

## **USB WRISTBANDS HELP INTERNATIONAL STUDENTS PREPARE**

The university tells prospective students "Orange is going to look good on you."

The school's International Students & Scholars Office continues that branding. Each year, the office orders 4GB orange wristband USB flash drives for its international students.

The university has a robust international student enrollment and population. The process – from applying to the school, getting a visa, arranging travel, applying for on campus housing and sorting out financial – all has to happen before the student even arrives in the U.S.

Once the students arrive, there are yet more hurdles to pass, from getting insurance to finding employment either on or off campus. Documentation is required throughout the process.

### **Student Workbooks on USB**

By loading the international student "Orientation Workbooks" onto USB drives, the division saves trees and printing time in those processes. "The USBs are more convenient and less wasteful than paper based information," said T. Huff, administrator.

The USBs allow convenient access of the necessary information on any computer, whether it is connected to the internet or not, he said.

The drives are used entirely for internal programs but they are looking at how they can use those drives for student recruitment in the future, he said.

Other universities use USB drives heavily for student recruitment. These can be handed out college fairs and include financial aid information, links to online applications, and student life videos and photos of student clubs.

Wristbands are a nice idea for College Day events to differentiate parents and students while also giving them a nice, physical and useful souvenir from their visit.

### **Branding opportunities**

Students will need a USB drive at some point in their college career. School and university bookstores have every piece of branded apparel, backpack and notebooks for sale. USB drives branded with the school name – and including a place for students to write their names in case the drive is lost – is an easy sell as well.