

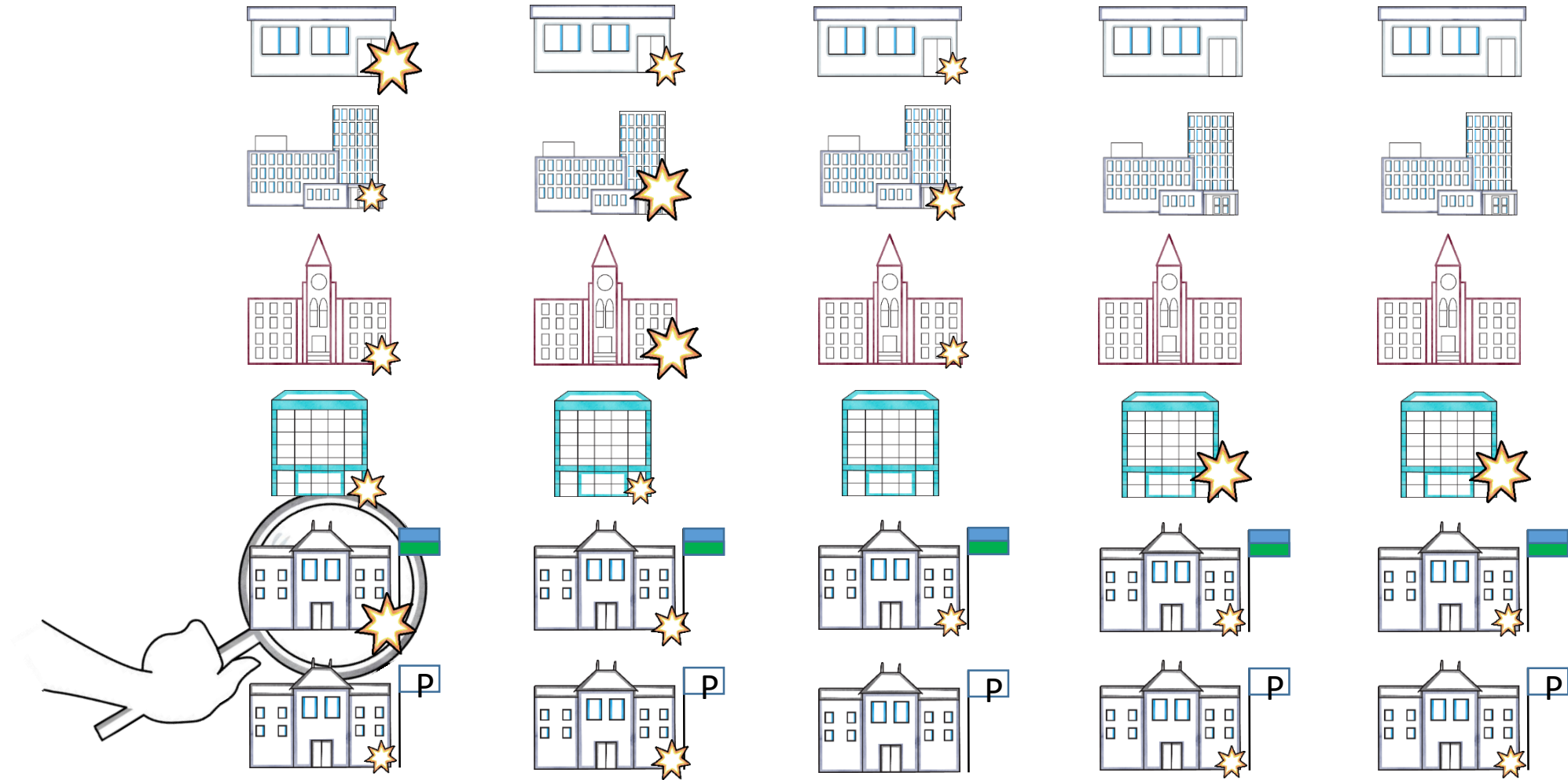


Promoting your university's U-Multirank results

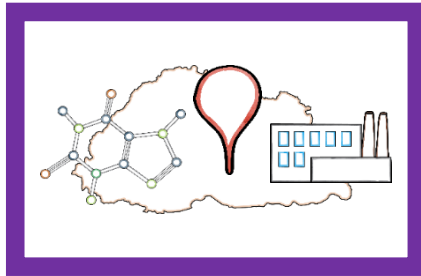
Tuesday, 02. June 2020



U-Multirank showcases diversity



U-Multirank goes beyond research



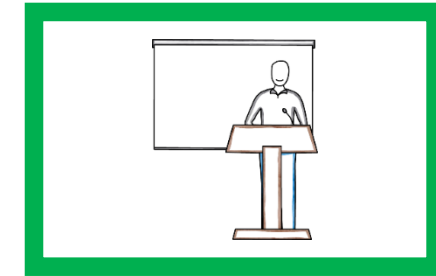
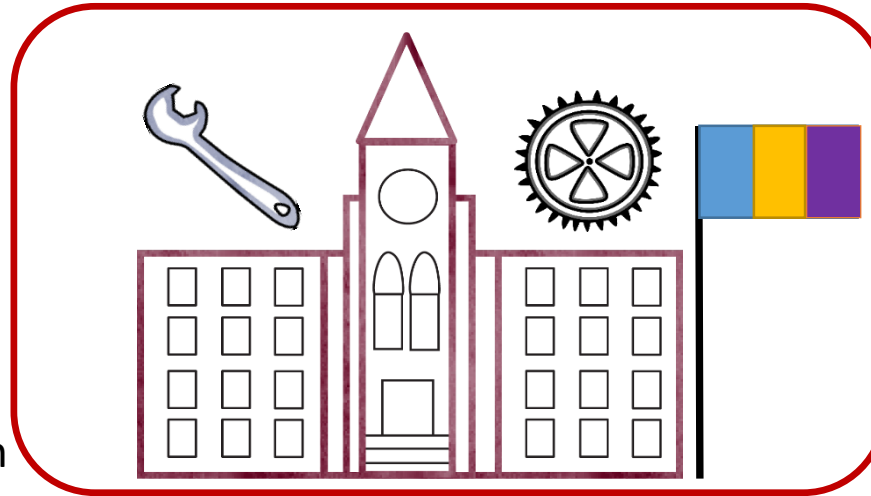
Regional Engagement



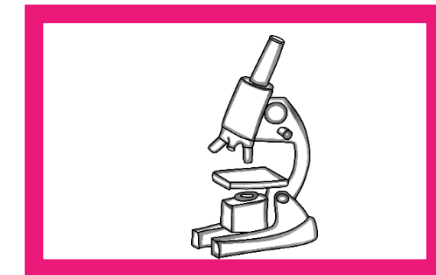
International Orientation



Knowledge Transfer

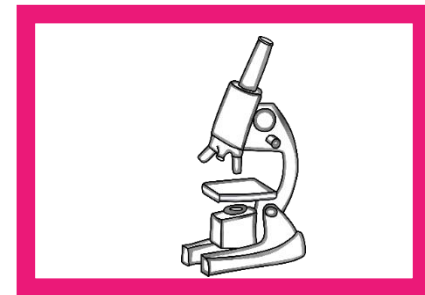
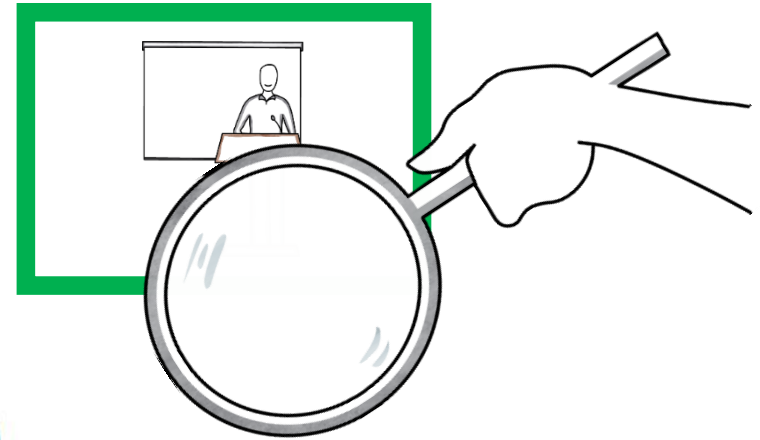
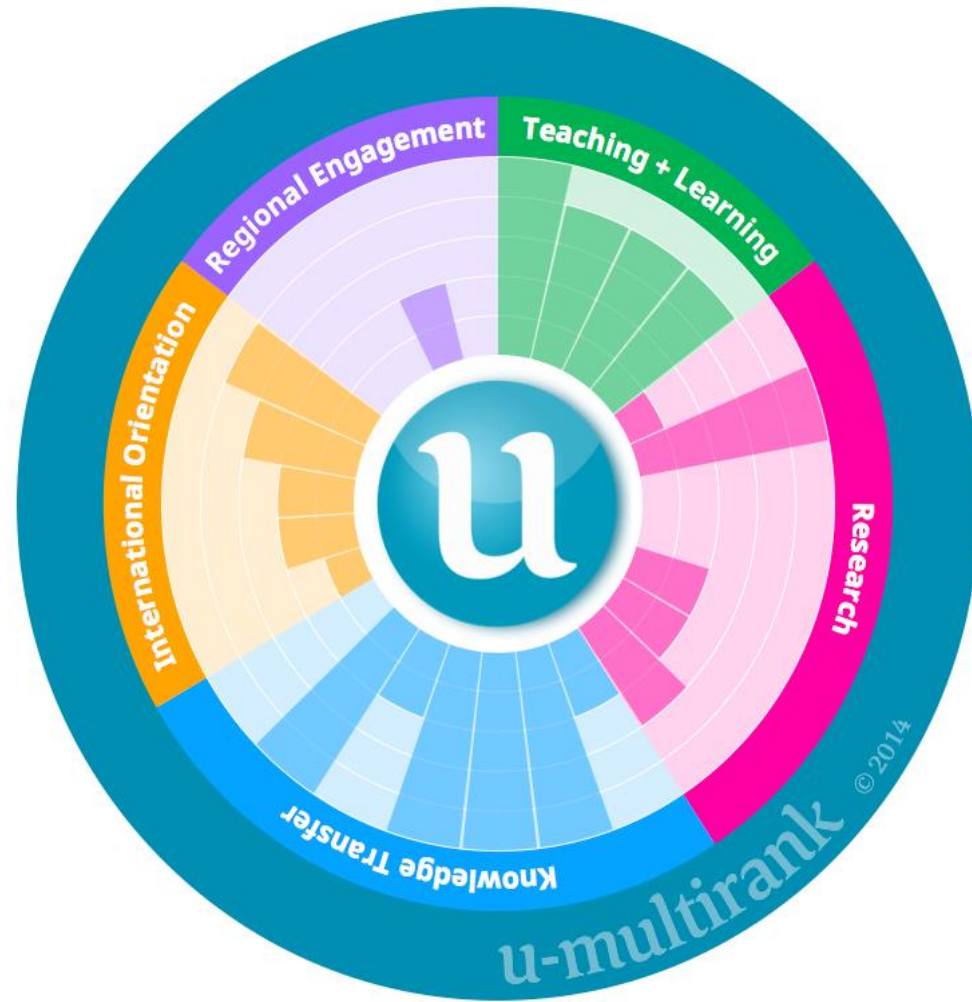
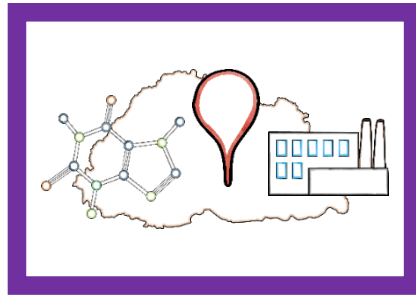


Teaching + Learning

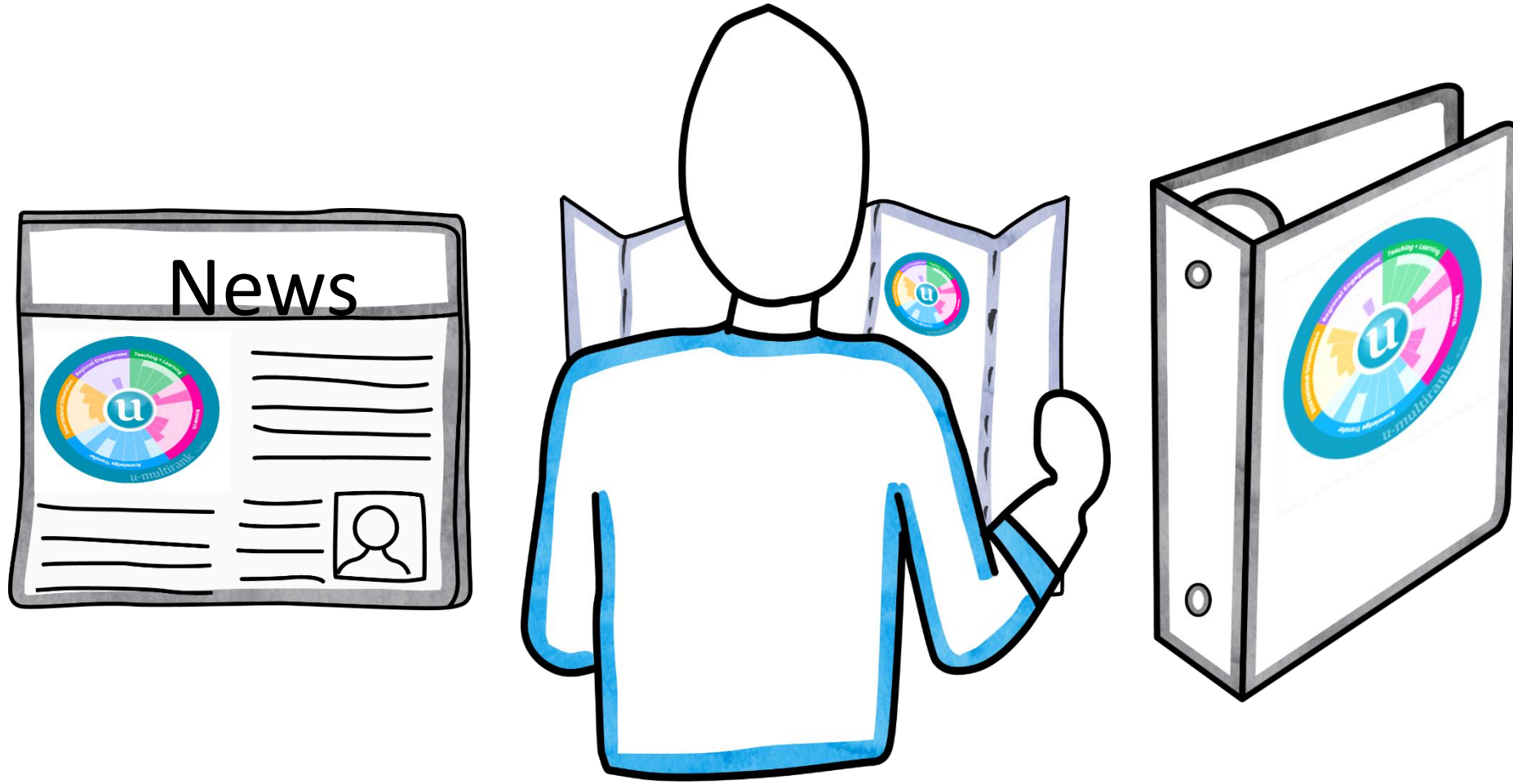


Research

Universities excel in different areas



Your Uni's results can be used in diverse ways



Promoting your Uni results | 5 quick tips

- Know your audience and their needs
- Make sure your audience can find you
- Use the right language
- Involve the right people
- Focus on digital presence



Promoting your Uni results | Quick tip #1

- **Know your audience and their needs**

Research shows that employability is a major driving factor for students studying. Make clear what students earn with a degree from your university.

U-Multirank helps you show how well your uni is connected to the region, employability, graduation rate, contact to businesses, and if it offers online learning – a must post-Corona.



Promoting your Uni results | Quick tip #2

- **Make sure your audience can find you**

It's important that students can find information about your university on channels they are using. Make sure you're present!

Many of the questions that prospective students and families are asking right now are about how processes, events, and timelines are going to change. Including how well was your university prepared, and/ or what is it doing to handle the crisis?

Try it out: It's important to make sure that all your communications, across all channels, reflect the most recent decisions that you have made. Create a comprehensive 'Virtual Admissions' microsite that compiles all "coronavirus-era" updates in one place.

1

2

5

3

4



Promoting your Uni results | Quick tip #3

- **Use the right language**

Stay on brand, but make sure your university is communicating to its audiences properly – in particular with students. Avoid communication that comes across as condescending.

U-Multirank helps universities highlight their strengths in Teaching & Learning, based on the feedback of more than 100,000 students. This allows U-Multirank to offer a unique peer-to-peer student perspective.



Promoting your Uni results | Quick tip #4

- **Involve the right people**

Make sure the necessary people at your university are informed and involved in the communication of your university's U-Multirank results.

E.g.

- Web administrator
- Press office
- University President or Rector



Promoting your Uni results | Quick tip #5

- **Focus on your digital presence**

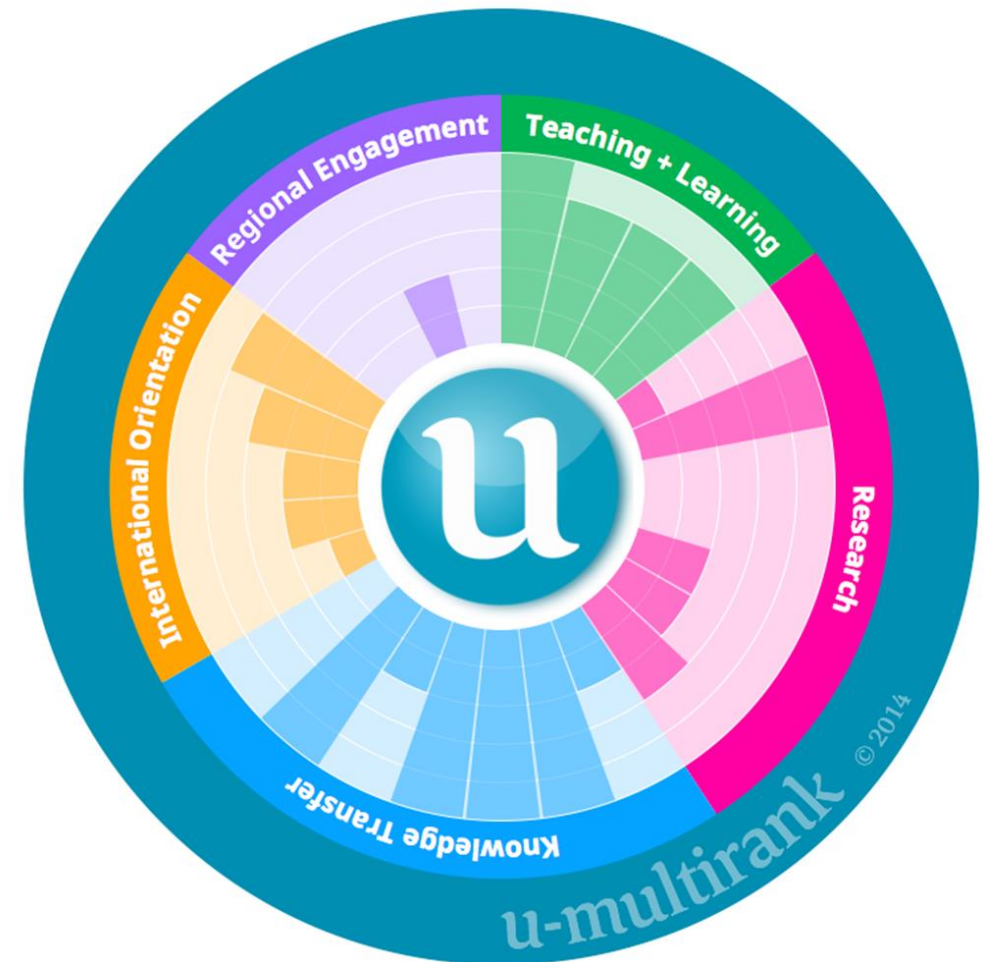
When prospective students have less structured time and more travel restrictions, they're more likely to be online exploring—which means that they are even more likely to find you on the web.

Enhance a virtual campus tour if you have one, or create a virtual tour if you don't. It's possible to do with existing video footage. It's also more important than ever to ensure that your school's website provides a welcoming experience for prospective students.



U-Multirank | University profile page

- Highlight your university's results
- Promote your page
- Provide additional unique content for target users (photos, text, etc.)



U-Multirank profile page | Sharing

- U-Multirank provides profile pages for all HEIs.
- Share your university's profile page and results with our easy to use share buttons.
- Want to help improve your page with more content? Contact us!

The screenshot shows the U-Multirank profile page for the Swiss Federal Institute of Technology Zurich (ETH Zurich). The page layout includes a navigation bar with the U-Multirank logo and links for 'For Students', 'University Rankings', 'Press / Media', and 'About'. The main content area features the university's name, a detailed description of its history and performance, and a sunburst chart titled 'U-Multirank Performance Profile'. The chart is divided into five segments: 'Teaching + Learning', 'Research + Innovation', 'International Orientation', 'Knowledge Transfer', and 'Sustainability'. Below the chart, there is a contact information box for ETH Zurich, including its address, phone number, and website. A 'Share a link with your followers' section is visible on the right, showing a tweet that reads: 'ETH Zurich performs best across 14 U-Multirank indicators. To learn more, visit our page: https://www.umultirank.org/study-at/swiss-federal-institute-of-technology-zurich-eth-zurich-'. The browser's address bar shows the URL: https://www.umultirank.org/study-at/swiss-federal-insti...

U-Multirank | Study in...

- 25 countries and 120 cities
- Market your university based on location
- Show your strengths in numbers
- Resource for international students looking to study abroad (incoming and outgoing)
- Promote your university with our national partners

Italy
is a unitary parliamentary republic in Europe, located in the heart of the Mediterranean Sea.

Italy's university system

Italy shares open land borders with France, Switzerland, Austria, Slovenia, San Marino and Vatican City. Italy covers an area of 30,333km² (11,714 sq mi) and has a largely temperate seasonal and Mediterranean climate. With around 61 million inhabitants it is the fourth most populous EU member state.

Tertiary education in Italy is divided between public universities, private universities and the prestigious and selective superior graduate schools, such as the Scuola Normale Superiore di Pisa. The university system in Italy is generally regarded as poor for a world cultural powerhouse, with no universities ranked among the 100 world best and only 20 among the top 300 (QS). However, the current government has scheduled major reforms, and investments, in order to improve the overall internationalisation and quality of the system.

Italy: National Performance

Metric	Score	Target	Rank
Teaching & Learning	78%	80%	10th
Research	75%	75%	15th
Knowledge Transfer	70%	70%	20th
International Orientation	65%	65%	25th
Regional Engagement	60%	60%	30th

Fees & Uni entrance requirements

Tuition fees in Italy are generally lower than in other countries in Europe. Institutions of higher education in Italy establish their own tuition fees, but, in the case of university education, there is a legal minimum cost for enrollment and a maximum cost for student contributions, which cannot exceed 20% of state funding. Admission to "master universities" and other specialized degree courses in Italy may have much higher tuition fees. Doctoral students who receive university grants do not pay tuition fees, but nongrant holders are required to pay the tuition fees of their university.

Entry Requirements for Italian Universities

When applying to study a bachelor, master or PhD in an Italian university, there are several entry requirements that you need to keep in mind.

Bachelor Studies

In order to meet entry requirements for a bachelor's degree at an Italian university, you must successfully have completed upper secondary studies, have a valid school certificate and quality for higher education studies in your home country. Keep in mind you are requested to prove your level of knowledge of Italian.

Master Studies

To study a master's degree at an Italian university, you will need to have a relevant bachelor or equivalent degree diploma. As part of the entry requirements, you may need to submit the following when applying for the program of your choice:

- Identity document
- Academic transcript of your previous studies
- University application form
- Letter of recommendation
- Personal Statement
- Language proficiency (English or Italian, depending on the program)

Consumer Basket

- Main course: 10.00 €
- Drink: 4.00 € per drink
- One-way ticket: 2.25 € local transport
- City ticket: 11.00 €

Useful vocabulary

- Hello: "Ciao"
- Good bye: "Arrivederci!"
- Thank you: "Grazie"
- Please: "Prego"

Embed your promotional graphics

Copy & Paste iFrame codes for your website:

e.g. Student Mobility:

```
<iframe src=https://www.umultirank.org/press-media/media-center/universities/2020/top-performers/student-mobility scrolling=no style="height:175px;width:200px;border:none;padding-left: 0px; padding-top: 0px;" >
```



Free Promotional Resources | Media Centre

The screenshot displays the U-Multirank Media Centre website. The browser address bar shows the URL <https://www.umultirank.org/press-media/media-center/public>. The website header includes the U-Multirank logo and navigation links for 'For Students', 'University Rankings', 'Press / Media', and 'About'. A search bar is also present.

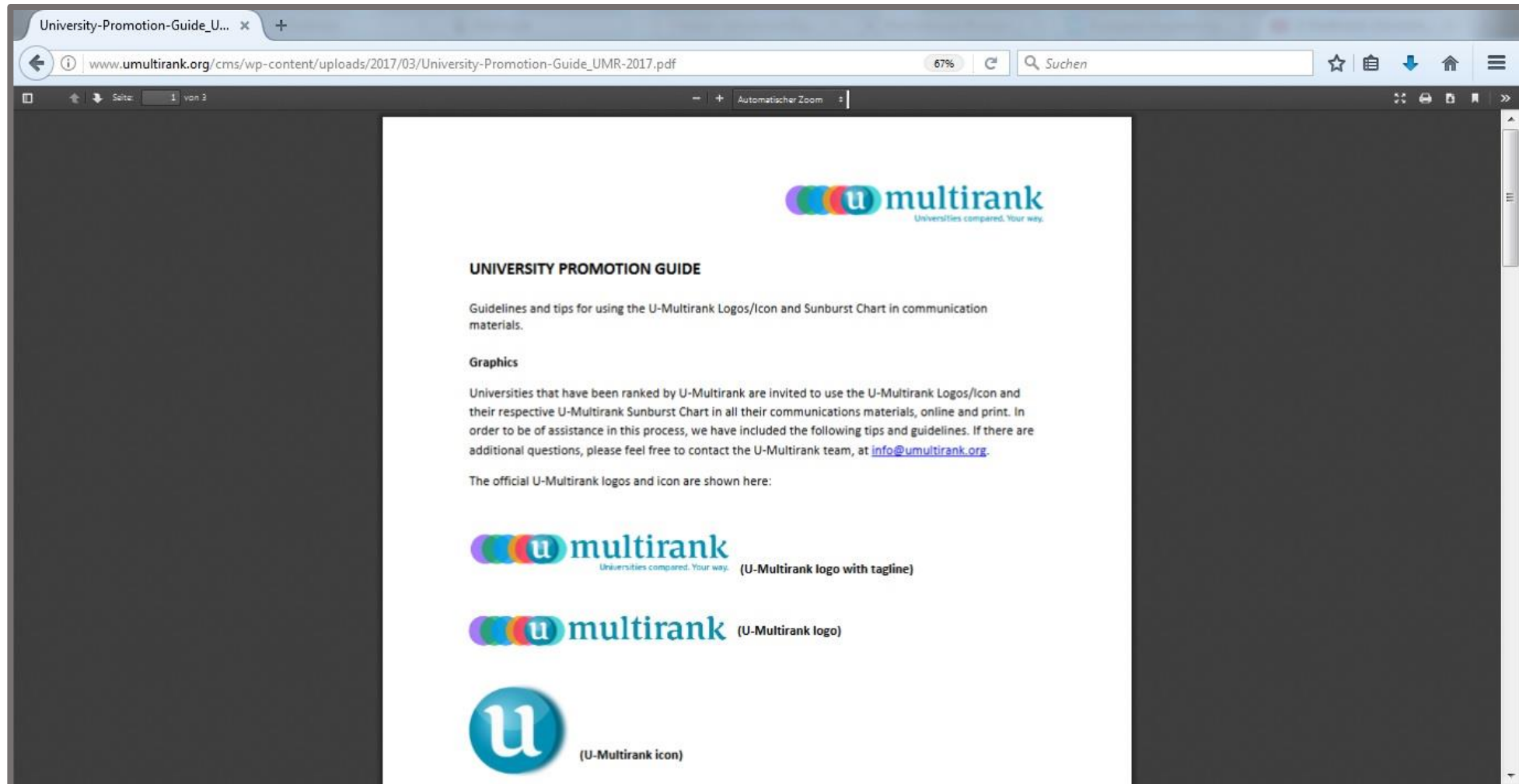
The main content area features three promotional resources:

- U-Multirank logo with tagline:** The logo consists of five overlapping circles in purple, green, blue, orange, and red, followed by a white 'u' in a blue circle, and the text 'multirank' in blue. Below it is the tagline 'Universities compared. Your way.'.
- U-Multirank logo without tagline:** The same logo as above, but without the tagline.
- U-Multirank Button (U Symbol):** A large blue circular button with a white 'u' inside.

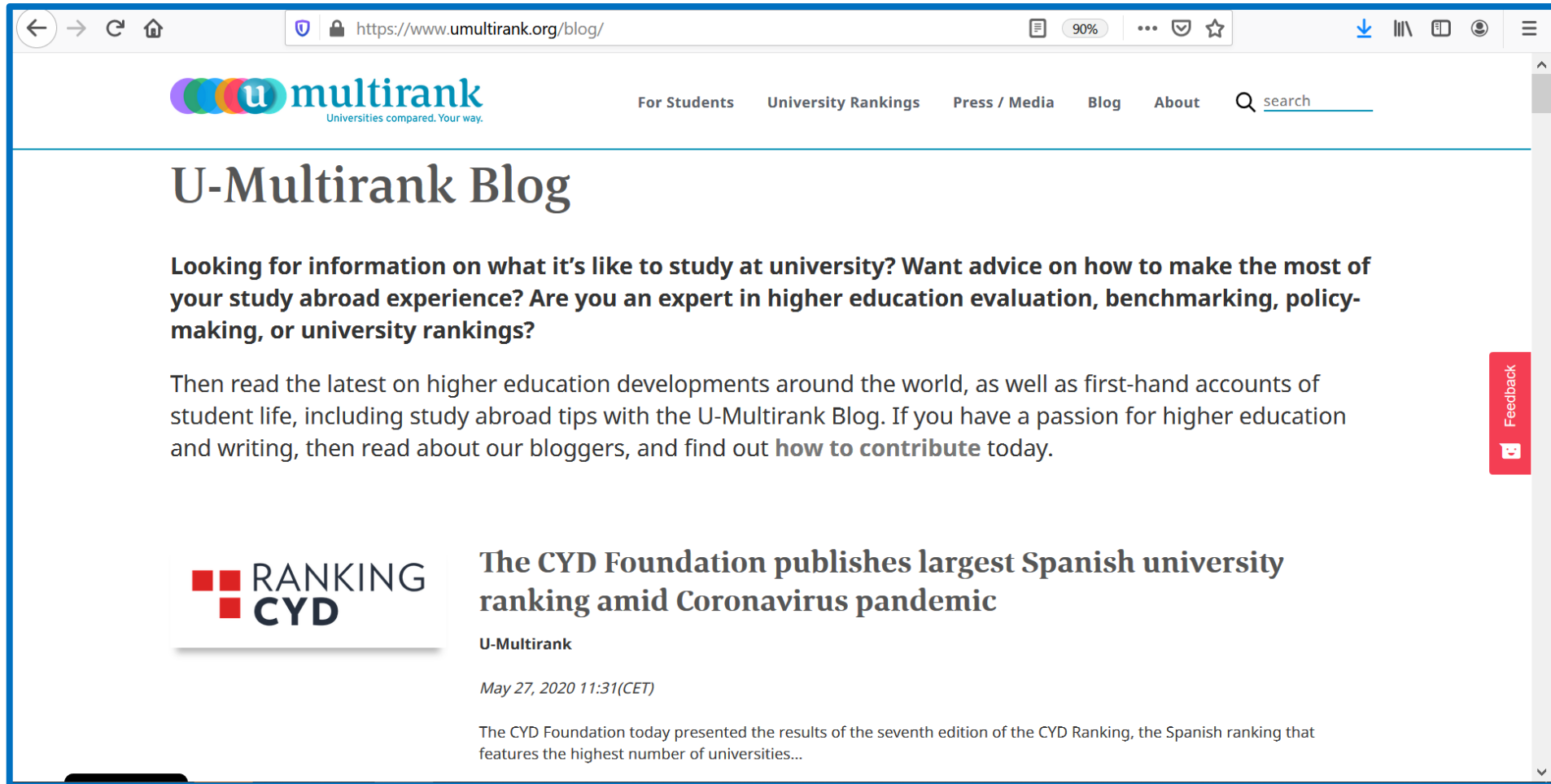
On the right side of the page, there is a sidebar menu with the following items:

- Press Releases
- What people say about U-Multirank
- Newsletters
- U-Multirank News
- U-Multirank in the Media
- Media Center (expanded)
- Media Center
- Public (highlighted)
- Infographics
- Videos
- Documents

Free Promotional Resources



Get featured | Blog contribution



The screenshot shows the U-Multirank website's blog page. At the top, there is a navigation bar with the U-Multirank logo (a stylized 'u' in a circle with four colored segments) and the tagline 'Universities compared. Your way.' To the right of the logo are links for 'For Students', 'University Rankings', 'Press / Media', 'Blog', and 'About', along with a search bar. The main heading is 'U-Multirank Blog'. Below this is a call to action: 'Looking for information on what it's like to study at university? Want advice on how to make the most of your study abroad experience? Are you an expert in higher education evaluation, benchmarking, policy-making, or university rankings?' This is followed by a paragraph: 'Then read the latest on higher education developments around the world, as well as first-hand accounts of student life, including study abroad tips with the U-Multirank Blog. If you have a passion for higher education and writing, then read about our bloggers, and find out **how to contribute** today.' A red 'Feedback' button is visible on the right side. Below the text is a featured article preview with the logo for 'RANKING CYD' (The CYD Foundation) and the title 'The CYD Foundation publishes largest Spanish university ranking amid Coronavirus pandemic'. The author is listed as 'U-Multirank' and the date is 'May 27, 2020 11:31(CET)'. The article snippet begins with 'The CYD Foundation today presented the results of the seventh edition of the CYD Ranking, the Spanish ranking that features the highest number of universities...'

Questions?





Promoting your university's U-Multirank results

Tuesday, 02. June 2020

