

Broadcast Message: Exchange Visitor Program Brand Survey

To: All SEVIS Users

Date: Jan. 8, 2019

Re: Exchange Visitor Program Brand Survey

Number: 1901-01

General Information

To kick off the new year, the U.S. Department of State has developed a short survey to understand your views and to gather your ideas for the future of the Exchange Visitor Program (EVP). Your input will help the U.S. Department of State choose an identity that helps the program continue to thrive and fulfill its mission. Please take a moment to complete the survey by clicking [here](#). The survey is open from Tuesday, January 8 through Friday, January 18, 2019.

This survey is part of an effort to evaluate the EVP's name, messaging and visual systems (imagery and colors used in print and online communications). This exercise will allow us to assess current internal perceptions of the EVP and gauge the American public's understanding and awareness level of the program.

Your feedback is important to the U.S. Department of State as it continues to explore how to more effectively communicate the value and impact of the Exchange Visitor Program to external stakeholders.

Comments

To comment on this Broadcast Message, please email SEVP@ice.dhs.gov with "Broadcast Message 1901-01 Comment" entered in the subject line.

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