

## Institutional Outreach Gained by Completing Publisher Survey Information

College Board, Peterson's, and U.S. News provide significant outreach opportunities to schools that participate in their annual survey efforts. The information provided by schools is used in both print and web products that are produced by each publisher. The following publications contain this data that is supplied on your school's annual survey:

### College Board

*College Handbook*

*Book of Majors*

*Getting Financial Aid*

*International Student Handbook*

### Peterson's

*Four-Year Colleges*

*Two-Year Colleges*

*How to Get Money for College*

### U.S. News

*Best Colleges Newsstand Guide*

These publications reach several key markets which help to attract potential students to your school. The markets include **the consumer market** where these books can be purchased in bookstores like Barnes & Noble or on websites like Amazon.com; **the library market** where these titles appear in public libraries and high school libraries; and in **the guidance counselor market** where high school counselors use these books in their advising roles in helping students achieve their dream of a college education.

In addition to printed media these same publishers post your school's data on their websites and partner with organizations that license this information and provide more outreach for your school. Each publisher has a free search which allows potential student's access to the data that you provide on your annual survey. The combined consumer reach for these 3 sites numbers in the tens of millions of students that visit these 3 sites every year to search for a college. In many cases this is where a potential student may find your school and then go directly your website for additional details about your school's programs or admissions policies. Some examples of the magnitude of this web outreach these three publishers provide as a service to your school include the following:

- The education sector of the U.S. News website is accessed by more than 60 million people year-round - an increasing number of whom come from global destinations. This website is located at: <http://www.usnews.com/education>
- College Board averages 7.3 million visitors each month during the school year. This website is located at: <http://bigfuture.collegeboard.org/>
- Peterson's had 6 million annual visitors to their website plus partners with the Department of Defense where your information is available to an additional 5.9 million active military service members; their families; DoD civilian employees; and retired service members. This website is located at: <http://www.petersons.com>

Keep in mind this exposure in print and web media is ***free*** to the school where potential costs for similar marketing or advertising of your school in print media, billboards, or websites would easily cost thousands or tens of thousands of dollars annually, and, your school still may not be able to reach as many potential students as they can in all 3 of these publishers media combined – all for the time it takes to complete your annual survey. So think of the time that you invest in completing your survey for College Board, Peterson's, and U.S. News as an investment in your school. The future students who apply and enroll most likely started their college search at one or all 3 of these publishers' products mentioned above.