



UC San Diego

NAASS Member: University of California San Diego

Initiative Title: Student-to-Student Communication

Award Category: New Marketing Initiative

Description:

Summer Session at UC San Diego needed to revamp communications, and the target market for this initiative was current students. Summer Session staff at UC San Diego asked, who had a direct connection to currently enrolled students? The answer was simple- the student-led Associated Students organization! The goal was to keep communication channels open with a seamless effort to assist students in registering for summer classes. A campaign with a graphic and calendar was easily implemented, and as a result, summer enrollment increased. An easy solution to a potentially complex problem!

For more information about this initiative, contact:

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