Degree, Minor, and Certificate Flyers

Teacher preparation programs are constantly designing new programs and certification pathways. Programmatic offerings, especially new ones, should be thoroughly communicated by recruiters to stakeholders in a way which compels further inquiry and investment. These flyers demonstrate examples of how to effectively message program options.

An effective Degree, Minor, or Certificate Flyer is:

- Easy to understand and process
- Compelling a specific action from recipients
- Concise and detail oriented

An effective Degree, Minor, or Certificate Flyer includes:

- Accurate information without confusing “filler” language
- Unique qualities of new programs and certificate pathways
- Engaging pictures that enhance the communicated information
- A call to action telling stakeholders what to do next