



To: Communications Directors, Digital Directors, Social Media Managers at New Jersey Institutions of Higher Education
From: Cecilia Williams, OSHE Director of Communications
Christi Peace, HESAA Associate Director of Communications
Date: June 12, 2025
Subject: Video Request for Statewide CollegeForYou.NJ.gov Marketing Campaign

Colleagues,

We continue to promote and encourage going to college in New Jersey through the joint digital marketing campaign of the Office of the Secretary of Higher Education (OSHE) and the Higher Education Student Assistance Authority (HESAA)—[CollegeForYou.NJ.gov](https://www.collegeforyou.nj.gov). As we head into the final months of the campaign, we seek assistance and collaboration from your institutions.

Our agencies are looking to create at least one more video for social media using b-roll that features your students, on campus and at graduation. The video will riff off the ‘almost forgot that this is the whole point’ social media trend with the goal to showcase the welcoming, inclusive and community-centered experience on offer for students in the Garden State.

Can your institution share between 1-5 short video clips from this year for us to incorporate? If you have video content to share, we ask you submit it by **Monday, June 23, 2025.**

Here is the DropBox link to upload your video clip(s):

<https://www.dropbox.com/request/hcGz4oLLpF7YbuYEqkvs>

Here are guidelines for video submissions:

- Videos should be approximately 5-15 seconds each.
- Videos should be shot in portrait orientation, but if cropping from landscape does not diminish the subject of the video they are also acceptable.
- Videos should feature students engaging in visually appealing on-campus activities or spaces, interacting with other students or staff, and/or at graduation ceremonies and commencement.
- Ideally video submissions will be representative of the diversity of your campus, featuring students from all different backgrounds.

- We ask that videos submitted do not prominently feature any college logos, branding or specifically identifiable details (for example, banners or students wearing your logo).
- Videos files should be named as follows: Institution Name_Video Date_Description of Video (i.e., New Jersey College_20250610_Students Studying

While we cannot guarantee your submission will be featured, we encourage as many schools as possible to submit video clips for consideration. Our aim is to promote your success by highlighting the wide array of postsecondary opportunities in New Jersey and encouraging more prospective students to consider and enroll at in-state institutions.

If you have any questions or concerns, please reach out to Cecilia.Williams@oshe.nj.gov and Christi_Peace@hesaa.org.