



To: New Jersey Institutions of Higher Education
From: New Jersey Office of the Secretary of Higher Education
Date: December 23, 2024
Subject: CollegeForYou.NJ.Gov Campaign Toolkit for Networks, Community Partners

A college degree can open doors to new opportunities, increase earning potential, and help students achieve their dreams. That is why the State of New Jersey, through our CollegeForYou.NJ.Gov campaign, is dedicated to ensuring residents know the benefits of earning a college degree in New Jersey, that it's more affordable through generous state financial aid, and that our state offers a wide variety of schools and degrees to help residents reach their goals.

Explore and download the [digital toolkit](#) to get your networks and community partners spreading the word too. The toolkit includes ready-to-use materials like social media graphics, sample posts, flyers, and printable resources in English and Spanish. And don't forget to follow and tag OSHE (@njhighered) and HESAA (@njhesaa) on socials.

Missed the launch? Read the campaign announcement from October [here](#).

Any questions about this effort? Please reach out to Alberta.Quick@oshe.nj.gov and Cecilia.Williams@oshe.nj.gov.