

Advanced Awareness Messaging

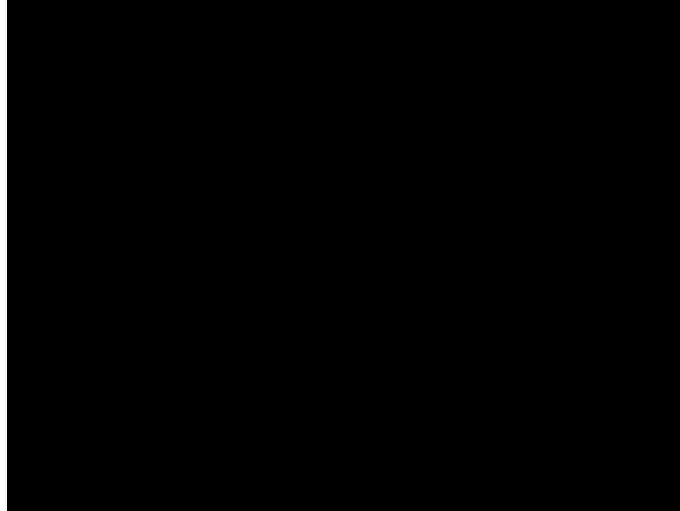
Overview

Advanced Awareness is your opportunity to present customized messages to best-fit students using Naviance.

Access

Advanced Awareness is available to [REDACTED]. You will be able to compose messages based on competitors or majors offered.

Getting Started



Best Practices

- Highlight specifics that make your institution unique. This should be different for competitors than it is for majors. For example, top competitive programs, regional and/or national rankings, new athletic offerings, faculty-to-student ratio, specific study abroad opportunities, location of your institution, placement rates (overall for competitors and specific for majors) or distinctive student organizations.
- Keep your messages in active voice, clear and concise. There's a 280-character limit.
- Review and update your messages on a quarterly basis.
- If you include calls-to-action, make sure you update them based on your internal application deadlines.

Sample Competitor Messaging

Our undergraduate academics are ranked #1 in the Midwest according to General Magazine. Visit our campus and explore your future at Hobsons University!

Rise to new heights! Hobsons University offers nearly 100 undergraduate degree programs, hands-on learning experiences, and a 1:15 faculty-to-student ratio. Apply to Hobsons University!

Sample Major Messaging

Our accounting students have a 99% job placement rate within 6 months of graduation. Specialization options for Accounting majors include: tax planning, auditing, and public accounting. Visit our campus to learn more!

Graduate with a Master's in 4 years in our comprehensive 3+1 program. Students can also specialize in Learning Technologies or Organization Behavior with the chance to conduct research and present at national conferences with our top professors. Learn more about Hobsons University!