



**TOEFL**<sup>®</sup>

*Open More Doors.*



# The TOEFL<sup>®</sup> Test — the **Key** to Your Recruitment Success

*Increase Your Visibility as a  
TOEFL<sup>®</sup> Designated Institution*

*Listening.  
Learning.  
Leading.*



## The Key to Recruiting Success

Since 1964, one test has set the standard for demonstrating student ability to use the English language in university classrooms — the TOEFL® test.

More than 18 million test takers have used the test as one important step in their journey to study in countries such as the U.S. and Canada, the U.K. and other European countries, Australia, New Zealand, Hong Kong, Singapore, Japan and Korea.

It's the most widely accepted academic English test in the world. More than 6,000 institutions in 110 countries have become TOEFL Designated Institutions (DIs) because they know that TOEFL scores open doors.

### Two steps to increased visibility — at no cost to you!

As a TOEFL Designated Institution, increasing your visibility among test takers is quick, easy and free.

Here's how:

- 1. Post your DI code on your Web site along with your TOEFL iBT requirements.**
- 2. When the information is posted, link to the TOEFL Web site and e-mail us at [internationaldevelopment@ets.org](mailto:internationaldevelopment@ets.org) to provide us your Web site address.**

ETS will post a link to your Web site on the TOEFL site — at absolutely **no cost to you!**

More than 650,000 people who visit the TOEFL Web site each month can see your link and quickly identify your institution as a place they can send their scores.

If you are not a TOEFL DI, e-mail us today at [internationaldevelopment@ets.org](mailto:internationaldevelopment@ets.org) and we will provide you with information so you can obtain a code.

[www.ets.org/toefl](http://www.ets.org/toefl)

### **Don't Let Good Students Pass Your Door**

Being a TOEFL Designated Institution (DI) lets thousands of students know that your institution accepts the TOEFL test, a big help to students trying to determine where they would like to study and where they should send their scores.

When you post your Institution Code and TOEFL requirements, it will make it easier for students to send you scores and cut down on calls and e-mails seeking this information.

And, you'll be certain you're receiving official, secure TOEFL scores, which you can use confidently as you make your decisions.

### **Contact us:**

For more information on the TOEFL test, the DI program or Web links, e-mail us at [internationaldevelopment@ets.org](mailto:internationaldevelopment@ets.org). You can also visit [www.ets.org/toefl](http://www.ets.org/toefl).

#### **The TOEFL Test - Better than Ever**

Last year, the TOEFL Internet-based test (iBT) made its debut in the U.S., Canada, France, Germany and Italy. It will be rolled out to the rest of the world in 2006.

The new test builds upon the legacy of TOEFL paper-based and computer-based tests by measuring how well students can read, write, speak and listen to English in scenarios that replicate real-life campus and classroom situations.

TOEFL iBT measures more than what students know about English. It tells admissions officers and faculty members how well they'll be able to use English the very first day they arrive on campus.



