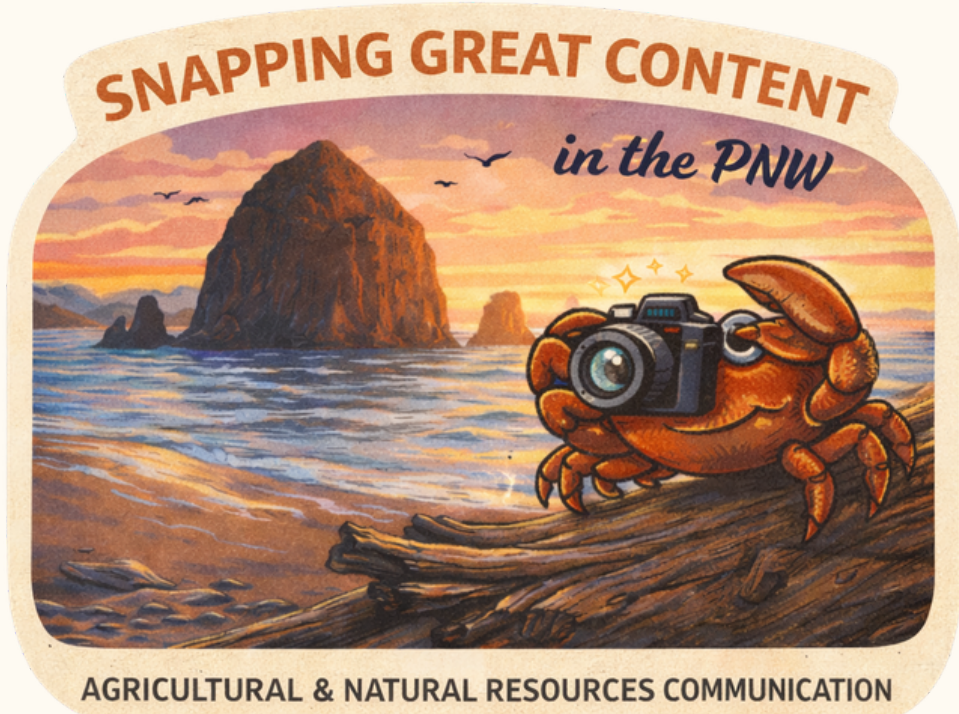
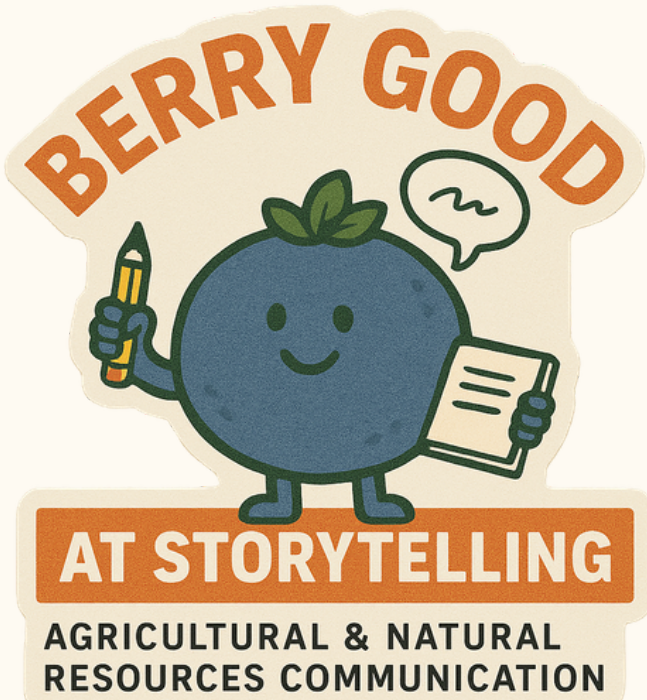


SMALL STICKER, BIG STORY: USING COMMODITY INSPIRED STICKERS TO PROMOTE ANRC PROGRAMMING & OREGON AGRICULTURE



Oregon State
University

LAUREN CHASE & WHITNEY STONE



WHY STICKERS?

Recruitment is competitive.
Agricultural programs need creative approaches to reach prospective students (Robertson et al., 2017). We are rolling out a new Agricultural & Natural Resources Communication (ANRC) major and needed recruitment materials.

Traditional materials have limited staying power.
Stickers offer an alternative designed to attract attention and extend visibility (Edelheim, 2007; Sandusky & Abramson, 2026).

Identity matters.
People are more likely to display items that connect with their identity (Bhattacharjee et al., 2014).

Oregon agriculture has a big story to tell.
220+ commodities are produced across the state (Oregon Department of Agriculture, 2016).

WHAT'S NEXT?

- Student designed collections
- Evaluate awareness, identity, and belonging

HOW IT WORKS

- 1. SELECT**
Your state commodities + ANRC messages
- 2. CREATE**
humorous, commodity inspired designs
- 3. PRINT**
Durable vinyl stickers
- 4. SHARE**
Events, classes, advising meetings + recruitment activities
- 5. CHOOSE**
Students select and display their favorites

RESOURCES

\$1.08 per sticker
Ordered through Sticker Mule

WHAT WE SAW

Attention
Stickers drew students in

Conversation
Stickers opened discussions about ANRC & Oregon agriculture

Visibility
Students displayed them beyond events

Unexpected Result
Some students were surprised to learn that Oregon produced commodities featured in the stickers

REFERENCES

