



Guidelines for Student Database Use

In order to ensure that all our customers, students and schools alike, may have an informative and positive experience when using this website, we have developed the following guidelines.

In providing this Online Student Database, AIEF's mission is to create an environment where schools can recruit students directly, and where students can maximize contact with schools in which they have an interest.

As with any on-line environment involving e-mail, it is vital to the efficiency of the program to follow some simple guidelines for delivery of messages, such as:

- 1) Keep messages concise and targeted
- 2) A short and to-the-point subject line is key; let them know this is an important piece of mail and not just another spam
- 3) Personalize your e-mail, avoid using standardized text or templates
- 4) Encourage students to contact you; this may limit the need for future e-mail communication
- 5) Avoid using attachments; providing links takes up less space (a student's inbox can fill up quickly with bulky messages)

In addition, it is helpful to keep in mind that students' e-mail addresses can appear, disappear and/or change at any time. AIEF will do its best to keep the database updated not only with correct student contact information, but also with students who are actively seeking an American education. It may be useful for you to devise a tracking system of your own to ensure that you will continue to reach students who want to hear about your school.

We hope that these reminders will assist you in making the best use of our database, enhancing the scope of your recruiting efforts. We are always available for assistance. You may contact us by e-mail at info@aief-usa.org or by phone at 626-965-1995.

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