Tools That Set You Apart:

UNLOCK THE INNER STRENGTHS OF YOUR BRAND





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Congratulations! By licensing the rights to one of several hundred unique College Factual rankings, you have taken the first step in differentiating your institution in the global marketplace.





INTRODUCTION

With a multi-purpose College Factual rankings badge, you can expect an increase in more qualified applicants, fewer transfers out of your college or university, and greater prestige across the higher education landscape.

At College Factual, we believe every student has a right to access the academic programs, college environment, and, ultimately, careers that fit them best. As the rankings partner for USA Today, Wall Street Journal Asia, and Tencent Media China, we know that readership interest is drastically higher at the majors level than through overall annual rankings. With this knowledge, it is our goal to produce rankings that result in more students graduating on time, in fields that they feel truly passionate about.

Now, what do these rankings mean for your institution? With more qualified and "better fit" candidates, you're likely to see higher student retention rates, a greater number of students who thrive, and a network of alumni who become your biggest advocates—and potentially your greatest donors.



THE VALUE BEHIND THE BADGE

The college search is arguably the most crucial time for students and parents alike. In a field and era in which name and brand recognition are of utmost importance, it should come as no surprise that both students and parents are most often drawn to institutions in the upper echelon of higher education, rather than those schools that offer the most value in the student's particular academic or extracurricular interests.

In recent years, adopting colleges and universities have come to understand that while one-size-fits-all rankings provide some insight into the college landscape, they do little to distinguish an institution based on its programs, or on its ability to meet the individual needs of a student.

Furthermore, standard ranking methodology relies heavily on input and survey data, which are both subjective and easily manipulated. In an effort to change the status quo, which tells us that blanket rankings are valuable predictors in determining one's fit at a college or university, we've undergone a serious exploration of the strengths of individual institutions, and have begun exposing those strengths to the target audience. Thus, giving the institution the power to compete for, attract, and enroll best-fit applicants.

College Factual badges are only available to schools that rank in the top 1%, 5%, 10%, or 15%. You can be sure that including these badges in your marketing efforts will make your institution stand out.







RANKINGS FOR BETTER DECISIONS

FACTORS THAT SET OUR RANKINGS APART

1

Our rankings are formulated by objective data, leaving no room for manipulation or bias.

2

We produce outcomes-focused rankings, which answer the questions that are most important to prospective students and their parents.

3

Our database holds the capacity to rank more colleges, based on many more academic programs, than most others.

4

With the capacity to rank a large number of schools, we refuse to separate colleges into mutually exclusive lists. We give the power back to the student, and allow them to decide among the colleges we provide data on.

5

Our goal isn't to answer the question, "What is the best college?" Rather, we strive to help students answer the question, "What is the best college for you?" Remember, happier students grow into even happier—and often giving—alumni.

COLLEGE FACTUAL FAST FACTS

Produces over 500 rankings in areas including programs and majors, diversity, veteran and international opportunities, religious affiliation, athletics, and returning adults.

Ranks based on factors including quality, value, earnings outcomes, popularity of a major, distance learning options, and more.

Read more about ranking methodologies here.



USING YOUR BADGE

Through effective placement of the College Factual badge, your institution will be able to highlight its most noteworthy strengths and recruit candidates that are most likely to thrive.

Based on our research and understanding of your audience, we suggest placing your badge on the following pages throughout your site.

BEST COLLEGES FOR THE MONEY

Admissions Financial Aid Homepage Tuition & Fees

BEST COLLEGES FOR VETERANS

Academics Clubs & Organizations Financial Aid ROTC Tuition & Fees

MOST DIVERSE COLLEGE

About History Homepage Mission Student Life

OVERALL BEST COLLEGES

About Academics Homepage Mission Student Life

BEST SPORTS COLLEGES

Athletics Clubs & Organizations Student Life

BEST COLLEGES BY RELIGIOUS AFFILIATION

About History Mission Student Life

BEST COLLEGES FOR RETURNING ADULTS

Academics Admissions Adult Studies Homepage

RANKINGS BY MAJOR

Academic Programs
Department Page
Professor and Faculty Pages



Don't rotate.



Don't change colors.



Don't scale disproportionately.





Don't use grayscale when color is available.

UTILIZING BADGE PLACEMENT

1 EXPERT PLACEMENT TIPS

Your license to the College Factual rankings badge gives your institution unlimited access and free rein to share your accolade across all platforms for up to one year, and includes the use of the badge for your faculty, staff, students, alumni, and more. For example, a current student or alum can embed the badge on their LinkedIn profile, while faculty members may choose to include it on personal blogs or in email signatures.

Placing your badge where your audience will take notice is the most effective way to capture the attention of "better fit" students for your college or university.

Your badge can be used online, in print, and through media communications. Share your badge and your ranking on your social media channels, as well as in mailings to alumni and donors.

Alumni, current students, and their families, when alerted to the school rankings, can also share the news through social media. Let your network do your marketing for you! Consider this: a well-placed badge on your website is visible all year.

See the list on the right for more ideas, and visit our site for tips on using your badge year-round.

To optimize your success and drive brand recognition, we recommend hosting your badge on the platforms listed below.

ALUMNI CORRESPONDENCE

BILLBOARDS

BLOG POSTS

CAMPUS NEWSPAPERS

DIGITAL MEDIA

EMAIL SIGNATURES

EMAIL STREAMS

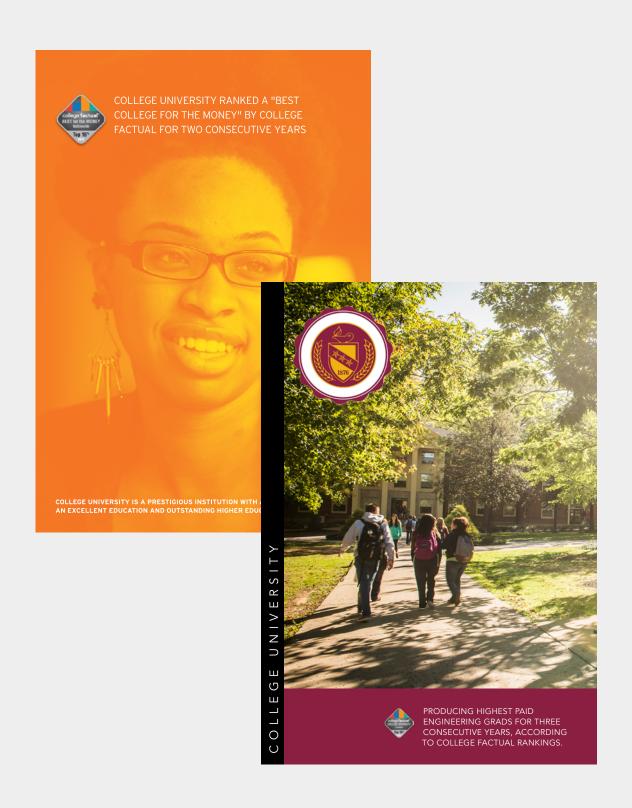
PRINT COLLATERAL (VIEWBOOKS, TRAVEL PIECES, PARENT'S PIECES)

RADIO SCRIPTS

SOCIAL NETWORKS



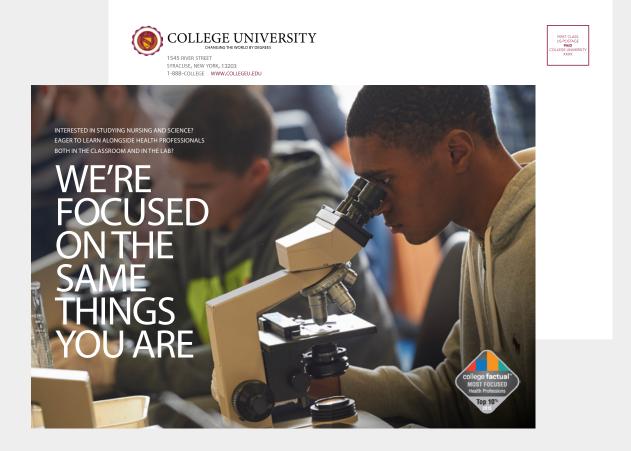
PLACEMENT SAMPLES



PLACEMENT SAMPLES



PLACEMENT SAMPLES





MAKING A STATEMENT

As an institution that is taking steps toward differentiating itself in higher education, and one that is welcoming the opportunity to enroll students seeking higher quality choices in the specific programs you offer, we want to help you share the exciting news.

To make the process of implementing your institution's new badge easier, we've provided a sample press release.



PRESS RELEASE

CITY, STATE, MM/DD/YYYY -- College University is proud to be named one of the nation's "Best Colleges for the Money," according to College Factual. The education services company features College University in its [ranking year] edition of rankings, which are data-driven and focused on optimal outcomes for students.

College Factual's objective is to put the power of college decision making back in the hands of students and parents by providing students with the tools to search for colleges and universities based on their individual interests and values.

[INSERT QUOTE FROM COLLEGE UNIVERSITY ADMINISTRATION]

About College University

For over 75 years, College University has been committed to providing students with an affordable, yet valuable education. In offering bachelor's degrees in 60 areas and master's degrees in 30 areas, College University continues to produce some of the nation's most successful graduates. For more information, visit CollegeUniversity.edu.

About College Factual

Since its founding, College Factual has consistently added value to the overall discussion on college selection. College Factual strongly believes in the power that outcomes-focused and objective rankings have on students and parents through the college decision-making process. College Factual partners with *USA Today, Wall Street Journal Asia*, and *Tencent Media China* to produce year-round rankings at the majors level, and across various other institution-specific areas.



NEXT STEPS

With an understanding of what your badge means, how your institution can use it effectively, and the results you can expect, we recommend these next steps for continued success:

Meet with your institution's marketing department to begin incorporating your new badge in print and digital materials. (Consider the list from Page 7.)

Continue leveraging your institution's strengths through active use of the badge, consistent communication regarding your ranking, and by targeting students who fall into your specific ranking's candidate pool.

Check back with College Factual for updated rankings lists and to continue discovering your institution's power clusters.

FOR MORE INFORMATION, PLEASE VISIT:

edu.collegefactual.com/badge-use

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THANK YOU!