Marketing Accessibility Resources

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An online, updatable version of this document is available as a Google documenet at <https://goo.gl/lex3gA>

# Examples of Higher Education Accessibility Marketing

* [Accessible U](http://accessibility.umn.edu/)   
  Accessibility website from the University of Minnesota that highlights usability, morality and legalitiy of accessibility.
* [Disabilities, Opportunities, Internetworking, and Technology (DO-IT)](http://www.washington.edu/doit/)  
  A collection of resources from the DO-IT project at the University of Washing organized by audience.
* [IT Accessibility: Inclusive. Equitable. Accessible.](https://itaccessibility.tamu.edu/)  
  Texas A&M University Accessibility site that focuses on a culture of inclusiveness and how a site visitor can be an accessibility innovator.

# General Higher Education Marketing Resources

* [Creative Marketing on College Campuses](http://emerald.tufts.edu/as/stu-org/hillel/board/marketing.htm)   
  65 ideas for marketing an idea on a college campus from Tufts University
* [10 Tips For Marketing Your Startup To College Students](http://www.forbes.com/sites/steveolenski/2015/08/10/10-tips-for-marketing-your-startup-to-college-students/#48a0d3b62679)  
  An article from Forbes with some great ideas on sharing a product with college students.
* [5 Keys to Engaging Faculty With IT](https://campustechnology.com/articles/2013/06/06/5-keys-to-engaging-faculty-with-it.aspx)  
  Article from CampusTechnology with ideas on how to engage faculty with IT that could also apply to accessible IT.
* [Effective Strategies for Engaging Faculty and Staff (PDF)](file:///Users/christopherphillips/Downloads/PRESS%20One%20Pager.pdf)  
  Seven ideas from the Achieving the Dream Initiative.
* [How do you Engage Faculty and Staff?](http://www.educause.edu/discuss/information-technology-management-and-leadership/it-support-services-constituent-group/how-do-you-engage-faculty-and-)  
  Discussion thread with thoughtful responses from Educause.