



3 Critical Components to Successfully Marketing Students

EDIT AND REVIEW

How well do you know your assigned students? Public profiles of our students offer a very limited snapshot and may not always highlight the most relevant details to a family.

Make it a point to get to know your students in depth.

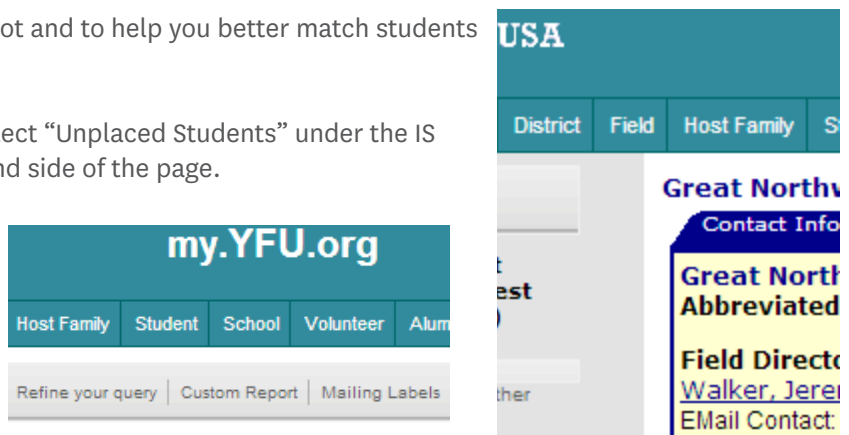
- **Read the entire file.** This is critical to getting to know your student. Review the host family letter, teacher recommendation, application, school records, medical issues and highlight key elements that may not have come across in the bio.
- **Review photos.** Is there any visual element that would make a potential family second guess their desire to host this student?
- **Review the profile page.** Correct any typos and grammatical errors.
- **Update the profile.** Check when the profile was last updated and re-write as necessary to tailor the message by target audience. Review your public profiles at least once a month and make edits. Profiles may need to be amended to better appeal to a potential host family’s own interests. See Hard to Place Students document for detailed tips to help you with this process.
- **Call attention to the intrigue.** Look for the most interesting or unusual aspects about the student. Re-write the profile to make these components sound intriguing to a host –and keep the tone energetic and turned to the positive. Student quotes from the host family letter are a great source.

SNAPSHOT

Quick! You’re on the phone with a potential host family who wants a boy who plays *basketball* and likes *computers*; and they mention they have many pets in the home! How rapidly will you respond with the right candidate, with consideration for other priority placement factors such as flight date or scholarship status?

Create a student grid to give yourself a total snapshot and to help you better match students with potential families. Here’s how:

1. Log in to my.yfu and go to your field page. Select “Unplaced Students” under the IS section, located in the gray bar on the left hand side of the page.
2. After these have pulled, click the “Custom Report” option, located on the gray tool bar at the top of the my.yfu page.
3. This opens the custom student search list.



From here, select the categories that will help you place your students.

- Under Student General select: Name, age, and gender.
- Under Program select: Program, from country, scholarship won, languages, and ESL student status.
- Under Review Codes select: Review Codes and status.

4. Once your data is selected, hit submit. On the next screen, choose to get your data in Excel. Once you have your Excel report, keep it open while you read through your students. Add in additional headers for:

- Interests (Itemize 4-6 interests per student in order of priority) if possible create a dropdown to quickly filter).*
- Include:
- Sports
 - Musical or theater related interests
 - Hobbies (non-athletic related)
 - ELTiS score
 - flight dates
 - school tuition options
 - Other important tracking options.

This will give you a quick reference of all your students when the need arises!

*Excel filter directions provided at end of document.

REVISE

Your students have many interests and the key to marketing them is to modify the profile write-up to tailor to the group you are targeting. For example, if communicating to a church about a student who partakes in Youth Group, the Youth Group call out should be in the immediate introduction- at the very top - not buried in the body. By doing this, you help to create an immediate connection between the student and the target audience.

You can create various versions of profiles and store them in the **comments** section of the student profile page so that they are readily available for you to change out at different times. By calling out a particular interest in the first line, you can quickly navigate the many versions you have created to send the appropriate profile description.

*DATA FILTER

Once your spreadsheet is open, highlight the entire header row (row 1).

1. Select the "Data" tab or option on the top of the page.
2. Click on "Filter"

This now will allow you to sort by several combinations to find the perfect student!