

GETTING BACK TO BASICS

Writing for an international audience

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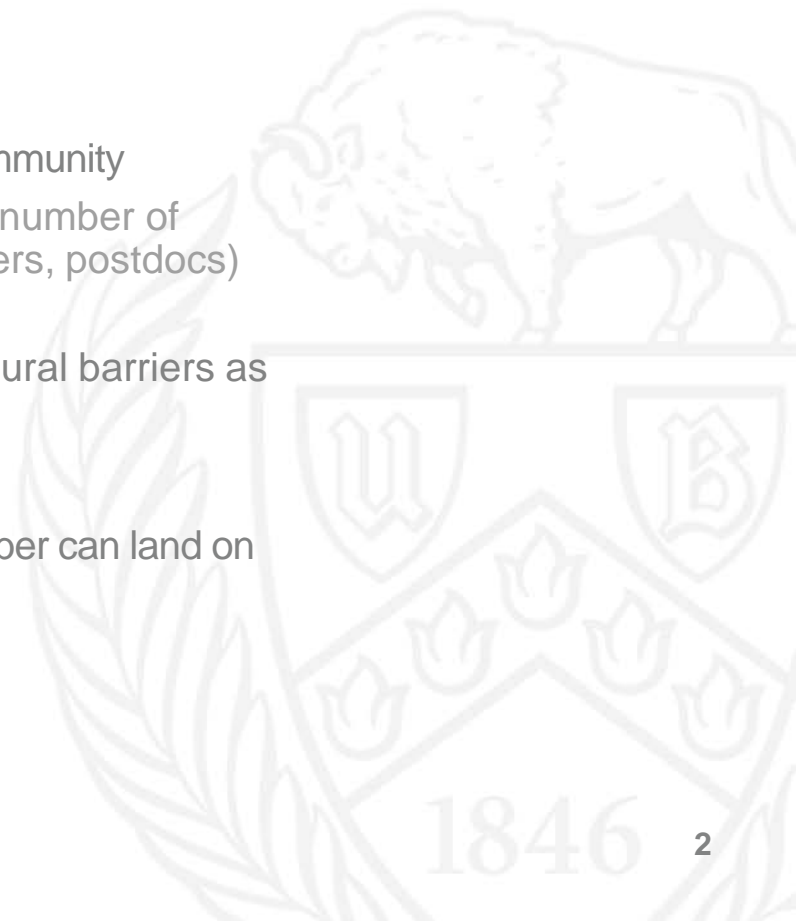
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All UB communication is international communication

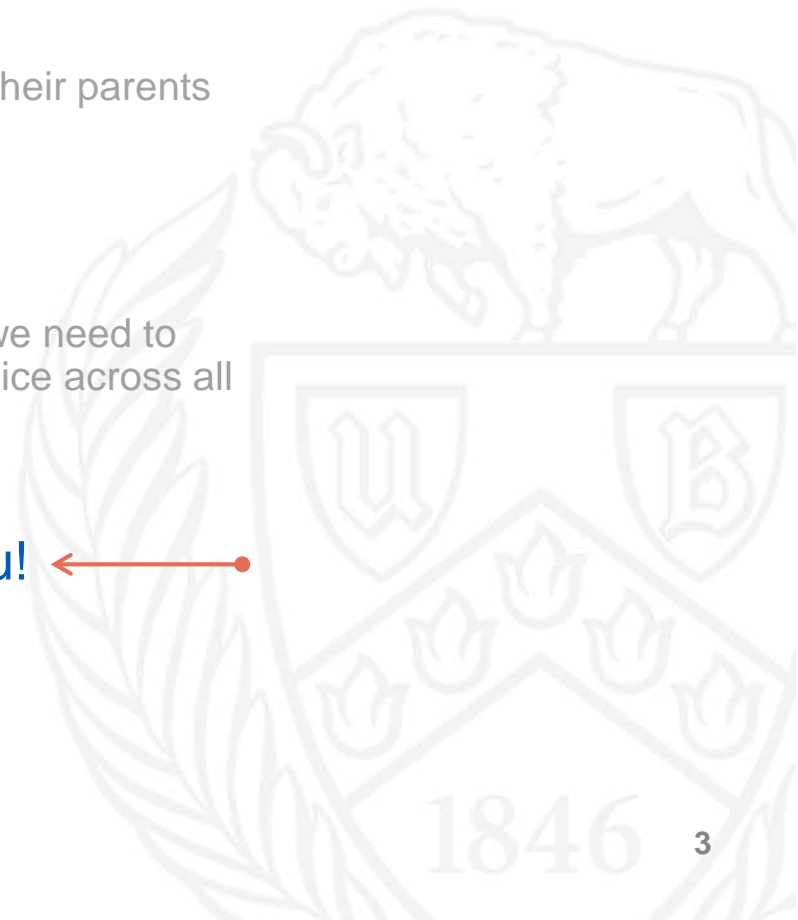
- 17% of the student body is international
Don't forget about alumni too!
- International faculty and staff are a large part of our community
UB is in the top 1% of US institutions in number of international scholars (faculty, researchers, postdocs)
- First-generation Americans often face the same cultural barriers as international students
- Any prospect, student or international community member can land on any UB page



All UB communication is international communication

- Remember the influencers
Students may be English proficient but their parents may not be
- Global Perspective is one of the four brand attributes
To be true to this aspect of our identity we need to express a united, diverse, and aware voice across all our communications

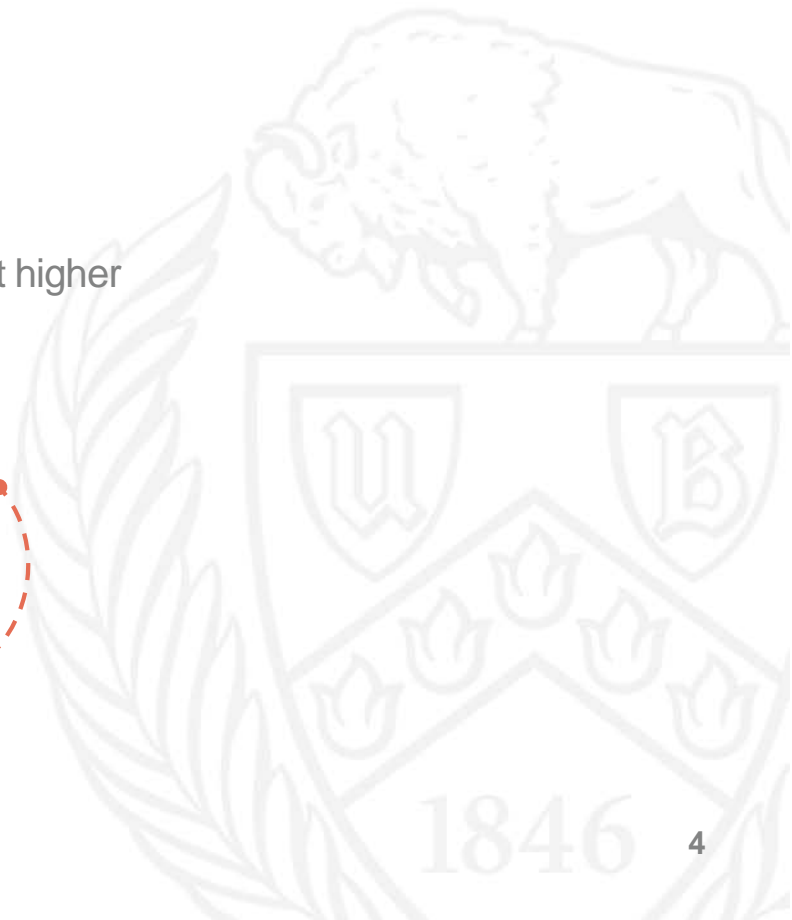
→ This presentation applies to you! ←



Check your assumptions

- Avoid internal jargon
- Clearly define acronyms
- They are not just learning about your unit but also about higher education in the US overall
- Teach them about norms without talking down to them

[What is a pep rally?
What is school spirit?]



Show Your True Blue



Do you know what it means to be True Blue? We do! True Blue is the essence of who we are at the University at Buffalo. It's in everything we do. It's our school spirit and pride in being part of the UB family. It can be seen in the celebrations at our home football and basketball games, and in our [annual traditions](#).

A sense of pride

The concept of "school spirit," or having pride in one's university, is common across American universities. It is especially evident in sporting contests, but also shows up in student events and activities. Being "True Blue" and having school spirit means we're proud of UB's past, present and future.



Consider the literal translation

- Avoid idioms and too much cleverness

“UB is as much a way as it is a place”
→ “UB represents a unique way of doing things”

- Bottom line: Say what you mean!

Pro Tip: Use Google translate to test your headlines and key messages by switching into your audience's language and then back into English



Let your pictures do the talking

- Use imagery and info-graphics to support your messages
- If you aren't sure how to tell them, show them!



- A** Imagine Your Future
- B** Celebrate Success
- C** Collaborate With Peers



Avoid taboos

- Get to know the basic cultural norms of your primary audiences

“Command respect and take the lead”
→
“Reach your goals and achieve distinction”

- Especially important with imagery

[What does the ‘horns up’
hand gesture mean?]



A Considered the symbol of the devil in many cultures. Often used to designate one who is evil. In the Mediterranean, it is an old symbol that means 'cuckold' (your wife is cheating on you!) and is used as an insult at football matches.



B A man and a woman in each other's bedrooms is a common taboo in conservative cultures. Sitting closely on a bed is downright scandalous.



C Seen as a symbol of peace and inspiration to many, in China the Dalai Lama is viewed as a political troublemaker and separatist.



A different kind of diversity

- Be representative of your key international demographics
- Let them see themselves in your communications
- Be an idealist without being deceptive

Note: UB's largest populations: Chinese, Indian, Korean, Iranian, Turkish, Saudi Arabian & Southeast Asian.



Example

SEAS Graduate Recruitment Brochure



SUNY is a globally recognized brand

It is always a good idea to include the SUNY modifier in communication pieces that will reach an international audience.



Think about a word's primary meaning

TAILOR

Noun

a person whose occupation is making fitted clothes such as suits, pants, and jackets to fit individual customers.

Verb

1. (of a tailor) make (clothes) to fit individual customers.

2. make or adapt for a particular purpose or person.

GRADUATE PROGRAMS

Aerospace Engineering
MS | PhD

Biomedical Engineering
MS | PhD

Chemical and Biological Engineering
ME | MS | PhD

Civil Engineering
MS | PhD

Computational and Data-Enabled
Sciences
PhD

Computer Science and Engineering
MS | PhD

Electrical Engineering
ME | MS | PhD

Engineering Sciences
(Materials Design and Innovation)
(Data Sciences)
MS

Environmental and Water Resources
Engineering
MS

Industrial Engineering
ME | MS | PhD

Materials Design and Innovation
MS | PhD

Mechanical Engineering
MS | PhD

Sustainable Transportation and
Logistics
MS

GRADUATE ADVANCED CERTIFICATES

Advanced Manufacturing

Bioengineering Nanotechnology

Computational Science

Information Assurance

Nanomaterials and Materials
Informatics

**UB's School of
Engineering and
Applied Sciences
is New York State's
largest and most
comprehensive
public school of
engineering.**



Ranked among the top 15 percent of U.S. engineering schools, we offer master's and doctoral degrees in all major fields of engineering, and we are continually developing new programs.

WHY CHOOSE US?

- Join an inclusive and diverse community of students and faculty from 65 countries
- Tailor your studies to match your interests and career objectives with the school's broad selection of courses.
- Be taught and mentored by faculty members who are outstanding teachers and recognized internationally for their research.
- Utilize cutting-edge research and teaching laboratories. The school's research expenditures total \$59 million annually
- Spend less on tuition. UB has a worldwide reputation for academic excellence, but the cost of attending is much less than many other comparable public and private universities.
- Join the school's network of 32,000+ alumni

HOW TO APPLY

Graduate applications must be submitted to the individual department or program. Departmental/program deadlines vary; deadlines are earlier for applicants requesting financial aid.

LEARN MORE

engineering.buffalo.edu/graduate-students

CONTACT US

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QUESTIONS

