



To: Educational Opportunity Fund Directors
From: Dr. A. Tamika Quick, Assistant Secretary, Academic & Student Support Programs
Date: May 1, 2024
Subject: Invitation for EOF Students to Participate in Marketing Campaign

The New Jersey State Office of Innovation, in collaboration with the Office of the Secretary of Higher Education and the Higher Education Student Assistance Authority, is currently crafting a marketing campaign to promote enrollment of aid-eligible students in two-year and four-year higher education institutions throughout New Jersey.

This initiative also aims to highlight the accessibility of higher education for students like those in the Educational Opportunity Fund (EOF) program. Featuring EOF students, who receive state aid and represent the resilience and determination of New Jersey's diverse population, is crucial in showcasing the transformative power of higher education.

To identify potential participants for this campaign, we have created the following Talent Interest Form: <https://www.surveymonkey.com/r/6PRRJ2B>. This form allows EOF students who are currently enrolled at a two- or four-year institution to express their interest in participating in the campaign shoot and potentially being featured in our advertisements.

We ask institutions to promote this opportunity among EOF students at your campuses. By encouraging them to fill out this form, we can ensure that EOF student voices are heard and their stories are celebrated in our campaign.

If you have any questions or require further information about this initiative or the survey, please do not hesitate to reach out to Assistant Secretary Dr. A. Tamika Quick at Alberta.Quick@oshe.nj.gov.

Thank you for your dedication to supporting EOF students and their educational pursuits.