

# Tools That Set You Apart:

UNLOCK THE INNER STRENGTHS OF YOUR BRAND





# TABLE OF CONTENTS

INTRODUCTION .....	3
THE VALUE BEHIND THE BADGE .....	4
RANKINGS FOR BETTER DECISIONS .....	5
USING YOUR BADGE .....	6
UTILIZING BADGE PLACEMENT .....	7
PLACEMENT SAMPLES .....	8-10
MAKING A STATEMENT .....	11
PRESS RELEASE .....	12
NEXT STEPS .....	13

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.

**FIRST STEPS** ►  
FOR DEPLOYING YOUR  
COLLEGE FACTUAL BADGE



# 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

## 5 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](#).

**BEST PRACTICES** ►  
FOR PLACING YOUR BADGE

# 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 crop.



Don't use grayscale when color is available.

# UTILIZING BADGE PLACEMENT

## 10 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

CONTINUE FOR ►  
BADGE PLACEMENT SAMPLES

# PLACEMENT SAMPLES





# PLACEMENT SAMPLES

COLLEGE UNIVERSITY HELPS STUDENTS ACHIEVE THEIR PERSONAL BEST BY OFFERING A VARIETY OF SCHOLARSHIPS, GRANTS, AND FINANCIAL AID OPPORTUNITIES.

## FINANCIAL AID

**By The Numbers**  
2012-13 Tuition: \$24,610  
Annual Technology and General Fees: \$500  
Room & Board: \$11,000

College University partners with students and families to help make a private college education affordable. Complete the Net Price Calculator profile at <https://npc.collegeboard.org/student/app/stac> to see just how affordable a STAC education is. We accept students regardless of finances and work to create a financial aid package that makes sense.

We use the Free Application for Federal Student Aid (FAFSA). When applying, students should use the College FAFSA Code 030832. For New York State Tuition Assistance Programs, please use NY code 0630. If submitting SATs from the College Board, use code 0630 and for ACTs use code 2897.

Our three-year bachelor's program can help reduce college costs \$30,000 to \$40,000. For more specifics on this program, visit [www.stac.edu/3yr](http://www.stac.edu/3yr).

Scholarships and grants are provided to first-time freshman and transfer students. Academic and Merit Scholarship awards range from \$500 to \$5,000. A full-tuition scholarship for freshman accepted into the Honors Program is available. For more information about financial aid and scholarship opportunities, visit us at [www.stac.edu/financialaid](http://www.stac.edu/financialaid) or call 845.398.4100 today.

To schedule a visit or to apply to STAC, visit our Admissions page [www.collegeu.edu/admissions](http://www.collegeu.edu/admissions).



**85% OF OUR STUDENTS RECEIVE SOME FORM OF FINANCIAL AID**

# COME FOR A VISIT



Experience College University. Come and see our campus, talk to other students, meet our faculty, and see for yourself why students consider our college a true home away from home.

To arrange a campus visit:  
**Visit us:** [www.collegeu.edu/events](http://www.collegeu.edu/events)  
**Call us:** 845.398.4100  
**Email us:** [admissions@collegeu.edu](mailto:admissions@collegeu.edu)

**Get Connected**  
Find College University on your favorite social media!

[www.collegeu.edu/contact-us.html](http://www.collegeu.edu/contact-us.html)

## COLLEGE UNIVERSITY

**APPLY.** We take a holistic approach to evaluating your application. Your talents, interests, and career goals are just as important as your academic record. Visit [www.collegeuniversity.edu/admissions](http://www.collegeuniversity.edu/admissions) to get started.

**FINANCIAL AID.** We are committed to maximizing available resources to help you attain your educational goals. To get started, complete the Free Application for Federal Student Aid (FAFSA). Details are online at [www.collegeuniversity.edu](http://www.collegeuniversity.edu) or call us at (570) 321-4040.

---

Founded in 1812, College University is a private, residential, four-year liberal arts undergraduate institution and one of the 50 oldest colleges in the United States.

**ACCOLADE**  
 Voted a BEST COLLEGE IN THE REGION by College Factual

**ACCREDITATION**  
Middle States Commission on Higher Education

**RELIGIOUS AFFILIATION**  
United Methodist Church

**ATHLETICS**  
The College University Warriors field 17 men's and women's teams in NCAA Division III.

**FINANCIAL AID**  
80% of College University students receive some form of financial aid

**COST (2015-2016)**  
Total direct cost: \$47,009  
Tuition: \$35,200  
Room and Board: \$10,884  
Fees (est.): \$925

**STUDENT PROFILE**  
1,400 full-time  
Our students represent 28 states and 11 nations.  
59% women / 41% men

**FACULTY PROFILE**  
82 full-time faculty members  
(14:1 student/faculty ratio)  
94% hold a Ph.D. or the highest degree in their field.

**ALUMNI OF RECORD**  
14,800

**CENTERS AND INSTITUTES**  
Clean Water Institute  
Center for the Study of Community & Economy  
Institute for Management Studies

Williamsport is a city on the rise; it is a destination for work, study, and recreation with great attractions and a vibrant downtown. Williamsport is perhaps best known as the birthplace of Little League Baseball, but it is much more. Artists, scholars, athletes, and professionals call it home. Come discover it for yourself.

**TAKE A POWER TRIP**

Harrisburg, PA 1.5 hours	Syracuse, NY 3 hours	Philadelphia, PA 3 hours	Newark, NJ 3.5 hours
Scranton, PA 1.5 hours	Allegheny National Forest 3 hours	Buffalo, NY 3.5 hours	Pittsburgh, PA 3.5 hours
Rochester, NY 2.75 hours	Baltimore, MD 3 hours	New York, NY 3.5 hours	Washington, D.C. 4 hours

**COLLEGE UNIVERSITY** • 154 RIVER STREET, SYRACUSE, NEW YORK, 13203 • [WWW.COLLEGEUNIVERSITY.EDU](http://WWW.COLLEGEUNIVERSITY.EDU)




From Manufactured and Processed using 100% Certified Recycled Materials  
100% Recycled Paper  
100% Recycled Ink



100% Recycled Paper  
100% Recycled Ink  
FSC® C015888

# PLACEMENT SAMPLES



**COLLEGE UNIVERSITY**

CHANGING THE WORLD BY DEGREES

1545 RIVER STREET  
SYRACUSE, NEW YORK, 13203  
1-888-COLLEGE [WWW.COLLEGEU.EDU](http://WWW.COLLEGEU.EDU)

FIRST CLASS  
US POSTAGE  
**PAID**  
COLLEGE UNIVERSITY  
XXXX

INTERESTED IN STUDYING NURSING AND SCIENCE?  
EAGER TO LEARN ALONGSIDE HEALTH PROFESSIONALS  
BOTH IN THE CLASSROOM AND IN THE LAB?

**WE'RE  
FOCUSED  
ON THE  
SAME  
THINGS  
YOU ARE**







# 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.

**FIND YOUR** ►  
SAMPLE PRESS RELEASE NEXT

# 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](http://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](http://edu.collegefactual.com/badge-use)

OR CONTACT US AT

College Factual  
River Triangle  
270 River Street  
Troy, NY 12180

PHONE: 347.732.1069

EMAIL: [edu@collegefactual.com](mailto:edu@collegefactual.com)

THANK YOU!