



Colleges of Distinction Education Field of Study Badge

We are excited to spotlight already recognized Colleges of Distinction that deliver leading-edge education programs. As education transforms alongside the constant changes in technology, public policy, employer demands, and more, the U.S. is in desperate need of educators who are attuned to today's rapid shifts.

Earning a Education Field of Study Badge

Institutions that earn the Education Field of Study badge exhibit **high-impact practices** in both their overall undergraduate programs as well as their education programs. They further excel in the way they meet criteria specific to their Education programs:

Stability: The program has been in existence over 10 years, has regional accreditation, and has shown stability in the number of degrees awarded annually.

Multidisciplinary: Students specialize or cross-train in distinct education fields, such as early childhood, elementary, secondary, etc.

Practical experience: Preferably as early as the first year, students are exposed to varied real-world teaching experiences: urban and rural, wealthy and economically challenged, large and small, etc.

Non-Education Specialization: The program either requires or strongly encourages students to graduate with a minor, emphasis, specialization, etc., in a subject that they would teach as a professional educator.

Dedicated Advising and Counseling: The program has academic advisors/counselors as well as career counselors who are dedicated exclusively to Education majors.

High-Impact Practices that are tailored to Education majors.

Industry connections: Whether through job placement, internships, co-op opportunities, advisory councils, or networking activities, the institution provides students with a multifaceted approach to build career connections in their field.



Using the Education Badge

As with other marketing assets that Colleges of Distinctions provides its members, institutions can use their Education Badge to:

- Attract and enroll prospective students
- Cultivate donors
- Develop corporate partnerships
- Build connections with employers
- Hire top faculty
- Strengthen grant proposals

This **Marketing Best Practices** document provides some ideas for how to use assets like the Education Badge in each of the preceding areas. This **Maximizing Recognition** document illustrates how institutions have integrated assets like the Education Badge into their enrollment marketing plans.

Questions?

If you have questions about whether your institution qualifies for a Education Badge or how to make the best use of it, please contact:

Erin Pettus

Vice President of Outreach
Colleges of Distinction | Abound
erin@collegesofdistinction.com
ph: 512.298.2002 x712