

# Texas State University

# COMMON READING PROGRAM

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## Texas State University Quick Facts

Location	San Marcos, Texas
Mascot	Bobcats
Fall 2014 Enrollment	36,739
Fall 2014 Freshman Class	5,247

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The Common Reading Program at Texas State is part of the Common Experience, a yearlong initiative designed to cultivate a common intellectual conversation across the campus, to enhance student participation in the intellectual life of the campus, and to foster a sense of community across our entire campus and beyond.

The Common Reading book is distributed in summer during New Student Orientation (NSO) sessions. Students discuss the book and complete assignments related to the book and the Common Experience theme in their University Seminar (US 1100) classes.

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## 2014-2015 Distribution Plan

- » Students distributing books to students
  - » Book includes bookmark with strategic information
  - » Short introductory video
  - » Continued momentum through summer and into fall using social media — #bobcatbook
  - » Web presence and strategic launch date as a feature on the Texas State University homepage
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## Social Media Tips

- » Use a memorable #hashtag
  - » Post during key times of the day
  - » Post to engage, not just inform
  - » Keep posts concise and always respond!
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## 2014-2015 Costs

7,300 books	\$22,265
Video	\$1,409
9,000 bookmarks	\$867
Website (62,398 hits)	Free
Social Media Interaction	Free
Instructor's Guide (PDF)	Free
Faculty Book Club + Presentations	Free

## One-Time Costs

Table Throw	\$820
Pull-up Banner	\$478
Social Media Accounts	Free
Program Branding	Free

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[txstate.edu/ucollege/commonreading](http://txstate.edu/ucollege/commonreading)

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