

## **STUDENT WORK SHOWCASED ON USB DRIVES**

C. Brown, director of admissions and financial aid at a Florida art and design college, knows that to attract new students they want to see past and current student work.

That is why a USB drive of the school's view book — a visual catalog of student work — is an important recruiting tool for him, Brown said.

USBs are also much easier to take to cross-country student recruitment events, he said. He can take USB drives on a plane instead of boxes of printed materials.

"I visit classes and conventions with high school counselors. The USB flash drives are less expensive and lighter than carrying books with me," he said.

In addition to the view book, the USB drives include an 18-minute recruitment video. Brown also knows the USB drives are useful even if the recipient erases the drives to use them for their own needs. The brand imprint is on the drives and is always in front of that person — often the art educators that refer students to the college.

Brown hands out the drives primarily to the teachers and not the potential students, unless they ask for one of the drives. They are also very affordable to mail directly to students who ask.