

FEATURE YOUR UNIVERSITY IN THE UPCOMING EDUCATION UK COUNSELLOR
HANDBOOK FOR THE USA AND CANADA

As part of the GREAT campaign to increase undergraduate student enrolments, our team is reproducing a guide for high school guidance counsellors as part of an Education UK Counsellor Toolkit. Intended to reduce barriers to study in the UK, the guide will include all of the necessary information that counsellors need to advise their students about studying in the UK from the application process to moving to the UK. The guide targets high school counsellors with separate editions for the US and Canada.

The purpose of this guide is to complement our existing efforts to promote university study in the UK through the Education UK and SIEM programmes in the US and Canada. It sits alongside our current Education is GREAT campaign and will be one of our main resources for counsellors.

GUIDE SPECIFICATION

- PDF version and printed versions of the guide
- Includes information on UK higher education on the following topics:
 - What makes a UK degree different from a US degree and a Canadian degree
 - Application processes
 - Accommodation
 - Finance and funding
 - Visas
 - Why the UK should be a top choice for your students
 - Employability
 - Pre-departure and orientation
 - Serving students with specific needs and interests
- University profiles

DISTRIBUTION AND PROMOTION SPECIFICATION

- This will be distributed as part of our Education UK Counsellor toolkit which includes videos, posters, presentations, and more.
- The toolkit will be distributed via email to our growing database of counsellors we engage with, which is currently over 4,000.
- The guide will be promoted via relevant professional organisations and networks (such as NACAC, ACCIS, HECA, IECA, OSCA, CISCA, etc).
- It will be hosted on the British Council USA and Canada's webpages in PDF form, with a link to the handbook from the Education UK counsellor page.
- It will be distributed as a printed version at all Education UK and British Council counsellor facing events in the US and Canada including our upcoming tours in the spring and autumn tours.

HOW YOU CAN PARTICIPATE

UK universities have an opportunity to raise their profile through the guides by purchasing adverts and university profiles:

	Description	What to submit
Full page advert	<ul style="list-style-type: none"> - One PowerPoint slide - Can purchase in either edition - Full colour - First-come, first-served basis 	<ul style="list-style-type: none"> - Must submit a slide in PowerPoint format - 300 dpi (see dates below)
Half page advert	<ul style="list-style-type: none"> - Half of a PowerPoint slide - Can purchase in either edition - Full colour - First-come, first-served basis 	<ul style="list-style-type: none"> - Must submit half of a slide in PowerPoint format - 300 dpi (see dates below)
Profile	<ul style="list-style-type: none"> - Alphabetized guide of UK university profiles - Non-branded - Included in both editions - Full PowerPoint slide of information per university - Profile will include information regarding: contact info, university size, type of school, affiliation (if any), school environment, student body size, most popular majors, admissions ratings, admissions requirements, student life, etc. - Profiles will serve as a tool for counsellors to help students choose a school 	<ul style="list-style-type: none"> - Must submit profile (see dates below)

Costs

- Half page in one guide - £400 (exc. VAT)
- Full page in one guide - £600 (exc. VAT)
- University profile in both guides - £200 (exc. VAT)

Timeline

- All designed advertisements and/or profiles must be sent to studio@adgenuk.com by **26 February 2016**
- Please specify the guide in which you'd like your advertisement to be featured
- Guide completion date: **24 March 2016**

Sign up here: <https://www.surveymonkey.com/r/2016handbookform>