

Creating a tri-fold brochure

If you have a small budget but you need to bring program specific brochures to trade shows, recruitment events, speaking engagements or other opportunities, a tri-fold brochure might work well for you.

Tri-folds are best for programs that recruit less than 25 students per semester. They can be supplemented by a school/college publication (on the graduate level) or the academic publication (an undergraduate admission publication).

Other health-related degree programs at SOEHHS:

- ▶ If you are interested in pursuing a career in clinical health care, inquire about Hofstra's Health Science, B.S.
- ▶ If you are looking to continue on to graduate studies after completing the Community Health, B.S., you should explore the Health Administration, M.H.A. and Community Health, M.S.

For more information on applying to Hofstra:

Undergraduate Admissions
Phone: (516) 463-6700
Toll-free: 1-800-HOFSTRA
hofstra.edu/Admission



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School of Education,
Health and Human Services
Department of Health Professions
and Kinesiology



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Budget and timing

The advantage of printing a short-run tri-fold brochure is that you can take advantage of the University's digital printing services. The University either completely or heavily subsidizes printing services.

Design and photos

Design, editing and photo services (as long as you use the University's existing 10,000 photo library or stock photos services) are free. If you were to hire freelancers for these services, this would cost your budget approximately \$1500 - \$5,000.

Printing

Your brochure (a two-sided, card stock 8 ½ X 11 color job with two folds) will cost about \$.53 a copy – no matter how many you make. If you did the same job at Kinko's, it would cost about \$2.30 a copy (pricing as of 11/11). If you used a commercial printer, you would need to print at least 1000 brochures, which would cost more than \$500-\$1200 for a brochure. (this is the option you might want to take, however, if you think you will use more than 1,000 brochures.)

Using brochure templates

We have designed three tri-fold templates to help you envision what your brochure could look like, and enabling you to prioritize content and information.

Two and a half of the six panels are "must-haves" for any brochure.

- ▶ Brochure title (must have) and photo
- ▶ About the program (must have – serves as an intro to why this program is important to the reader)
- ▶ Contact us and the EEOC disclaimer (must have)

The rest of the content depends on what is important to you:

- ▶ Curriculum (this is if you are highlighting a specific degree)
- ▶ Faculty
- ▶ Degrees (if your brochure is for a department, you might want to include degrees, minors, etc.)
- ▶ Highlights
- ▶ Career Opportunities and/or Outcomes (alumni profiles)
- ▶ Related degrees/programs
- ▶ Co-curricular programs (e.g. MFA in Creative Writing talks about the Great Writers series)
- ▶ Outcomes
- ▶ Testimonials
- ▶ Photos and pull-quotes (larger text that call attention to a quote or a specific attribute)

A tri-fold will not be able to hold all of these elements, but you can prioritize by deciding what is important to potential students and what particular strengths your program has.

If you look at the three samples of tri-folds, on template #3, the program of study is approximately 450 words, about the program is 100 words, and career opportunities is 130 words. The entirety of the brochure is 750 words (not including the EEOC disclaimer) and template #3 has only one big photo on the cover.

Program Course of Study

1. Major Core Requirements: 18 s.h. Sem. Hrs.

HPFS 62	Personal and Community Health	3
HPFS 66	Drugs and Alcohol	3
HPFS 71	Chronic and Communicable Diseases	3
HPFS 75	Life Cycle Sexual Health	3
HPFS 114	Applied Nutrition, Diet and Exercise	3
CRSR 085	Health Counseling Issues	3
		18

2. Major Field Requirements: 15 s.h.

HPFS 63	Health Care Systems and Services	3
HPFS 65	Ethical, Legal and Critical Health Problems	3
HPFS 70	Epidemiology	3
HPFS 116	Planning, Implementation and Evaluation of Community Health Programs	3
RES 119	Introduction to Research and Writing in Health	3
		15

3. Field Experience Requirements: 6 s.h.

(Selected with advisement during senior year)		
HPFS 157A	Field Experience: Community Health	3
HPFS 157B	Field Experience: Community Health	3
		6

NOTE: Students who can demonstrate employment or other field experience in a health setting may substitute six credits of electives selected with advisement only.

4. Major Core Electives:

(A minimum of 17 s.h. selected with advisement) Sem. Hrs.

PESP 60	First Aid and Safety	3
HPFS 61	Health Through the Life Cycle	3
HPFS 64	Consumer Health	3
HPFS 67	Aging and Long-term Care	3
HPFS 68	Environmental Health	3
HPFS 69	Stress Management	1
HPFS 74	Health Care Information Systems	3
HPFS 100	Palliative Care and Hospice	3
HPFS 101	Alternative and Complementary Health Care	3
HPFS 104	Methods and Materials of Health Education: Adolescents/Adults	3
HPFS 118	Woman's Health Issues	3
HPFS 125	Violence in Children, Family and the Community	3
HPFS 151,152	Readings	1-3
HPFS 160	Global Health Issues	3
HPFS 162	Mental Health Care and Services	3
HPFS 179, A-Z	Workshops in Health	1-3
RES 124	Introduction to Grant Funding and Proposal Development in the Field of Health	3
*SSG 060A	Death and Dying (New College)	2
*SGA 060A	Child Abuse (New College)	1
*SGA 060C	HIV/AIDS (New College)	1
(Minimum Required)		17

5. **Liberal Arts Requirements: 39

6. Liberal Arts Electives: 20

7. Free Electives: 13

Total Semester Hours: 12