



PROMOTING YOUR STUDENT ORG

OFFICE OF THE DEAN
COMMUNICATIONS & MARKETING

HOW TO SHARE EVENTS, MEETINGS, OPPORTUNITIES & ANNOUNCEMENTS

PROMOTION CHANNELS

Review options for various channels that reach current students

SUBMISSION PROCESS

Follow the process for:

- Submitting requests for promo items
- Submitting a request to distribute your announcement/event on Tech-owned channels

DESIGN GUIDELINES

Review Tech's requirements for using logos, colors, and more.



PROMOTION CHANNELS

THE COLLEGE CAN HELP THROUGH:

1. College Calendar of Events
2. Weekly Newsletter – Digest of events, critical deadlines, announcements
3. Digital Signage across college buildings
4. Promo Items/Giveaways
5. Social Media (if you have it)
6. Flyers, posters, stickers – physical media
7. Special Requests and Design Assistance



CALENDAR OF EVENTS

WHAT IT IS:

- CoE events calendar displays all submitted events

HOW TO:

- Submission form
- Fill out completely
- Submit at least two weeks in advance
- Must be affiliated with Tech

August 2026

month week day < >

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
2	3 Summer 2026 Grades Due	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18 • 3pm IEEE Mix & Mingle	19	20	21	22
23	24 • 6pm Baja SAE Intro Meet	25 • 6pm SEDS Interest Meet	26 • 11am Cyber Speed Dating • 6pm CIG - Introduction	27	28	29
30	31	1	2	3	4	5

SUBMIT AN EVENT TO THE COLLEGE CALENDAR



WEEKLY NEWSLETTER

WHAT IT IS:

- Weekly email digest of upcoming events, meetings, important deadlines
- Delivered to all student emails on TUESDAYS

HOW TO:

- Items submitted to the event calendar are automatically included in the newsletter



WEEKLY NEWSLETTER

The College of Engineering weekly newsletter distributes both official university and college communications and submitted content from students, faculty and staff. User submitted content is not endorsed by Tennessee Tech or the College of Engineering and may not reflect the views, positions or values of the university.

TUESDAY, AUGUST 25, 2026



WELCOME to your STUDENT EVENTS DIGEST!

Delivered fresh to your email every Tuesday!

(While classes are in session)

GET INVOLVED

AUGUST

25

6 pm

Baja SAE Intro Meeting

Join Baja SAE **TODAY** for our intro meeting, Tuesday, August 25, at 6 p.m. It's our 50th year, and you can be part of the legacy! No experience is required, and all majors are welcome. **Location:** Prescott Hall 215.

[View Event](#)

AUGUST

26

6-7 pm

SEDS Interest Meeting

Join Students for the Exploration and Development of Space (SEDS) this semester. Build rockets, fly balloons, do astronomy, and more!!! **Location:** Volpe Library iMakerspace.



DIGITAL SIGNAGE

WHAT IT IS:

- A network of digital signage (TVs) across engineering and computer science buildings: 15 signs
- Located near entrances or high-traffic areas

HOW TO:

- Submission form
- Fill out completely
- Include start and end date
- Submit at least two weeks in advance
- Create it PowerPoint or Canva, save as PNG
- Uses a non-standard slide size (1920x950 pixels – see template)

Digital Sign Locations

Clement Hall - 2

Prescott Hall - 3

Ashraf Islam Engineering Bldg. - 6

Brown Hall – 1

Lewis Hall - 1

Bruner – 1

iMakerSpace – n/a



PROMO ITEMS & GIVEWAYS

WHAT THEY ARE:

- Giveaway items: T-shirts, bags, pens, tumblers, etc.

HOW TO:

- Use only Tech-approved vendors:
<https://www.tntech.edu/ocm/licensing.php>
 - Halo and Harvest are recommended
- Pick your item, contact vendor to get a quote
- Follow the financial guidelines for approval
- Design your item
- If using a Tech logo, submit to Tech's Office of Communications and Marketing for review:
marketing@tntech.edu; OR email us:
engineering@tntech.edu
- Submit to vendor for production



PHYSICAL MEDIA: FLYERS, POSTERS

WHAT THEY ARE:

- Flyers, handouts
- NOT large posters for academic conferences, competitions, etc.

HOW TO:

- MUST HAVE TECH APPROVAL IF:
 - Being distributed off-campus
 - Using an official Tech logo
 - Contact us for review and approval; and assistance with Printing Services (if needed): engineering@tnitech.edu
- For large-format academic posters, or posters for competitions, conferences, etc., contact the SSC for printing



SOCIAL MEDIA

FIND COLLEGE UNITS TO SHARE YOUR CONTENT WITH!

HOW IT WORKS

- **Instagram:** Send your posts as a direct message to CoE's Instagram accounts
- **Facebook:** If you have FB, tag the account you want to share it with
- Etc.
- Social Media Directory:
<https://www.tntech.edu/socialmedia/directory.php>

College Social Accounts

College of Engineering				
Engineering Student Success Center				
Mechanical & Nuclear Engineering				
Chemical Engineering				
Computer Science				
Electrical & Computer Engineering				



YOUR RESOURCES:

WHERE DO I FIND LOGOS, TEMPLATES, AND INSTRUCTIONS?

- All resources are available in our CoE Communications and Marketing SharePoint website:
 - Logos
 - Request forms
 - This guide

Visit Student Resources on the web:

<https://www.tntech.edu/ssc/engineering/resources.php>



CONTACT US!

ANY QUESTIONS:

Email us – engineering@tnitech.edu

Office – AIEB 325

