Sample Text for Promoting PrepSTEP for Colleges & Universities

*This document contains sample promotional text for librarians to use in marketing PrepSTEP for Colleges & Universities to students, faculty and other librarians. We’ve included long descriptions for use in emails and short descriptions for use in newsletters and other brief communications.*

**Long Descriptions (for Email)**

**AUDIENCE: STUDENTS**

*Subject line: Get ahead using PrepSTEP*

*Preheader: Find skill-building resources, career prep and more*

Succeed in college and beyond

Whether you are looking to improve your core academic skills, explore careers, prepare for occupational exams or apply to graduate school, you can achieve your goals using **PrepSTEP for Colleges & Universities**.

Available through our college library, PrepSTEP offers targeted learning centers — each with a collection of practice tests, quizzes, tutorials, e-books, articles and flashcards — to help you:

* Build foundational skills for college success
* Improve your core English, math and science skills
* Score higher on college placement tests
* Acquire basic computer skills
* Explore careers in teaching, nursing, the allied health professions and more
* Prepare for professional license exams
* Study for grad school admissions exams, including DAT®, GMAT®, GRE®, LSAT®, MAT®, MCAT® and PCAT®
* Build workplace skills

To begin using PrepSTEP, log in via the library website: [insert direct URL]. It’s a good idea to create a personal account so that you can save your work in progress, store score reports, and revisit any practice tests, tutorials or e-books. Registration requires only a valid email address and a password.

If you have any questions about PrepSTEP, please feel free to ask a member of our library staff.

Sincerely,

[your name & contact details]

**AUDIENCE: FACULTY**

*Subject line: Use PrepSTEP content to support curriculum*

*Preheader: Embed tutorials, quizzes and e-books in LMS course modules*

Supplement classroom instruction with PrepSTEP resources

Our college library provides students with access to **PrepSTEP for Colleges & Universities**, a powerful e-learning platform from EBSCO LearningExpress. PrepSTEP contains a collection of practice tests, quizzes, tutorials, e-books, articles and flashcards to help students achieve their college and career goals. Many of these resources can be used to support instruction in English, math and science classes. PrepSTEP is compatible with our college’s LMS, [Canvas, Blackboard, Brightspace], so tutorials, quizzes and e-books can be embedded in your course assignment modules. Please ask your faculty librarian how to get started.

To begin using PrepSTEP, students can log in via the library website: [insert direct URL]. Please encourage them to create a personal account so that they can save their work in progress, store score reports, and revisit any practice tests, tutorials or e-books. Registration requires only a valid email address and a password.

If you have any questions about PrepSTEP, please feel free to ask a member of our library staff or contact me directly.

Sincerely,

[your name & contact details]

**AUDIENCE: LIBRARIANS**

*Subject line: College success and career prep resources now available*

*Preheader: Tell students about PrepSTEP from EBSCO LearningExpress*

Help students achieve success in college and beyond

Our college library provides students with access to **PrepSTEP for Colleges & Universities**, a powerful e-learning platform from EBSCO LearningExpress. PrepSTEP contains a collection of practice tests, tutorials, e-books, articles and flashcards to help students achieve their college and career goals.

Using PrepSTEP, students can:

* Build foundational skills for college success
* Improve core English, math and science skills
* Score higher on ACCUPLACER® college placement tests, as well as CLEP®, DSST® and TOEFL iBT® exams
* Acquire basic computer skills
* Explore careers in teaching, nursing, the allied health professions and more
* Study for grad school admissions exams, including DAT®, GMAT®, GRE®, LSAT®, MAT®, MCAT® and PCAT®
* Prepare for professional license exams
* Build workplace skills

Students can access PrepSTEP by logging in via the school library website: [insert direct URL].

In addition, PrepSTEP is compatible with our college’s LMS, [Canvas, Blackboard, Brightspace], so instructors can embed tutorials, quizzes and e-books in their course modules. To learn more, watch this [video](https://vimeo.com/565630483) and download the [integration guide](https://connect.ebsco.com/s/article/LearningExpress-PrepSTEP-LMS-Integration-Guides).

To help you market PrepSTEP to your college community, EBSCO offers a variety of [promotional materials](https://connect.ebsco.com/s/article/PrepSTEP-for-Colleges-Universities-Promotion-Kit) including bookmarks, handouts and a social media kit.

If you have any questions about this valuable resource, please feel free to contact me.

Sincerely,

[your name & contact details]

**Short Descriptions (for Newsletters)**

**AUDIENCE: STUDENTS**

Succeed in college and beyond

Available through our college library, **PrepSTEP for Colleges & Universities** is packed with online tutorials, practice tests, quizzes, e-books, articles and flashcards to help you improve your core academic skills, explore careers, build workplace readiness, study for graduate school admissions exams and more. Log in here: [insert direct URL] Questions? Ask a librarian.

***Promotional text for individual PrepSTEP centers***

**Basic Computer Skills**

Learn the basics of using a computer, navigating the internet and social media, and using popular Microsoft Office software programs such as Access, Excel, Outlook, PowerPoint and Word.

**Career Preparation**

Discover potential careers in allied health, nursing, teaching, law enforcement and more. Prepare for occupational certification tests and build workplace skills.

**College Success Skills**

Find tips for achieving success inside and outside the classroom. Topics include staying organized, taking better notes, avoiding plagiarism, managing your money and developing healthy habits.

**Core English Skills**

Brush up on your reading, writing, grammar and vocabulary skills.

**Core Math and Science Skills**

Get help with algebra, geometry, probability and statistics, pre-calculus, calculus, chemistry, biology, physics and more.

**Grad School Admissions Preparation**

Prepare for graduate school admissions exams such as the DAT®, GMAT®, GRE®, LSAT®, MAT®, MCAT® and PCAT®. Also search for graduate schools, programs and scholarships.

**Placement Test Preparation**

Prepare for ACCUPLACER® and ASSET® college placement tests as well as CLEP®, DSST®, TOEFL iBT® and IELTS™ exams.

**Recursos Para Hispanohablantes**

Find Spanish-language resources to help you improve your academic skills and prepare for the GED® test.

***Optional Add-On Centers***

**Computer Skills**
Video courses are the fastest and easiest way to learn how to use a computer. Use the materials in this center to learn the basics of using a computer, navigating the internet, and using popular software programs from Microsoft and Adobe. Achieve basic to advanced skills in word processing, creating spreadsheets and databases, implementing design and more.

**Job & Career Accelerator**
Students looking to explore careers or find a job right out of college will find powerful tools and expert guidance in Job & Career Accelerator, a unique resource from EBSCO LearningExpress. Job & Career Accelerator contains information on a variety of careers, skills and interest assessments to match students with ideal career paths, job and internship search engines, resume and cover letter builders, interviewing tips and more.