.edu/administrative-services/facilities/requests/space-impact-process.aspx>.
  
- **Chalking** (cost of chalk)
  - Chalking is permitted in select locations around the Marshall Student Center and must not appear on BENCHES, BRICKS, BUILDINGS, and BREEZEWAYS (anywhere that rain will not wash it away).
  - A map of permitted chalking areas outside of the Marshall Student Center can be found at <https://www.usf.edu/student-affairs/msc/plan-and-market-events/chalking.aspx>.
  - Spray chalk is prohibited in all locations.
  - Chalking is permitted in other areas around campus but must not appear on benches, bricks, buildings, and breezeways. *Parking and Transportation Services* does not permit chalking in their garages or lots.
  
- **Temporary Signage/Yard Signs** (cost of signage)
  - For any major campus activity, a limited number of large, above ground, non-electric signs may be posted at designated locations. Small yard signs are also permitted in larger quantities. All signs must be removed within 48 hours after the scheduled event.
  - **Student organizations** must submit a Temporary Campus Signage Request Form on the Center for Leadership & Civic Engagement BullsConnect portal at [https://bullsconnect.usf.edu/CLCE/survey?survey\\_uid=1aa76251-da87-11eb-92ca-0ed0b84bd193](https://bullsconnect.usf.edu/CLCE/survey?survey_uid=1aa76251-da87-11eb-92ca-0ed0b84bd193). If your signage request is approved, you will be provided with stickers to place on your signs as authorization. Signs without stickers will be promptly removed and discarded by Physical Plant.

- **Departments or colleges** desiring to place temporary signage/yard signs must work with Facilities Management and must follow the Space Impact Process explained at <https://www.usf.edu/administrative-services/facilities/requests/space-impact-process.aspx>
  
  - **USF Oracle Advertisement** (cost of advertisement)
    - USF's daily newspaper sells advertising at reduced rates for student organizations and departments. Visit <http://www.usforacle.com/advertising/> for advertising information.
  
  - **USF Bullrunner** (advertise in the interior of the buses)
    - **Ad Placards** (cost of advertisement)
      - Visit Parking & Transportation Services site for information at <https://www.usf.edu/administrative-services/parking/bull-runner/sponsorship.aspx>.
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**Have questions?**

Contact Student Success Communications & Marketing for assistance at 813-974-5383.