

PASSPORT MARKETING TEXT FOR WEBSITES, SOCIAL MEDIA AND PUBLICATIONS

Web and Print Publication Text

Headline:

Interstate Passport Program

A simpler way to transfer, saving you time and money

Body Copy Short:

At [SLCC] we make it a more efficient way to transfer to another institution. The Passport Program at [SLCC] allows you to transfer your general education credits to any of Utah's public colleges and universities as a block, instead of credit by credit. You can save time and money because you're not losing credits by repeating courses after you transfer. This means you're more likely to graduate on time – and with fewer headaches.

Visit wiche.edu/passport/home for more information, or talk to your advisor.

Body Copy Long:

The Interstate Passport is a free program offered by [institution name] to make transfer to another participating school in the network smooth and seamless. With the Passport program, it's possible to graduate without repeating general education courses because you transfer your general education credits as a whole instead of credit by credit. The Passport program makes it easier to transfer because you bring your lower-division, general education credits with you as a block.

When you work with your advisor to use the Passport program, you can save time and money because you're not losing credits by repeating courses after you transfer. This means you're more likely to graduate – and with fewer headaches.

All of Utah's public colleges and universities, and many out-of-state schools participate in the Passport program – including [institution name]

Talk to your advisor about how to take advantage of the Passport and get on your way to a smooth and seamless transfer process.

Visit wiche.edu/passport/home for more information, or talk to your advisor.

Social Media Posts

- Want to earn your degree on time and avoid extra costs? Ask an advisor about the Interstate Passport!
- The transfer process doesn't have to be difficult – the Interstate Passport can simplify your transfer to another institution. Stop by your institution's booth at the upcoming college fair to learn more!
- Earning your degree can be challenging enough – don't let the transfer process bog you down! Let the Interstate Passport simplify the process for you!
- Don't waste those well-earned credits – take them with you when you transfer! Ask an advisor how the Interstate Passport can help you!