

ECU



BANNER PROJECT

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Special Edition 2007

Banner UP! Day is March 21st



Banner Up! Day on March 21 is to increase awareness about Banner and to educate students about the new registration process. The Student Banner marketing committee implemented over 20 different marketing strategies to get the word out. They are requesting that both the East and West Campuses be blanketed with Banner Up T-shirts worn by faculty and staff on March 21st, the day before Banner registration will take place.

Every faculty and staff members should have received a t-shirt the week of March 14th. They were delivered to your department office. It may not be the same location where you physically work. If you haven't received yours, please email Karen Kus at kusk@ecu.edu. If you want a different sized T-shirt, try to exchange with others in your department or other offices. If you really don't want your T-shirt, please return it to Karen Kus at 100 Wichard so they can be used as additional prizes for the students.

Staff and faculty are invited to participate in Banner Up! Day as well. Activities will

be going on at Wright Plaza from 10 am—2 pm that will be both educational and fun. There will be a table sponsored by the Registrar's Office that will have hands-on opportunities for students to practice registering with Banner. There will also be an "Ask-an-Advisor" table manned by academic advisors who can assist students with scheduling classes. So if you are a staff member also taking courses at ECU, this will be a prime opportunity to get the scoop on Banner registration.

The Awesome Banner Student Training Team!

A major flood of Banner student registration training was presented to faculty, staff and students the past couple of months. The majority of it took place the last few weeks with the last classes being held right up to March 20th. Ongoing training will be provided as needed.

Currently, the Thisisbanner.com website contains a myriad of information, including documentation on How to Register this Spring, the Fall 2007 Registration Schedule, How Distance Education Students will Register, How to Look Up Classes, Where to Find your ECU ID, Registration Pin, etc.

The Banner student training team also sent an Advisorgram for Faculty and Advisors which contains information about Registration Codes/Pin Number, Where to get help with Banner Registration, FAQs, How Tos, Banner Registration Locations on March 22—29, How to Request INB (Internet Native Banner) access, etc.

So join in the fun and wear your T-Shirts on March 21st for Banner Up! Day!!!

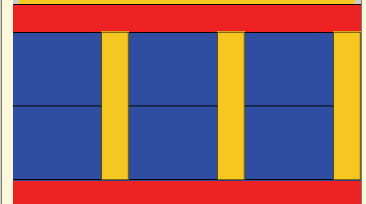
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Banner Student Advantages:

1. **Creates 'wait lists' for classes.**
2. **Will work on Macs.**
3. **Eliminates use of social security numbers as student ID.**
4. **Equal playing field between on campus and off campus students.**
5. **Will run "what if" scenarios for both the current degree and any other degree/major combination the student is**

**Please join the activities and fun on Wright Plaza on Wednesday—March 21, 2007 from 10 a.m.—2 p.m.
Rain location is 1st Floor Bate Building**



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Have you seen these posters?



Here are another couple of images from the collection of Banner student pre and post marketing tools that were used over the last couple of months. They could be seen in a variety of places including on the inside of the ECU busses, in key locations such as Mendenhall, in the hallway of the Academic Advising Offices, via direct emails, newspaper ads and television commercials. You can see the Banner marketing videos on the local channels 13 and 23 at various times in the morning and evening of these public television stations.

The marketing and trainings plans were developed after administrators met with various student groups. Their input was used to develop the marketing and training materials.

Shelly Myers, Committee Chair, Student Banner Marketing Committee, requested she have the opportunity to thank the marketing committee members. "Although we came from many different departments and divisions, we all had our focus on 'the student'. Our goal was to introduce our students to Banner in ways that appealed to them and that sparked conversation. I think we accomplished that goal and also increased Banner awareness with faculty and staff along the way.

Before and After Banner



Members of the Student Marketing Team included:

- Scott Carter, Campus Living
- Lynn Caverly, Student Life Marketing
- Heather Cwiakala, Student Life Marketing
- Carolyn Dunn, Continuing Studies
- Dr. Jayne Geissler, Academic Advising & Student Support
- Mike Godwin, Student Life Marketing
- Justin Gross, Center for Off-Campus Housing
- Elizabeth Hand, Registrar's Office
- Kristina Hobbs, Cashier's Office
- Karen Kus, Academic Services
- Marilyn Orlovsky, Banner Training Coordinator, ITCS
- Shelly Myers, Committee Chair, Center for Academic Enrichment and Allied Health
- Daniel Spuller, Graduate Assistant, Registrar's Office
- Elizabeth Vaughn, Center for Academic Enrichment and Allied Health.

Thanks to all who volunteered to participate in the Banner Registration Simulations!

A huge thank you for the myriad of volunteers who participated in the Banner Registration Simulations in January, February and March to get ready for Banner Fall 2007 Registration which begins on March 22nd.

For more Banner info, please visit www.thisisbanner.com or

www.ecu.edu/sctbanner/index_news.cfm or www.ecu.edu/registrar/ or www.ecu.edu/advising/