

January to June 2018

Surplus Management Checklist

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	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Promotions	It's back to school time! Often, that means campus fairs and welcome events abound. Participate to get the word out about how students can take advantage of what's available through surplus.	Valentine's Day is this month. Show your customers a little love! Feature upcycling or reno projects on social media. Tag your customers (w/permission) to spread your message further.	March means madness for the NCAA. Get in on the fun! Have customers submit photos of their upcycling efforts. Create a bracket and let ideas face off head-to-head with social media votes!	Time for spring cleaning. Send an email to the departments on campus encouraging them to send items no longer needed to surplus instead of tucking them in a closet at the end of the hall!	Promote surplus and reuse by hosting or participating in a campus move out event. Collect unwanted dorm room items then either sell or donate them to organizations in need.	It's Summertime and while things may be a bit slower on campus, try marketing to the local community - seek coverage in local papers, participate in a farmer's market, be creative!
Networking	There's no better place to network with surplus managers than at the University Surplus Property Association annual conference. Register today! www.universitiesurplus.org	By now, student clubs are in full swing. Reach out to those focused on sustainability to build partnerships and spread the word about surplus.	Are there groups around town that encourage reuse? (i.e. Construction Junction in Pittsburgh). Get outside campus to meet others with similar interests and get fresh new ideas.	The University Surplus Property Association Conference is this month. We hope to see you there! If not, follow us on social media for live updates! #USPA2018	Construction projects are never ending on college campuses. Reach out to your campus planning committee to ensure surplus gets included when buildings are being renovated or demolished.	The next academic year is around the corner. Contact faculty in theater, architecture, engineering, sustainability, business, & others to see if they can build surplus/reuse into their curriculum.
Strategy	They say "a picture is worth a thousand words." We'll add, it may be worth a few \$s, too! Include pics of surplus assets when sharing them on your website/social media or posting them for auction.	Need more student workers? Interested in new technology? If budgeting has already started for the 2018/2019 academic year, make sure to get your requests in.	Be sure to extract all the value you can from assets that may not be reusable. Can you sell metal in bulk? What about components of electronic waste like motherboards or processors?	When you get back from USPA, your head is sure to be full of new ideas. While they're fresh, transcribe your notes and take steps to implement at least one new idea learned!	Just because USPA is over, doesn't mean the best practice sharing has to stop! Leverage the message boards on www.universitiesurplus.org to share ideas and get new ones!	It's easy to get caught up in the day-to-day hustle. Take some time as a team to step away and think about ways to improve your operation. Consider asking customers for their thoughts, too!

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AssetWORKS

July to December 2018

Surplus Management Checklist

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	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Promotions	Reach out to the student newspaper. Perhaps they can fit into their editorial calendar a feature story about sustainability and the lifecycle of assets on your campus .	It's the start of the new school year. Why not host a "Deck your Dorm Room" promotion? Have students share photos on social media of how they decked their dorm with surplus items. Offer prizes!	Football season is upon us. Consider putting up a table outside the stadium or participating in the homecoming parade to generate awareness for surplus property.	You have worked hard to build up your social media following. Grow it more by asking your institution to highlight you on their social media accounts. There's a good bet they've got a lot of followers!	Looking for help with advertising and marketing ideas for next year? Maybe the students in the college of business or communications can help as part of a class project!	It's the holiday season and everyone loves stories of spreading goodwill and cheer. Let your local newspaper and tv stations know how you help! Maybe they'll give you a shout out or a full story.
Networking	Leverage vendors as a resource. Learn more about the solutions they offer even before you're ready for something new. The understanding will help you make decisions now that still apply later.	October is Sustainability Awareness Month. Meet with your sustainability team to see what they're doing to promote sustainability in October. Plan ahead to get in on the Action!	Work with your active assets team to learn which departments have the most, biggest, & most expensive items. Focus on those relationships to ensure surplus assets are coming your way!	Sustainability Awareness Month is here. Get involved in the conversation and build your network using #campussustainabilitymonth or attending AASHE 2018 in Pittsburgh, PA.	Dealing with surplus assets isn't always a straightforward job. Invite your colleagues from the EH&S department to stop by and talk strategy for compliance and dealing with hazardous materials.	Don't just connect with your friends from USPA once a year. Reach out this month to catch up and wish them a Happy Holiday! 😊
Strategy	We're half-way through summer and the next academic year starts in a month. Consider bringing some student workers on board. They can help with everything from inventory to social media and more!	It's time to dig deep! ...into your data that is. Which types of items sell best where? Do they sell better during different times of year? Leverage the data to maximize your sales potential!	Spend a couple of hours one day scouring the internet. What are other universities doing? Borrow ideas. After all, they say imitation is the sincerest form of flattery!	Looking to get more assets to the warehouse? A departmental reimbursement strategy might help encourage departments to sell rather than store more items.	Subscribe to the AssetWorks blog or follow us on social media. It's November, the month of Thanksgiving and well, if you did this, we'd be thankful! If not, we're thankful for you anyway!	Looking for something new to start the new year? If you have the space, think about setting up an area of your warehouse like a furniture store so shoppers can see how items can be used!

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