

Optimize Your Placement

In Study in the USA magazines

Your space in Study in the USA® is valuable. Make sure you maximize every word. Here are some tips to help you best take advantage of your placement.

1

Keep it brief!

2

Highlight your strengths

- * Rather than including a long list of majors or degrees you offer, choose a few that are popular with international students.
 - * If you travel abroad to recruit, what aspects of your school resonate most with students you meet? Include those strong points in your print layout (e.g. "Small class size," "Require lower test scores," "Inexpensive").
- * Emphasize your services for international students (e.g. "English language program," "Housing placement assistance," specify other local resources).
- * Highlight your rankings and notable programs.

3

For Community Colleges...

- * Give examples of institutions to which your students have transferred.
 - * Use terms like "university," "transfer," and/or "2 + 2."
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4

Location

- * Specify your location, state and/or city. Spell out the state name.
 - * If necessary, add something to help them get their bearings (e.g. Primo University is located in Hoboken, New Jersey, a short ride away from New York City).
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5

Easy to read

- * Make your information easy to read. Bullet points or headings are nice ways to break up text. Long, text-heavy paragraphs become overwhelming.



6

Be specific

- * For instance, rather than simply mentioning "Outstanding Programs," include a few examples: "Outstanding Programs including Business, Engineering, and Theatre Arts."



7

Vocabulary

- * Keep international students in mind. Certain phrases or words may not mean the same to international students, and they may not translate well into other languages.
 - * Avoid heavily used acronyms. Many schools have the same acronym, making it less memorable and searchable than the school name itself.
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8

"College"

- * In some countries, "college" means "middle school" or "secondary school." If "college" is part of your school name (e.g. Primo College), make sure to include phrases like "4-year Institution" and/or "University Level" and/or "Bachelor's Degree."

9

Avoid listing program costs in print ads

10

Photos

- * Use one or two eye-catching shots rather than several small photos.
- * Choose photos of happy, smiling students and/or photos that provide an appealing visual of your campus.
- * If possible, feature students that look "neutral" (i.e. not part of an identifiable ethnic group).
- * Show students using high-tech equipment or engaged in learning.
- * Avoid people sitting on the grass, barefoot, Greek letters, flags, students making hand gestures (like the "peace" sign), etc.
- * Keep photos modest, especially for conservative countries. Show fully clothed students, standing or sitting separately, engaged in an academic activity (e.g. girls in tank tops and/or with arms around guys may inadvertently feed certain stereotypes about the U.S.).

11

Financial Aid

- * If you provide financial aid, make sure it's accessible to international students. Otherwise, don't mention scholarships.
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Dates

- * This is the 2018 edition; please include 2018 dates, generic dates (e.g. "late October") or avoid dates altogether.
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Avoid using 800 numbers

- * Students are not able to access an 800 number from overseas.