

MOST EFFECTIVE COMMUNICATIONS STRATEGIES TO INTRODUCE
CAMPUS SOLUTIONS SYSTEMS TO COLLEGE/UNIVERSITY CAMPUSES

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ABSTRACT

This study compares the methods used to promote new Campus Solutions systems on college/university campuses during the past ten years to the time reported for full adoption by students, staff, and instructors. Questionnaires sent to staff members involved in these implementations were analyzed to determine whether their publicity program focused on students, staff, faculty, or some combination of those constituencies, and whether that focus used opinion leaders. The patterns provided by their answers were then compared to the reported time after full implementation that full adoption by each constituency was achieved.

Though some staff members reported a use of opinion leaders and a focus on one or more constituencies, no correlation could be found between the use of these components of Diffusion of Innovations theory and the reported time to full adoption by one or more constituencies.