

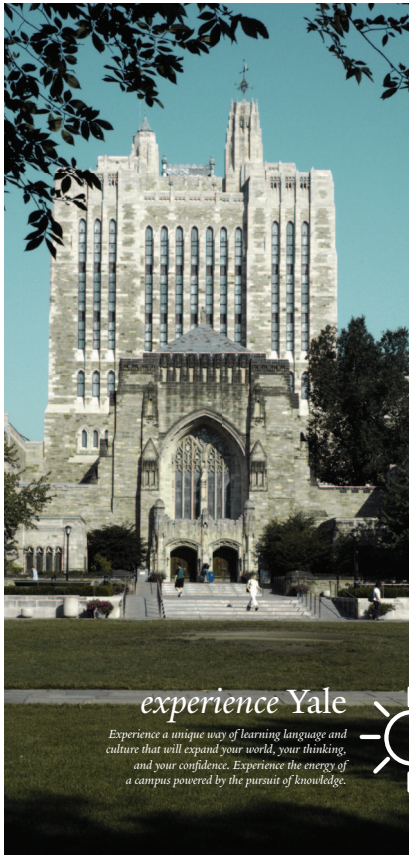
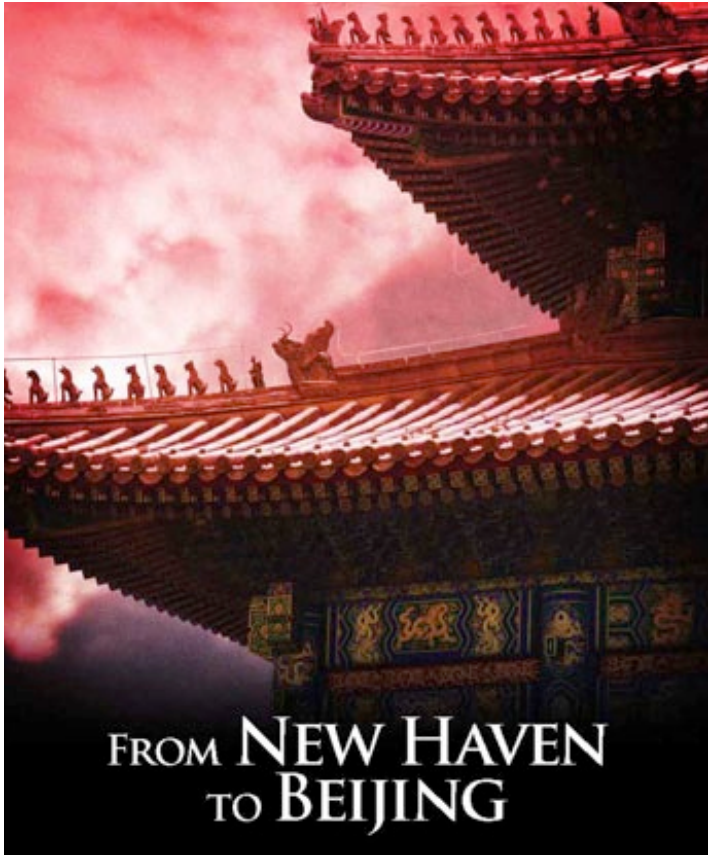
GET UP TO SPEED

TEMPO Strategic
helps educational
institutions increase
enrollments with
digital marketing.

CASE STUDY

TEMPO 

The logo graphic for TEMPO consists of a white circle on the right side, which is partially enclosed by several overlapping, semi-transparent blue curved bands that sweep from the top right towards the bottom right, creating a sense of motion and speed.



YALE ENGLISH
LANGUAGE
INSTITUTE

JULY-AUGUST
University Preparation for
High School Students

This 3-week program is for
high school students
who want to prepare
for study at an
American university.

Program includes:
Academic reading and writing
Test preparation
Academic coaching
College visits



In the 14 years we've worked with Yale Summer and Special Programs the department has grown from managing summer courses, study abroad, and the English Language Institute, to become the gateway for a variety of non-traditional programs, including Eli Whitney Scholars, the PKU-Yale Joint Semester Program, The Yale Writer's Conference, IARU, the Yale Conservatory for Actors, and Online Courses at Yale.

We work with each program to increase applications and quality of applicants.

experience Yale
Experience a unique way of learning language and culture that will expand your world, your thinking, and your confidence. Experience the energy of a campus powered by the pursuit of knowledge.

For more information:
Visit us at our website: summer-eli.yale.edu
P.O. Box 208365, New Haven, CT 06520-8365
Telephone: (203) 435-1400, Fax: (203) 435-1414

Experience Yale.



Yale Summer Session offers you the opportunity to experience your choice of over 200 courses, experience student life in our storied residential colleges, and experience five unforgettable weeks with Elis and students from around the world.

Full Yale University credit
Five-week sessions
Session A:
June 3 - July 5
Session B:
July 8 - August 9

Residential college housing.

Yale Summer Session

See website for details and application requirements.

2013 experience Yale } summer.yale.edu
email: summer_session@yale.edu
2013-452-2430

Yale Summer Session
Over 200 full-credit courses.
June 4 - July 6, July 9 - Aug 10
Sans Veritas, More Lux.

Yale
تجربة جامعة ييل
تجربة طاقة السعي وراء المعرفة
داخل الحرم الجامعي
سجل الآن

미국예일
여름영어

For Yale Summer Sessions, beginning in 1999, we increased enrollment 25% year over year for 3 years, bringing the courses to capacity.

For the English Language Institute, we designed an award-winning website and an international PPC campaign that raised applications 64% in a single year.

TMA WINNER **2011**

Yale English Language Institute **2011 SUM**
June 25 - August 7



[learn about the Yale experience](#) [choose your program](#) [see key dates & deadlines](#) [calculate your costs](#) [review the application process](#)

experience Yale.

Experience a unique way of learning language that will expand your world, your thinking, a confidence. Experience students who share your passion and intensity. Experience the energy of a campus by the pursuit of knowledge. [learn more about the](#)

Intensive English for College Students

For students who want to **build further on their English**, this program focuses on the basics.

[learn more](#)

English for Graduate Students & Professionals

For students pursuing a **graduate degree** or who are already **working in a specific field**, this program offers three courses of study.

[learn more](#)

English for High School Students

For high school students who want to **prepare for study at an English-speaking college or university**, we offer preparatory courses to help with.

[learn more](#)

Connect to the Yale experience



Connect to the Yale experience

Yale English Language Institute



[learn about the Yale experience](#) [choose your program](#) [see key dates & deadlines](#) [calculate your costs](#) [review the application process](#) [apply now!](#)

Learn about the Yale Experience Expand your world, your thinking, and your confidence.

Print | Email | Share | Like
Connect to the Yale experience

Classes are small, to encourage participation. Courses introduce a range of academic and cultural sources for a well-rounded experience of language and American life. Outside of the classroom, learning and practice continue in dining halls and dormitory suites that encourage fellowship and conversation, and with summer activities that bring students together to explore local theatre, music, and art.

Our Residential Colleges

Learn more about:

- Housing
- About your room
- Campus dining

Campus Resources

Learn more about:

- Safety
- Medical information
- Help for disabled students

Going Off Campus

Learn more about:

- Local transportation
- Things to do in New Haven
- Trips to New York and Boston



"Classes were very small and very interactive. I got lots of individual attention and by the end of the summer was much more comfortable 'covering in English'."
- Jessica Dong, China

2011 SUMMER SESSION Application Deadline: June 6
APPLY NOW
June 25 - August 7

Traveling to Yale



Learn more about the Yale experience

THE YALE ELI WHITNEY STUDENTS PROGRAM

If your life has taken a nontraditional path and you would like to complete your undergraduate degree, Yale can offer you the same undergraduate education that traditional students receive, in a more flexible structure.

Please visit the program's website @ admissions.yale.edu/eli-whitney to view the stories of participants and for further information.

Applications due April 1st
Admissions Office (203) 432-9300

The Exception for Exceptional People

Announcing the first annual
YALE WRITERS' CONFERENCE
JUNE 12-22, 2012
New Haven, CT

For committed writers at all levels of experience.
Ten days with an award-winning faculty on Yale's campus.

FICTION • NONFICTION • SCREENWRITING

Master classes and craft talks with visiting faculty:
**TOM PERROTTA, JULIA GLASS
KATE WALBERT, RICHARD SELZER**

Workshops and individual manuscript conferences with resident faculty:
**JOHN CROWLEY, MARC FITTEN, MG LORD, NATHANIEL RICH
EILEEN POLLACK, SUZANNE O'MALLEY, MARC LAPADULA**

Director: **TERENCE HAWKINS**

Panel discussions with agents, editors, and independent publishers.
Housing, dining, and full access to the Yale Campus.

Applications accepted on a rolling basis until
April 1st. Space limited.
www.yale.edu/summer/writing
experience Yale

“We needed to target a very specific audience, nontraditional undergraduates, and with a single campaign we were able to double the number of applications received. Everyone was thrilled by the quality and breadth of our candidates.” – William Whobrey,

Dean of Yale University Summer and Special Programs.

The test pilot of Yale Writer’s Conference, a print and online banner campaign, exceeded the enrollment goal with two months to spare.

We also work with the Yale School of Management Executive MBA Leadership in Healthcare in lead generation, raising inquiries 150% in three years.

Yale SCHOOL OF MANAGEMENT
MBA for Executives:
Leadership in Healthcare

The Yale School of Management’s MBA for Executives brings together experienced professionals to study the complexities of the \$2.7 trillion healthcare industry. This unique program develops critical leadership and management skills through a rigorous, integrated curriculum with an emphasis on the most relevant business issues of healthcare.

Join entrepreneurs, health practitioners, executives, and other professionals from across healthcare sectors in learning critical new business skills while continuing to advance in your career.

Learn more at mbae.som.yale.edu or call us at 203-432-4649.

EDUCATING LEADERS FOR BUSINESS AND SOCIETY