



To: Presidents, Communications Directors, Enrollment Management, and Student Affairs at Public and Public-Mission Independent Institutions that receive State operating aid
From: Office of the Secretary of Higher Education
Date: June 28, 2023
Subject: Recruiting Students for ‘Some College, No Degree’ Ad Campaign

As part of the statewide ‘Some College, No Degree’ (SCND) initiative, the Office of the Secretary of Higher Education (OSHE) is working to re-engage stopped-out students to complete their college degree, an imperative credential in boosting future career opportunities, earnings, and, more broadly, New Jersey’s economy.

This summer, OSHE is launching a multi-channel media campaign to reach out to this student population and create awareness of the State resources now available as well as the value of returning to complete their degree. In support of this campaign, the State will be producing video advertisements featuring residents who identify as SCND students in New Jersey and were successful in returning to school. The ads, as part of the media campaign, will run on streaming services, television, social media, and throughout the web.

Specifically, we are looking for help from institutions in recruiting SCND students from a variety of backgrounds to convey the diversity and depth of SCND stories. **If you have potential students who you would recommend for this campaign, please reach out to Stefani.Thachik@oshe.nj.gov for additional information.** We are ideally looking to recruit students **by Friday, July 7th**. Following this initial outreach, OSHE will schedule a 30-minute call with interested students in July to better understand the students’ stories and share more information on the logistics of the video shoot if selected.

Thank you for your continued partnership in serving this population as we take a multi-pronged approach to help these students get across the finish line to a life-changing degree.