

Middle Tennessee State University Uses TUN to Encourage Interest About University Events

Since installing TUN's dynamic campus communications solution on its campus in August 2005, Middle Tennessee State University has already noticed an increase in excitement and awareness among students.

"Over the past few months that TUN has been installed, we have heard more talk regarding our major programs on campus than before," says Jenny Crouch, Campus Recreation Marketing and Accessibilities Coordinator, Middle Tennessee State University. "We consider the information regarding our programs very important and when it is presented in the dynamic, visual manner that TUN provides, it leads to an increase in interest."

Displayed in a high-traffic lobby area next to the gym, the TUN displays show movie trailers, product advertisements, National Intramural-Recreational Sports Association information, and information regarding the University's programs, keeping students both entertained and informed.

"In this location, students don't have to seek out important news about campus activities," Crouch explains. "Simply passing through the lobby, where they already visit frequently, quickly provides them with news about activities and events on campus as well as entertainment and product information."

"Keeping our students informed and excited about our campus is important to us at Middle Tennessee State University," said Crouch. "TUN provides an easy and innovative way for us to feel confident that every student feels connected to our campus."