



Colleges of Distinction

Member Onboarding Guide

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Target Audience
Current and Prospective

Target Audience:

Prospective Students

Relevant Campus Stakeholders: Marketing, undergraduate and graduate admissions, career services, military services, student diversity office, academic departments and schools, etc.

Highlight Your CoD Badges Online and Through Email

The badges are intentionally designed to draw the attention of online visitors,

so it's important to use them throughout the areas prospective students will engage throughout their buyer journey. This means admissions, college, and department webpages; microsites; landing pages; and online publications. You may also want to add descriptive copy to accompany the badges depending on where you highlight them.

If you have a Google AdWords account,

take the opportunity to feature your recognition by including your badges in the design of your display ads. You could also simply write a sentence or two about your distinction for Google search ads.

If applicable, write an article that details your distinction for your university's prospective student blog.

Feel free to utilize the two-page handout and/or press release template included in your CoD membership packet to help guide your content.

Add your CoD badges to your admissions emails

along with copy that details the importance of this distinction.

Enhance Current Email Campaigns

Include the badges in the emails you are already sending to prospective students.

Develop a New Campaign Promoting CoD Membership -

Draw a single email blast with news about your CoD membership, including information about each badge you have received and why they are important. Or, better yet, draw a multi-email campaign featuring an overview of your school's distinction along with subsequent emails that feature each of your badges separately. Make sure to include appropriate calls to action in these emails as well to prompt prospective student engagement along the buyer journey.



**ST. THOMAS
AQUINAS COLLEGE**

places badges on the admissions homepage

<https://www.stac.edu/admissions>



**SHENANDOAH
UNIVERSITY**

shares all distinctions on homepage

<https://www.su.edu/>

01



VERMONT STATE

uses **Twitter** to promote the annual distinction for Castleton University



**SOUTHERN UTAH
UNIVERSITY**

shares recognition press release on **Twitter**



**UNIVERSITY OF
HARTFORD**

highlights individual recognitions on **Twitter**

BELHAVEN UNIVERSITY

features its **Nursing badge** on a print advertisement to highlight third-party validation

SCHREINER UNIVERSITY

presents **three of its badges** in a magazine ad

01

Target Audience:

Prospective Students

Relevant Campus Stakeholders: Marketing, undergraduate and graduate admissions, career services, military/military target (Har Tc 1.0/d 3cn /T10 Tf 1 7n sc())T/T12 Tdep.) Contrtmur)106s the CoD tec())TJ

Highlight Your Badges Around Campus

Get the word out to students, faculty, staff, and prospective students visiting your campus by highlighting your CoD badges around campus. You can include them on posters, lamppost displays, and in hallways.

Hang your CoD certificates for each badge awarded in a place where prospective students will see it, such as in the admissions building or in your admissions counselors' offices.

Be strategic with where you display certain badges. While you want to feature all of your badges in places where visiting prospective students will see them, make sure the appropriate areas of your campus are highlighting their relevant badges (your career services office should feature the Career Services badge, your business school should feature the Business badge, etc.) Contact the CoD team about window stickers, banners, printed flyers, and more.

Campus Examples

ELIZABETHTOWN COLLEGE

gets the word out on campus about its **Business badge** through well-designed signage:

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Target Audience:

Prospective Students

Relevant Campus Stakeholders: Marketing, undergraduate and graduate admissions, career services, military services, student diversity office, academic departments and schools, etc.

Take Advantage of the Colleges of Distinction Blog

- **Identify a student ambassador at your school,**

one who can write an article about the quality of your school's student experience, to be featured on the Colleges of Distinction blog. The blog reaches thousands of prospective students, granting your school wider exposure as an institution committed to teaching, student outcomes, and a quality education. Plus, you can republish the article on your own blog or website to aid with your content marketing efforts.

- **Find a staff or faculty member**

who can write an article on a topic that is helpful for prospective students to be published on the CoD blog. The article will include a link back to your school, providing another avenue through which to draw new prospective students to your institution.

Target Audience:

Alumni and Donors

Relevant Campus Stakeholders: Alumni relations, university advancement, alumni-associated groups, the president's office, executive administrators, etc.

Highlight Your CoD Badges Online and Through Email

• **Display your badges with accompanying copy where alumni and donors will see them,** such as on college and department webpages and in various online publications. Your recognition signals to this audience your school's continued promise to provide a superb education, helping alumni feel a sense of pride and donors feel affirmed in their giving.

• **Write an article for your university blog or alumni magazine to announce your school's distinction.**

You can use your membership packet's two-page handout and/or press release template to get started, or you could add your badges to your online magazine/blog in the form of a pullout (similar to a display ad).

• **Include your badges, along with copy** that details the importance of your recognition, in your alumni and donor newsletters.

• **Enhance Current Email Campaigns** - Add your CoD badges to the emails that you already send to alumni and donors.

• **Develop a New Campaign Promoting CoD Membership** - Draft a single email blast with news about becoming a CoD member, including information about the individual badges you have received and why they are important. Or, better yet, draft a multi-email campaign with one email featuring an overview of your distinction along with subsequent emails that feature each of your badges separately. Make sure to include appropriate calls to action that prompt alumni to engage and donors to give.



ADELPHI UNIVERSITY
highlights the Career Development badge on their
Awards & Recognition page
<https://www.adelphi.edu/about/awards/>



SUNY ONEONTA
displays annual badges prominently on their
Rankings & Reviews page
<https://suny.oneonta.edu/about-oneonta/rankings-reviews>



**WISCONSIN
LUTHERAN COLLEGE**
stresses the third-party validation with the CoD
badges on their About page
<https://www.wlc.edu/Rankings/>



ELIZABETHTOWN COLLEGE

uses **Facebook** to highlight the CoD recognitions and what they stand for



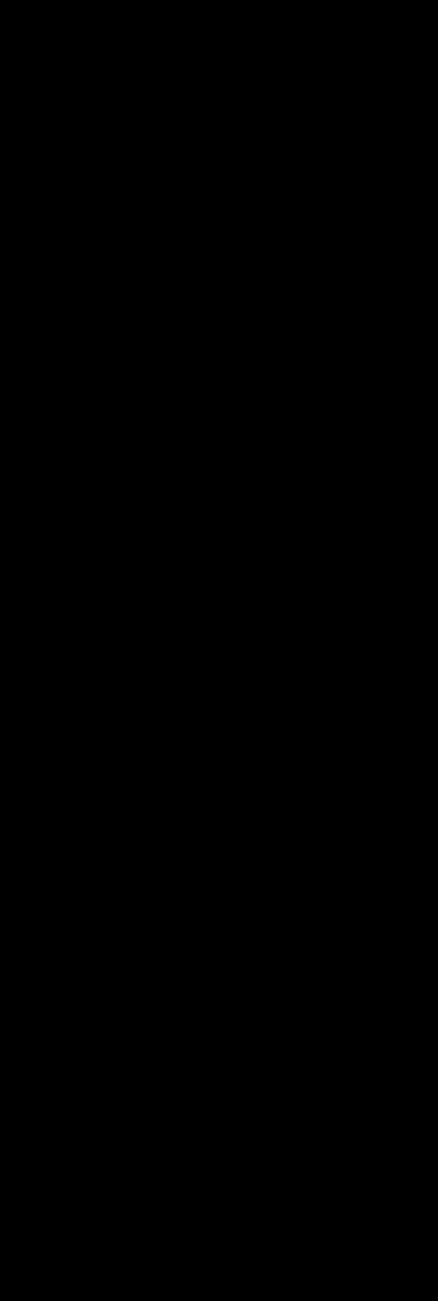
HOOD COLLEGE

creates and shares an image on **Facebook** to announce badges, along with a quote from the CoD team



LINDENWOOD UNIVERSITY

shares their third year of CoD recognitions on **Facebook** with their website news press release

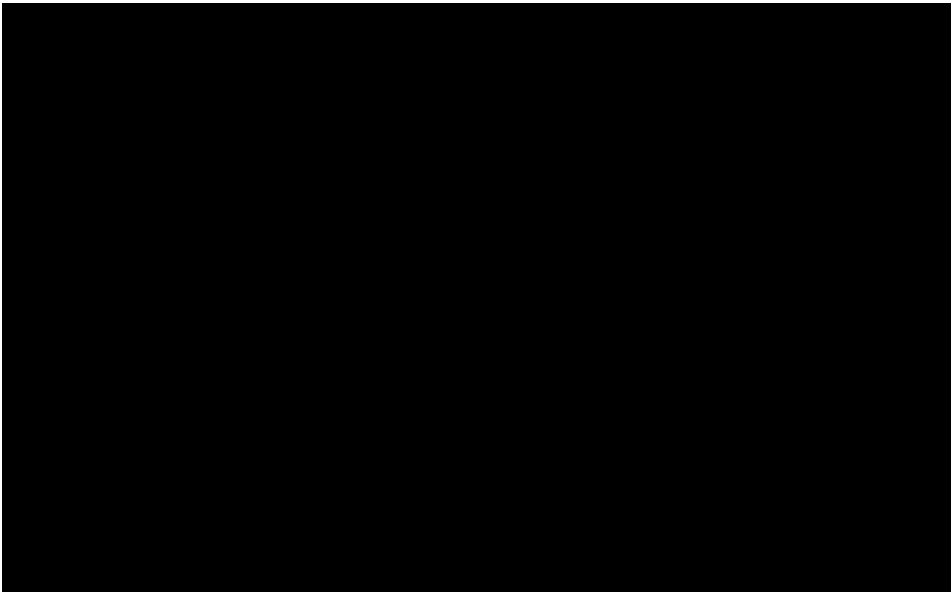


Write an article in your alumni or university print magazine

about how your school has been selected as a distinguished school, the copy of which can be based off of the press release template and two-page flyer included in your membership packet. You can also include the badges and your membership announcement as a half- or full-page pullout, like you would with an ad, in your university or alumni print magazine.

Add your badges to any print material

given to alumni and donors, such as mailers, flyers, brochures, and more.



Highlight Your CoD Badges Online and Through Email

Highlight your badges online in places alumni and donors will engage.

Write an article about your CoD membership for your alumni blog/digital magazine.

Add your badges to an ad-like pullout somewhere within your online magazine/blog.

Add your CoD badges to your current alumni newsletters.

Draw a single email to notify alumni and donors about your CoD membership.

Develop a multi-email campaign for alumni and donors to promote your badges separately and in greater detail.

Highlight Your Badges in Print

Write an article in your alumni or university print magazine about how your school has been selected as a College of Distinction.

Include the badges and your membership announcement as a half- or full-page pullout, like you would with an ad, in your university or alumni print magazine.

Add your badges to any print material given to alumni and donors, such as mailers, flyers, brochures, and more.

Mail your two-page CoD handout to your donors and alumni, and have them available at events where they will be in

Target Audience:

Press and the Wider Community

Relevant Campus Stakeholders: PR and communications, the president's office, department/school leaders, chairs, deans, executive administrators, etc.

Highlight
Your Badges
and CoD
Membership
in a Press
Release

Create a press release to share with your various media contacts

and publish in the "news" section of your website. Your CoD membership packet includes a press release template to help you get started. This is a great way to enhance your reputation while sharing what your school is up to with various community, government, and business leaders.

Target Audience:

Press and the Wider Community

Relevant Campus Stakeholders: PR and communications, the president's office, department/school leaders, chairs, deans, executive administrators, etc.

Highlight
Your CoD
Badges
on Social
Media

• **Highlight your badges and CoD-crafted video on social media.**

This is not only a great way to get the word out to your followers who aren't otherwise affiliated with your school, but it also gives alumni, faculty, staff, and students the chance to re-share the link and expose your institution to an even wider network of people.

FRIENDS UNIVERSITY

uses **Instagram** to celebrate the annual badges earned from CoD

KEUKA COLLEGE

thanks faculty, staff, and alumni on **Instagram** for support in earning recognition

UNIVERSITY OF MONTEVALLO

highlights the 11th year of CoD recognition on **Instagram**

Target Audience:

Press and the Wider Community

Relevant Campus Stakeholders: PR and communications, the president's office, department/school leaders, chairs, deans, executive administrators, etc.

Speak Publicly About Being a Distinguished School

Whether your university president speaks at an event with local business leaders,

a dean of your college speaks to other academic administrators at a conference, or an executive speaks at some other community event, remind your advocates to show off your distinction! Your membership can be mentioned in a speech and/or highlighted with a visual display of your badges. Below are some points to mention when speaking to a wider audience:

- Your school has received this national recognition because it offers an individualized and engaging education.
- Unlike other ranking systems, the award demonstrates excellence exhibited in the classroom as well as through other high-impact practices.
- The selection process consists of an in-depth interview process and detailed research.
- Schools are selected that adhere to the Four Distinctions: Engaged Students, Great Teaching, Vibrant Community, and Successful Outcomes.

Highlight Your Badges and CoD Membership in a Press Release

Share a press release with your various media contacts and publish it somewhere on your website. You may reference the PR template included in your CoD membership packet as a guide.

Highlight Your Badges on Social Media

Highlight your badges and CoD-created video on social media.

Speak Publicly About Being a Distinguished School

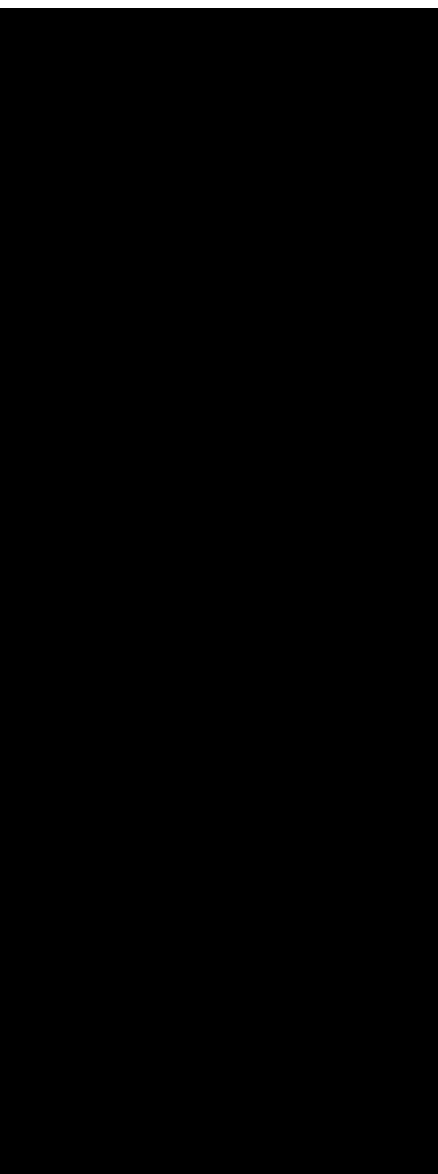
Whether your university president speaks at an event with local business leaders, a dean of your college speaks to other academic administrators at a conference, or an executive speaks at some other community event, remind your advocates to show off your distinction! Your membership can be mentioned in a speech and/or highlighted with a visual display of your badges.

04

Target Audience:

Current and Prospective Faculty and Staff

Relevant Campus Stakeholders: Human resources, department/school leaders,s:





**UNIVERSITY OF
NORTH CAROLINA
ASHEVILLE**

includes the CoD badge on their homepage
alongside other recognitions
<https://www.unca.edu/>



**ST. CLOUD STATE
UNIVERSITY**

features the CoD Nursing badge on their nursing
homepage
<https://www.stcloudstate.edu/nursing/>



UTICA UNIVERSITY

badges are displayed on the footer of its website
and, therefore, on every page:
<https://www.utica.edu/>

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Target Audience:



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