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New Jersey Launches Campaign Empowering Residents to Pursue Affordable, Accessible Degrees in the State

Digital-First Marketing Directs to CollegeForYou.NJ.Gov Website, Helping Residents Understand and Explore their Higher Education Options in New Jersey

TRENTON – To encourage more residents to make use of the higher education opportunities available in New Jersey, the Office of the Secretary of Higher Education (OSHE) and the Higher Education Student Assistance Authority (HESAA) today announced the launch of a year-long, targeted statewide campaign to raise awareness about the affordability, accessibility, and [value](#) of earning a college degree in the Garden State.

A postsecondary education offers significant benefits to graduates, such as [53%](#) higher median wages for New Jerseyans with bachelor's degrees. The purpose of this campaign is to advise residents of the financial aid and State supports for college students, made possible by the Murphy Administration's unprecedented investments in higher education over the past several years. The campaign call to action is for prospective students that are aid-eligible, including adults considering a postsecondary career for the first time or returning to complete the degree they started earlier in life, to submit a financial aid application, explore their options, and learn about the State resources available to support their academic journey.

"I firmly believe a college degree is a worthwhile pursuit that can help individuals achieve their career goals and broaden their horizons," **said Governor Phil Murphy**. "That is why I made it a top priority to put a higher education within reach for more students across New Jersey. With enhanced financial aid and additional supports, students considering a college education have more options than ever before."

“A college degree remains one of the most powerful tools for achieving upward social mobility, particularly for those historically left on the margins,” **said New Jersey Secretary of Higher Education Brian K. Bridges.** “Under the Murphy Administration, we have partnered with New Jersey’s diverse institutions to break down barriers, ensuring that every student—regardless of background—can access affordable, high-quality postsecondary education. Whether that has been through expanded financial aid or more holistic student success supports, such as the Educational Opportunity Fund, our work on mental health and New Jersey’s Some College, No Degree initiative. This campaign shines a light on the transformative value of a New Jersey degree and shows prospective students and families that the opportunity to succeed and thrive is within their reach, thanks to the State’s unwavering support.”

“New Jersey offers some of the [most generous](#) financial aid in the nation,” **said HESAA Executive Director Margo Chaly, Esq.** “Thanks to Governor Murphy’s leadership, financial aid eligibility was expanded to help more residents afford college and, for eligible students, to earn their degree tuition-free. Yet many residents who considered or even briefly attended college a decade or more ago may not realize just how much more aid they can receive today. Making more residents aware of this significant support is crucial to ensuring eligible New Jerseyans do not miss out on the incredible postsecondary opportunities available to them in our state.”

The campaign uses strategic messaging in both English and Spanish and is digital-first, featuring real New Jersey students in video commercials, display ads, social media, digital billboards, and more, with some resources also available for translation into additional languages. Its goal is to reach residents where they are and encourage them to explore pursuing a degree in our state by visiting [CollegeForYou.NJ.Gov](#). This new website serves as a central hub of information to help New Jerseyans understand their higher education options and empower them to start or resume their college journey in the state. Residents can also sign up to receive emails and/or texts with timely reminders and resources around specific dates and deadlines.

“Thanks to Governor Murphy’s leadership, life-changing higher education is more accessible and affordable than ever before,” **said Chief Innovation Officer Dave Cole.** “The Office of Innovation has been pleased to work with Secretary Brian K. Bridges, Executive Director Margo Chaly, and their respective teams to bring this campaign to life. By leveraging proven marketing practices and insights from prospective and current students for this marketing campaign, we are working to ensure that New Jerseyans of all ages are aware of the resources and supports that can help them earn their degree here in New Jersey – and move them to take action and complete their academic journey.”

On the website, visitors can find statistics about the earning potential of New Jersey college graduates; a map and searchable list of aid-eligible colleges and universities throughout the state; an extensive directory of two- and four-year degree programs offered in New Jersey; information about State aid and how to access it; an array of FAQs and

downloadable resources detailing the college process; and messages from students just like them.

Since Governor Murphy took office, the State's ongoing efforts to make college more affordable and accessible include:

- The creation of the New Jersey College Promise to offer a significantly reduced or tuition-free pathway to a college degree for eligible residents via the [Community College Opportunity Grant](#) and [Garden State Guarantee](#);
- The expansion of State aid eligibility to encompass more students who were previously ineligible due to their [immigration status](#) or family [income](#);
- Increased investment in the [Educational Opportunity Fund](#) to provide more students from educationally and economically disadvantaged backgrounds with financial, academic, and social supports;
- Proactive outreach and grants to help institutions of higher education [re-enroll](#) residents with some college but no degree;
- Frequent increases to [Tuition Aid Grant](#) amounts for students with the greatest need;
- The introduction of various initiatives to [incentivize](#) and [facilitate](#) participation in career-specific educational programs, and expanded [access](#) to paid internship opportunities;
- The provision of resources and services to address the [mental health](#) and [basic needs](#) of college students to support their success; and much more.

For more information about pursuing an affordable postsecondary education in the Garden State, visit [CollegeForYou.NJ.Gov](#). Watch the campaign commercial on [YouTube](#).

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The Office of the Secretary of Higher Education (OSHE) is the leading state agency for higher education policy development and statewide program coordination in New Jersey. Under the leadership of Secretary Brian Bridges, Ph.D., the office works to enhance postsecondary opportunity with a focus on equity, access and affordability for students from all backgrounds. OSHE is dedicated to shaping a strong and inclusive higher education landscape and strategically collaborates with a diverse array of partners to inform best practice, student-centered strategies that empower success. Learn more at [nj.gov/highereducation](#).

The Higher Education Student Assistance Authority (HESAA) is the only New Jersey State Authority with the sole mission of providing students and families with financial and informational resources for students to pursue their education beyond high school. For more information, visit [www.hesaa.org](#).

