

Campaigns

- To increase usage and strengthen the NSDL Network
- Focal points for diverse activities
- Defined scope and duration
- Designed to measure effectiveness of outreach and communications strategies
- Point of engagement for partnerships

Potential Campaigns for FY07

- NSDL at the Point of Need
- Usage Stories and Statistics
- NSDL in Web 2.0 and Social Media Spaces
- Bundled Tools and Services
- Shortcuts to Resources
- Building Awareness at NSF
- Building the NSDL Brand

NSDL logo on home page

8/10

above fold

5

below fold

3

in header

2

in footer

2

Logo hyperlinked to NSDL

8/8

Textual reference to NSDL on homepage

5/10

A Pathways project of the NSDL

A Pathways Portal of the NSDL

A portal to ____ in the NSDL

A direct path to ____ from the NSDL

An NSDL Pathways

A part of the NSDL

The ____ wing of the NSDL

Supported by NSDL

Brought to you by NSDL

NSDL logo on secondary pages 7/10

persistent in header	2
persistent in footer	2
persistent in left nav	2
persistent in browse	1

Textual reference to NSDL on
secondary pages

4/10

About page

3

listed as partner/collaborator

2

Other

NSDL search box offered at the bottom of the Pathway's search results (“There may be additional resources available at NSDL”)

NSDL used in the name of the Pathway

Next Steps

- Scope, prioritize, schedule, and plan campaigns
- Follow up with individual Pathways about co-branding recommendations

