

CLUB NETWORKING AND MARKETING IDEAS

- Want to keep your club members “in the know” of upcoming club meetings & events?
- Want an online forum where you and your club members can casually interact?
- Want a convenient way for interested students to learn more about your club?

MyPCC Groups is an easy way for getting your club online! By creating a MyPCC Group homepage, you and your club members can chat online, post comments on a club message board, upload club photos, create & view a club calendar, and more. To request a MyPCC Group, your club advisor will need to login to MyPCC and click on the “**Request a Group**” link found on the **Employee** tab OR contact us in the Clubhouse at clubs.rc@pcc.edu and we can create one for you!

PCC/WebEasy is an alternative and/or addition to MyPCC Groups. WebEasy is a web-based tool for student organizations, as well as staff and faculty, to design and manage a Web page. To request a PCC/WebEasy account, your club advisor will need to submit the PCC/WebEasy account request form available online at <http://www.pcc.edu/resources/web/clubs/webeasy.html>. Once the request is received and authenticated, the PCC Web Team will create an account and contact your club advisor with login credentials.



OTHER MARKETING IDEAS:

- **Make use of the digital signage and MyPCC Calendar** – advertise your club meetings and events on the MyPCC Calendar and digital signage by contacting Loretta Dike at ldike@pcc.edu. Email the date, time, location, and event details at least one week in advance for timely posting. The event must be open to all PCC students, staff, and faculty for posting.
- **Get flyers up around campus** – create a catchy and informative flyer that gets the word out about your club. Flyers must be approved and posted by the Student Center Help Desk in Bldg. 3. Your club is welcome to use the Clubhouse computer for any publication design and printing needs.
- **Participate in the Club Fair** (the 3rd week of fall, winter, & spring terms) - reserve a table at the Club Fair and take advantage of this easy outlet for recruiting new club members. Get your club recognized on campus by educating the Rock Creek community about past and upcoming club events, service projects, and purpose(s) of your club.

