GradSense web toolkit

Council of Graduate Schools
February 2014

CGS is pleased to present GradSense.org, a part of our "Enhancing Student Financial Education" Best Practice project in collaboration with TIAA-CREF. This site aims to help graduate and undergraduate students make wise financial decisions that will support their long term academic and professional career goals.

GradSense is a unique online education platform that provides students with important financial information about the value of pursuing an advanced degree. Based on data from the U.S. Bureau of Labor Statistics, the National Science Foundation and the National Center for Education Statistics, GradSense was researched, designed and developed by CGS in collaboration with TIAA-CREF. Along with median debt and income data, the GradSense website also provides students with loan repayment advice, spending tips, and career guidance.

Help us get the word out by promoting GradSense.org to students at your institution! This web toolkit makes it easy to add links, images, or a widget to your web pages and drive traffic to the resources on our site.

#1. Fonts, Wordmarks, and Logos

We welcome your use of our branding materials. Please do not alter the images other than to resize them within the min./max. dimensions listed below. Click the links to download the files.

GradSense

Font
Wordmark font is [Museo Slab](#). "Grad" portion uses Museo Slab 700 (bold). "Sense" portion uses Museo Slab 100.

GradSense

Wordmark image
[Color](#)
[Black & white](#)
[Knockout](#) (for use on dark background)

Logo image
[Color](#)
[Black & white](#)
[Knockout](#) (for use on dark background)

#2. Embed the GradSense widget in your website

Your web content manager can easily add the GradSense widget to your web page. An iframe (shown below) will engage visitors to interact with the widget. Upon entering their selections and clicking 'Go', a new browser window will open up to GradSense.org to display the user's results. Click here to see the [widget embedded in a sample page](#) of our site.

Explore academic degrees and fields to find national average salaries and student debt levels

Dimensions. The footprint of the widget is flexible to allow for fitting it to your site. For best results, we suggest using a frame width of *720 pixels* and height of *650 pixels*.

Code snippet. Copy and paste this HTML code into your webpage source code to add the widget to your site.

```
<iframe frameborder="0" height="650" name="gradsense-widget"
scrolling="no" seamless="seamless"
src="http://gradsense.org/gradsense/widget" width="720"></iframe>
```

#3. Infographics

GradSense infographics can be linked or embedded in your site to share topical information on a range of issues important to students.

[Let Compound Interest Work for You](#)
Code snippet:
```
<iframe width="800" height="1570" frameborder="0" scrolling="no"
style="overflow-y:hidden;" src="https://magic.piktochart.com/embed/9b4d097e-
d8d7-4258-9024-ed325c310a21"></iframe>
```

[Repaying Your Federal Graduate Student Loan](#)
Code snippet:
```
<iframe width="600" height="1965" frameborder="0" scrolling="no"
style="overflow-y:hidden;" src="https://magic.piktochart.com/embed/5641b167-
e60d-41d3-965f-0cd4392ee49e"></iframe>
```

[Evaluating a Job Offer](#)
Code snippet:
```
<iframe width="800" height="1520" frameborder="0" scrolling="no"
style="overflow-y:hidden;" src="https://magic.piktochart.com/embed/462034-
regime"></iframe>
```

[Negotiating a Job Offer](#)
Code snippet:
```
<iframe width="800" height="1863" frameborder="0" scrolling="no" style="overflow-
y:hidden;" src="https://magic.piktochart.com/embed/487967-negotiating-a-job-
offer"></iframe>
```

[Transitioning Out of Graduate School Financially](#)
Code snippet:
```
<iframe width="600" height="1705" frameborder="0" scrolling="no"
style="overflow-y:hidden;" src="https://magic.piktochart.com/embed/b6e6fdcb-
8a15-43d7-b9f5-6fb9431e2aed"></iframe>
```

#4. Social media

Consider sharing GradSense with your social media audiences as well!

Twitter
@GradSense

Facebook
facebook.com/gradsense

#5. Sample email text

Consider sending an email to university departments, student groups, or other campus organizations that can help build awareness and promote student exploration of GradSense. Suggested groups include: media relations or communications offices, financial aid offices, graduate schools, student newspapers, alumni associations, graduate student unions, and professional development programs.

> Dear [organization/group/unit]:
>
> [Institution/Graduate School] is a partner in the Council of Graduate Schools' "Enhancing Student Financial Education" project, an effort in collaboration with TIAA-CREF to inform graduate and undergraduate students about financial issues. The GradSense tools and resources were developed for students as they plan for academic and professional career success.
>
> The GradSense student Web site (GradSense.org) is accompanied by a Twitter feed (@GradSense) and a Facebook page (facebook.com/gradsense).
>
> Because you serve as an important campus source for motivating and informing students on financial issues, we would like to request your help in getting the word out to students. Please consider adding links to these outreach tools to your Web page. GradSense tools can also be embedded into your site by following instructions available from CGS. If you are interested in receiving these instructions, please contact Nate Thompson at CGS (nthompson@cgs.nche.edu).
>
> For more information about the Enhancing Student Financial Education project, please visit the CGS website (https://www.cgsnet.org/enhancing-student-financial-education).

Questions?

For more information about GradSense and the Enhancing Student Financial Education project, please contact Daniel Denecke at CGS (ddenecke@cgs.nche.edu).

About the project

Enhancing Student Financial Education. To help students learn how to successfully manage their finances and educational costs, the Council of Graduate Schools, funded by a grant from TIAA-CREF, a leading financial services organization with a long history of serving those in the academic, research, medical and cultural fields, has launched a three-year project to enhance the financial literacy of graduate and undergraduate students. Through a

competitive proposal process involving an independent selection committee, 15 institutions were selected to participate in the project as funded research partners and 19 institutions are participating as affiliate partners.

The [Council of Graduate Schools](#) (CGS) is an organization of over 500 institutions of higher education in the United States and Canada engaged in graduate education, research, and the preparation of candidates for advanced degrees. Among U.S. institutions, CGS members award 92% of the doctoral degrees and 78% of the master's degrees.* The organization's mission is to improve and advance graduate education, which it accomplishes through advocacy in the federal policy arena, research, and the development and dissemination of best practices.

* Based on data from the 2012 CGS/GRE Survey of Graduate Enrollment and Degrees