**JULY 18:** Finalize marketing messaging: Website, targeted emails, and advertising

**JULY 31:** Posters, and table tents designed and printed

**AUG 28:** Launch website (mtu.edu/worklivelearn) and place link on homepage, A-Z index, and IEI homepage

**SEPT 22:** Hang banner, posters, and run digital signage

**SEPT 29:** Social media promo

**WEEK OF OCT 6:** Social media promo, table tent 2 (MUB)

**NOV 7:** Targeted email 2 from faculty to class, from directors to staff

**NOV 8:** Reminder/Tech Today

**SPRING 2018**
- Report results and recommendations
- Determine action steps