

...s POSSIBLE



...s Briefing

College
is possible

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THE COALITION OF AMERICA'S COLLEGES AND UNIVERSITIES
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The following national education leaders have volunteered to assist the American Council on Education in planning a national outreach effort to help Americans make informed choices about paying for college:

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Administrators

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Revised October 5, 1998

COLLEGE IS POSSIBLE COALITION PARTICIPANTS

Alabama

Alabama Agricultural and Mechanical University
Alabama State University
Auburn University
Auburn University at Montgomery
Birmingham-Southern College
Gadsden State Community College
George C. Wallace State Community College
George Corley Wallace State Community College
Huntingdon College
Jacksonville State University
Jefferson State Community College
John C. Calhoun State Community College
Judson College
Samford University
Spring Hill College
Talladega College
Troy State University
Troy State University in Montgomery
Tuskegee University
U.S. Sports Academy
University of Alabama in Huntsville
University of North Alabama
University of South Alabama

Alaska

Sheldon Jackson College
University of Alaska Fairbanks
University of Alaska Southeast

Arizona

Arizona State University
Dine College
Glendale Community College
Grand Canyon University
Northland Pioneer College
Prescott College
Rio Salado Community College
Scottsdale Community College
University of Arizona

Arkansas

Arkansas Independent Colleges and Universities
Central Baptist College
Cossatot Technical College
Henderson State University
Hendrix College

John Brown University
Lyon College
Ouachita Baptist University
Southeast Arkansas College
University of Arkansas at Fayetteville
University of Arkansas at Little Rock
University of Central Arkansas
University of the Ozarks
Westark College

California

Allan Hancock College
American Conservatory Theater
Bakersfield College
Biola University
California College of Podiatric Medicine
California Institute of the Arts
California Lutheran University
California School of Professional Psychology
California State University--Chico
California State University--Fresno
California State University--Fullerton
California State University--Hayward
California State University--Northridge
California State University--Sacramento
California State University--San Bernardino
City College of San Francisco
Claremont University Center
Coastline Community College
College of Notre Dame
College of the Canyons
College of the Siskiyous
Concordia University
Cosumnes River College
Crafton Hills College
Cypress College
Dominican College of San Rafael
Foothill College
Golden Gate University
Hartnell Community College District
Harvey Mudd College
Hope International University
Loma Linda University
Los Angeles College of Chiropractic
Marymount College
Merced College
Merritt College
Monterey Institute of International Studies

College Is Possible Coalition Participants (continued)

Mount St. Mary's College
Napa Valley College
National Hispanic University
National University
Pacific Oaks College
Pacific Union College
Palmer College of Chiropractic-West
Palo Verde College
Pepperdine University
Pitzer College
Rancho Santiago Community College District
Riverside Community College
Sacramento City College
Samuel Merritt College
San Diego State University
San Francisco State University
San Jose State University
Santa Clara University
Santa Monica College
Southwestern College
Stanford University
U.S. International University
University of California, Berkeley
University of California, Davis
University of California, Irvine
University of California, Los Angeles
University of California, Santa Barbara
University of California, Santa Cruz
University of California System, San Diego
University of La Verne
University of San Diego
University of San Francisco
University of Southern California
University of the Pacific
University of West Los Angeles
Westmont College

Colorado

Adams State College
Aims Community College
Colorado College
Colorado State University
Community College of Denver
Independent Higher Education of Colorado
Regis University
University of Colorado at Boulder
University of Colorado at Colorado Springs
University of Colorado at Denver

University of Southern Colorado
Western State College of Colorado

Connecticut

Albertus Magnus College
Asnuntuck Community-Technical College
Central Connecticut State University
Charter Oak State College
Connecticut College
Connecticut Conference of Independent Colleges
Eastern Connecticut State University
Fairfield University
Gateway Community-Technical College--Long Wharf Campus
Manchester Community-Technical College
Middlesex Community-Technical College System
Mitchell College
Naugatuck Valley Community-Technical College
Sacred Heart University
Southern Connecticut State University
St. Joseph College
Teikyo Post University
Trinity College
University of Bridgeport
University of Connecticut
University of Hartford
University of New Haven
Western Connecticut State University

Delaware

Goldey-Beacom College
University of Delaware
Wesley College

District Of Columbia

American Association of Dental Schools
American Association of University Professors
Catholic University of America
Council of Independent Colleges
George Washington University
Georgetown University
Southeastern University
Trinity College
University of the District of Columbia

Florida

Barry University
Bethune-Cookman College
Central Florida Community College

College Is Possible Coalition Participants (continued)

Eckerd College
Embry-Riddle Aeronautical University
Flagler College
Florida Community College at Jacksonville
Florida Southern College
Florida State University
Gulf Coast Community College
Independent Colleges & Universities of Florida
Jacksonville University
Lake City Community College
Manatee Community College
Miami-Dade Community College
New College University of South Florida
North Florida Community College
Pasco-Hernando Community College
Pensacola Junior College
Polk Community College
Ringling School of Art and Design
Seminole Community College
St. Leo College
St. Thomas University
Tallahassee Community College
University of Central Florida
University of North Florida
University of Tampa

Georgia

Abraham Baldwin Agricultural College
Andrew College
Association of Private Colleges and Universities in Georgia
Berry College
Brenau University
Chattahoochee Technical Institute
Columbus State University
Emmanuel College
Emory University
Floyd College
Gainesville College
Georgia College & State University
Georgia Institute of Technology
Georgia Southwestern State University
Gwinnett Technical Institute
LaGrange College
Mercer University
Morehouse College
Oglethorpe University
Savannah State University
Shorter College

South Georgia College
Southern Polytechnic State University
Spelman College
State University of West Georgia
Toccoa Falls College
University of Georgia
Valdosta State University
Wesleyan College
Young Harris College

Hawaii

Honolulu Community College
Maui Community College
University of Hawaii at Manoa

Idaho

Albertson College of Idaho
Boise State University
Idaho State University
Lewis-Clark State College
Northwest Nazarene College

Illinois

Barat College
Benedictine University
Bradley University
Chicago State University
Columbia College Chicago
Concordia University
Dominican University
East-West University
Elgin Community College
Elmhurst College
Frontier Community College
Governors State University
Greenville College
Heartland Community College
Illinois Central College
Illinois College
Illinois Institute of Technology
Illinois State University
Illinois Valley Community College
Illinois Wesleyan University
John A. Logan College
John Wood Community College
Joliet Junior College
Kendall College
Knox College

College Is Possible Coalition Participants (continued)

Lake Land College
Lakeview College of Nursing
Lewis University
Loyola University of Chicago
MacMurray College
Malcolm X College
McKendree College
Millikin University
Monmouth College
National-Louis University
Northeastern Illinois University
Northwestern University
Olney Central College
Prairie State College
Richard J. Daley College
Rockford College
Roosevelt University
Sauk Valley Community College
Southern Illinois University Carbondale
Springfield College in Illinois
St. Xavier University
The National College of Chiropractic
University of Chicago
University of Illinois at Chicago
University of Illinois at Springfield
University of Illinois at Urbana-Champaign
Western Illinois University

Indiana

Anderson University
Ball State University
Earlham College
Franklin College of Indiana
Holy Cross College
Indiana State University
Indiana University at Kokomo
Indiana University Bloomington
Indiana University East
Indiana University South Bend
Indiana University Southeast
Indiana University-Purdue University at Indianapolis
Ivy Tech State College--Indianapolis
Manchester College
Marian College
Purdue University
Purdue University North Central
St. Mary's College
Taylor University

University of Evansville
University of Indianapolis
University of Notre Dame
University of St. Francis
Valparaiso University

Iowa

Briar Cliff College
Buena Vista University
Central College
Clarke College
Cornell College
Drake University
Eastern Iowa Community College District
Graceland College
Hawkeye Community College
Iowa Association of Independent Colleges & Universities
Iowa State University
Iowa Wesleyan College
Loras College
Luther College
Maharishi University of Management
Morningside College
Mount St. Clare College
Northeast Iowa Community College
Northwestern College
Simpson College
Southeastern Community College
St. Ambrose University
University of Iowa
University of Northern Iowa
Waldorf College
Wartburg College

Kansas

Barton County Community College
Benedictine College
Butler County Community College
Central College
Donnelly College
Emporia State University
Highland Community College
Kansas State University
Labette Community College
Newman University
Pratt Community College
Sterling College
University of Kansas

College Is Possible Coalition Participants (continued)

Washburn University of Topeka
Wichita State University

Kentucky

Ashbury College
Ashland Community College
Association of Independent Kentucky Colleges & Universities
Bellarmine College
Berea College
Brescia College
Campbellsville University
Centre College
Cumberland College
Eastern Kentucky University
Elizabethtown Community College
Georgetown College
Hazard Community College
Kentucky Wesleyan College
Lindsey Wilson College
Maysville Community College
Midway College
Morehead State University
Owensboro Community College
Pikeville College
Thomas More College
Transylvania University
Union College
University of Kentucky
University of Louisville
Western Kentucky University

Louisiana

Centenary College of Louisiana
Dillard University
Louisiana State University and Agricultural and Mechanical College
Louisiana State University at Eunice
Louisiana State University in Shreveport
Loyola University
Nunez Community College
Southeastern Louisiana University
Southern University and A&M College at Baton Rouge
Tulane University
University of Southwestern Louisiana
Xavier University of Louisiana

Maine

Central Maine Technical College
Colby College

College of the Atlantic
Kennebec Valley Technical College
Maine College of Art
Northern Maine Technical College
University of Maine
University of Maine at Presque Isle
University of New England
University of Southern Maine

Maryland

Baltimore City Community College
Bowie State University
Capitol College
Cecil Community College
Charles County Community College
College of Notre Dame of Maryland
Essex Community College
Frederick Community College
Goucher College
Hagerstown Community College
Hood College
Howard Community College
Johns Hopkins University
Mount St. Mary's College and Seminary
Salisbury State University
St. John's College
Towson University
University of Maryland Baltimore County
University of Maryland College Park
University of Maryland Eastern Shore
Washington College
Western Maryland College

Massachusetts

Assumption College
Atlantic Union College
Babson College
Berklee College of Music
Bradford College
Brandeis University
Bridgewater State College
Bunker Hill Community College
Cambridge College
Cape Cod Community College
Clark University
College of the Holy Cross
Curry College
Dean College

Emmanuel College
Fitchburg State College
Gordon College
Hampshire College
Harvard University
Holyoke Community College
Laboure College
Lesley College
Massachusetts College of Liberal Arts
Massachusetts Institute of Technology
Merrimack College
Mount Holyoke College
Mount Ida College
Mount Wachusett Community College
Northeastern University
Northern Essex Community College
Pine Manor College
Simmons College
Stonehill College
Suffolk University
Tufts University
University of Massachusetts at Amherst
University of Massachusetts Boston
University of Massachusetts Dartmouth
Wellesley College
Western New England College
Wheaton College
Wheelock College
Williams College
Worcester Polytechnic Institute

Michigan

Adrian College
Alma College
Alpena Community College
Baker College of Flint
Calvin College
Center for Creative Studies--College of Art and Design
Central Michigan University
Cornerstone College and Grand Rapids Baptist Seminary
Delta College
Ferris State University
Glen Oaks Community College
Hope College
Jackson Community College
Kalamazoo College
Kendall College of Art and Design
Kettering University

Madonna University
Marygrove College
Michigan State University
Mid Michigan Community College
Muskegon Community College
Northern Michigan University
Northwestern Michigan College
Oakland University
Olivet College
Saginaw Valley State University
Siena Heights University
St. Mary's College
University of Detroit Mercy
University of Michigan
University of Michigan--Flint
Western Michigan University

Minnesota

Bethany Lutheran College
Carleton College
College of St. Benedict
Concordia College
Concordia University
Hamline University
Itasca Community College
Minneapolis Community and Technical College
Minnesota State University Mankato
Minnesota West Community and Tech. College--Granite Falls
Moorhead State University
North Hennepin Community College
Ridgewater College NW
Riverland Community College-A Tech. and Comm. Coll.--Austin
Southwest State University
St. John's University
St. Olaf College
St. Paul Technical College
University of Minnesota--Duluth
University of Minnesota--Morris
University of Minnesota--Twin Cities
Walden University

Mississippi

Alcorn State University
Belhaven College
Delta State University
Itawamba Community College
Jones County Junior College
Mississippi Delta Community College

College Is Possible Coalition Participants (continued)

Mississippi State University
Mississippi Valley State University
Rust College
Tougaloo College
University of Southern Mississippi

Missouri

Avila College
Central Missouri State University
Columbia College
Culver-Stockton College
Drury College
Fontbonne College
Jefferson College
Lindenwood University
Maryville University of St. Louis
Metropolitan Community Colleges
Missouri Baptist College
Missouri Southern State College
Missouri Western State College
North Central Missouri College
Northwest Missouri State University
Rockhurst College
Saint Louis University
Southeast Missouri State University
Southwest Missouri State University
St. Louis University
Stephens College
University of Missouri--Columbia
University of Missouri--Kansas City
University of Missouri--Rolla
University of Missouri--St. Louis
Washington University
William Woods University

Montana

Carroll College
Little Big Horn College
Miles Community College
Montana State University--Billings
Montana State University--Bozeman
Montana State University--Northern
Rocky Mountain College
University of Great Falls
University of Montana--Missoula

Nebraska

Clarkson College

College of St. Mary
Creighton University
Dana College
Hastings College
Midland Lutheran College
Nebraska Methodist College of Nursing and Allied Health
Nebraska Wesleyan University
Southeast Community College
University of Nebraska
University of Nebraska at Omaha
University of Nebraska Medical Center
University of Nebraska System-Lincoln
Wayne State College

Nevada

Truckee Meadows Community College
University of Nevada--Reno

New Hampshire

Daniel Webster College
Dartmouth College
Franklin Pierce College
Keene State College
New England College
New Hampshire Technical Institute
Rivier College
St. Anselm College
University of New Hampshire

New Jersey

Bergen Community College
Berkeley College
Bloomfield College
Caldwell College
Camden County College
Cumberland County College
Drew University
Fairleigh Dickinson University
Georgian Court College
Hudson County Community College
Kean University
Mercer County Community College
Monmouth University
Montclair State University
New Jersey City University
New Jersey State College Governing Boards Association
Ocean County College
Princeton University

College Is Possible Coalition Participants (continued)

Ramapo College of New Jersey
Raritan Valley Community College
Richard Stockton College of New Jersey
Rider University
Rutgers, The State Univ. of New Jersey, New Brunswick
St. Peter's College
William Paterson University of New Jersey

New Mexico

Institute of Amer. Indian and Alaskan Native Culture & Arts Dev.
New Mexico Highlands University
New Mexico State University
Santa Fe Community College
University of New Mexico

New York

Adelphi University
Albany College of Pharmacy of Union University
Alfred University
Barnard College
Bernard M. Baruch College
Borough of Manhattan Community College
Cayuga County Community College
City College
College of Aeronautics
College of Insurance
College of New Rochelle
College of Staten Island
Columbia University
Commission on Independent Colleges and Universities
Cornell University
Dutchess Community College
Elmira College
Five Towns College
Genesee Community College
Hamilton College
Herbert H. Lehman College
Hobart & William Smith Colleges
Hofstra University
Hostos Community College
Hunter College
Iona College
Ithaca College
Jewish Theological Seminary of America
Keuka College
Laboratory Institute of Merchandising
Le Moyne College
Manhattan College

Medaille College
Medgar Evers College
Molloy College
Monroe Community College
Mount St. Mary College
Nassau Community College
New School for Social Research
New York University
Niagara County Community College
North Country Community College
Pace University
Paul Smith's College of Arts and Sciences
Polytechnic University
Queens College
Regents College of the University of the State of New York
Rensselaer Polytechnic Institute
Roberts Wesleyan College
Rochester Institute of Technology
Rockland Community College
Sage Colleges
Sarah Lawrence College
Schenectady County Community College
Siena College
Skidmore College
St. Francis College
St. John Fisher College
St. John's University
St. Thomas Aquinas College
State University of New York at Albany
State University of New York at Binghamton
State University of New York at Buffalo
State University of New York at Stony Brook
State University of New York College at Buffalo
State University of New York College at Cortland
State University of New York College at Fredonia
State University of New York College at Geneseo
State University of New York College at New Paltz
State University of New York College at Old Westbury
State University of New York College at Oswego
State University of New York College at Plattsburg
State University of New York College at Potsdam
State University of New York College of Optometry
State University of New York College of Technology at Alfred
State University of New York College of Technology at Canton
State University of New York Empire State College
State University of New York Health Science Center at Brooklyn
State University of New York Health Science Center at Syracuse
Sullivan County Community College

College Is Possible Coalition Participants (continued)

Syracuse University
Teachers College of Columbia University
The City University of New York
Trocaire College
Ulster County Community College
Vassar College
Wagner College
Westchester Business Institute
Westchester Community College
York College

North Carolina

Appalachian State University
Barber-Scotia College
Barton College
Belmont Abbey College
Blue Ridge Community College
Campbell University
Carolinas College of Health Sciences
Carteret Community College
Catawba Valley Community College
Craven Community College
Davidson College
Duke University
Durham Technical Community College
East Carolina University
Edgecombe Community College
Elizabeth City State University
Elon College
Greensboro College
Guilford College
James Sprunt Community College
Lees-McRae College
Lenoir-Rhyne College
Martin Community College
Montreat College
Mount Olive College
Nash Community College
North Carolina Agricultural and Technical State University
North Carolina Wesleyan College
Peace College
Piedmont Community College
Queens College
Rockingham Community College
Salem College
Shaw University
St. Andrews Presbyterian College
St. Augustine's College

Stanly Community College
Tri-County Community College
University of North Carolina
University of North Carolina at Charlotte
University of North Carolina at Wilmington
Wake Forest University
Wingate University

North Dakota

Aaker's Business College
Jamestown College
North Dakota State University
University of North Dakota--Lake Region
University of North Dakota--Williston
Valley City State University

Ohio

Antioch University
Association of Independent Colleges and Universities of Ohio
Baldwin-Wallace College
Bluffton College
Bowling Green State University
Case Western Reserve University
Central Ohio Technical College
Cincinnati State Technical and Community College
Cleveland State University
College of Mount St. Joseph
College of Wooster
Columbus College of Art and Design
Columbus State Community College
Denison University
Hiram College
Jefferson Community College
John Carroll University
Kent State University
Lake Erie College
Lakeland Community College
Malone College
Marietta College
Marion Technical College
Mount Union College
Mount Vernon Nazarene College
Muskingum College
North Central Technical College
Notre Dame College
Ohio Dominican College
Ohio State University
Ohio University

College Is Possible Coalition Participants (continued)

Ohio Wesleyan University
Otterbein College
Shawnee State University
Union Institute
University of Akron
University of Findlay
University of Rio Grande
University of Toledo
Urbana University
Washington State Community College
Wilmington College
Wittenberg University
Wright State University
Xavier University
Youngstown State University

Oklahoma

Connors State College
Langston University
Northeastern State University
Oklahoma Baptist University
Oklahoma City Community College
Oklahoma Independent Colleges & Universities
Oklahoma State University
Oral Roberts University
Redlands Community College
Rose State College
Southern Nazarene University
University of Oklahoma
University of Science and Arts of Oklahoma
University of Tulsa

Oregon

College of Wooster
Eastern Oregon University
George Fox University
Linfield College
Oregon Institute of Technology
Oregon State University
Pacific Northwest College of Art
Pacific University
Portland Community College
Reed College
University of Oregon
Willamette University

Pennsylvania

Albright College

Allegheny College
Allentown College of St. Francis De Sales
Alvernia College
Association of Independent Colleges & Universities of Penn.
Beaver College
Bloomsburg University of Pennsylvania
Bryn Mawr College
Bucknell University
Cambria-Rowe Business College
Carlow College
Carnegie Mellon University
Chestnut Hill College
Cheyney University of Pennsylvania
Clarion University of Pennsylvania
College Misericordia
Community College of Philadelphia
Delaware County Community College
Dickinson College
East Stroudsburg University of Pennsylvania
Eastern College
Edinboro University of Pennsylvania
Elizabethtown College
Gannon University
Gettysburg College
Gwynedd-Mercy College
Harrisburg Area Community College
Haverford College
Holy Family College
Juniata
Juniata College
Keystone College
King's College
La Salle University
Lancaster Bible College
Lebanon Valley College
Lehigh Carbon Community College
Lehigh University
Lock Haven University of Pennsylvania
Luzerne County Community College
Mansfield University of Pennsylvania
Marywood University
Messiah College
Millersville University of Pennsylvania
Montgomery County Community College
Moore College of Art and Design
Moravian College
Mount Aloysius College
Neumann College

College Is Possible Coalition Participants (continued)

Northampton County Area Community College
Peirce College
Pennsylvania Institute of Technology
Pennsylvania State University
Point Park College
Rosemont College
Seton Hill College
Shippensburg University of Pennsylvania
Slippery Rock University of Pennsylvania
St. Francis College
St. Vincent College and Seminary
Susquehanna University
Swarthmore College
Temple University
Thiel College
University of Pennsylvania
University of Pittsburgh
Ursinus College
Washington and Jefferson College
Waynesburg College
West Chester University of Pennsylvania
Widener University
Wilkes University
York College of Pennsylvania

Puerto Rico

Caribbean Center for Advanced Studies, San Juan Campus
Inter American University of Puerto Rico
Inter American University of Puerto Rico Ponce Campus
University of Puerto Rico--Rio Piedras Campus
University of the Sacred Heart

Rhode Island

Brown University
Bryant College
Salve Regina University
University of Rhode Island

South Carolina

Benedict College
Charleston Southern University
Chesterfield-Marlboro Technical College
Claflin College
Clemson University
Coastal Carolina University
Coker College
College of Charleston
Columbia College

Francis Marion University
Furman University
Independent Colleges & Universities of SC
Limestone College
Morris College
Orangeburg-Calhoun Technical College
Presbyterian College
Sherman College of Straight Chiropractic
Southern Wesleyan University
Spartanburg Methodist College
Technical College of the Lowcountry
University of South Carolina--Aiken
University of South Carolina--Spartanburg
Williamsburg Technical College
Winthrop University
Wofford College
York Technical College

South Dakota

Black Hills State University
Dakota Wesleyan University
Kilian Community College
Sisseton-Wahpeton Community College
South Dakota State University
University of South Dakota

Tennessee

Austin Peay State University
Belmont University
Carson-Newman College
Christian Brothers University
Cleveland State Community College
Columbia State Community College
Dyersburg State Community College
Fisk University
Hiwassee College
Jackson State Community College
Lambuth University
Martin Methodist College
Maryville College
Memphis College of Art
Milligan College
Northeast State Technical Community College
Pellissippi State Technical Community College
Roane State Community College
Shelby State Community College
Southern Adventist University
Tennessee Technological University

College Is Possible Coalition Participants (continued)

Tennessee Wesleyan College
Tusculum College
University of Tennessee at Chattanooga
University of Tennessee at Martin
University of Tennessee, Knoxville
University of the South
Vanderbilt University

Texas

Abilene Christian University
Angelina College
Angelo State University
Austin College
Baylor University
Blinn College
Collin County Community College District
East Texas Baptist University
Eastfield College
El Centro College
Frank Phillips College
Galveston College
Huston-Tillotson College
Jarvis Christian College
Kilgore College
Lee College
Lubbock Christian University
McMurry University
Midwestern State University
Miss Wade's Fashion Merchandising College
Navarro College
North Harris Montgomery Community College District
Our Lady of the Lake University
Paris Junior College
Sam Houston State University
Schreiner College
South Texas College of Law
Southern Methodist University
Southwest Texas State University
Southwestern University
St. Edward's University
St. Mary's University
Stephen F. Austin State University
Texarkana College
Texas A&M International University
Texas A&M University
Texas A&M University--Corpus Christi
Texas Christian University
Texas College

Texas Lutheran University
Texas State Technical College--Waco
Texas Tech University
Texas Wesleyan University
Trinity University
University of Dallas
University of Houston
University of Houston--Victoria
University of Texas at Arlington
University of Texas at Brownsville/Texas Southmost College
University of Texas at El Paso
University of Texas at San Antonio
University of Texas at Tyler
University of Texas--Pan American
West Texas A&M University
Western Texas College
Wiley College
William Marsh Rice University

Utah

Southern Utah University
University of Utah
Utah State University
Weber State University
Westminster College of Salt Lake City

Vermont

Association of Vermont Independent Colleges
Castleton State College
Community College of Vermont
Goddard College
Lyndon State College
Middlebury College
Southern Vermont College
St. Michael's College

Virginia

Averett College
Blue Ridge Community College
Clinch Valley College of the University of Virginia
Community Hospital of Roanoke Valley Coll. of Hlth. Sci.
Council of Independent Colleges in Virginia
Eastern Shore Community College
Ferrum College
George Mason University
Germanna Community College
Hampden-Sydney College
J. Sargeant Reynolds Community College

College Is Possible Coalition Participants (continued)

John Tyler Community College
Longwood College
Lynchburg College
Mary Baldwin College
Mary Washington College
Marymount University
Mountain Empire Community College
Norfolk State University
Piedmont Virginia Community College
Radford University
Randolph-Macon College
Randolph-Macon Woman's College
Roanoke College
Shenandoah University
St. Paul's College
Sweet Briar College
University of Richmond
University of Virginia
Virginia Commonwealth University
Virginia Highlands Community College
Virginia Military Institute
Virginia Polytechnic Institute and State University
Virginia State University
Virginia Union University
Virginia Wesleyan College
Washington and Lee University

Washington

Big Bend Community College
Central Washington University
Cornish College of the Arts
Eastern Washington University
Edmonds Community College
Everett Community College
Heritage College
Lower Columbia College
Northwest College of the Assemblies of God
Pacific Lutheran University
Seattle Pacific University
Seattle University
St. Martin's College
University of Puget Sound
University of Washington
Washington State University
Western Washington University
Whitworth College
Yakima Valley Community College

West Virginia

Alderson-Broaddus College
Bluefield State College
Concord College
Fairmont State College
Glenville State College
University of Charleston
West Virginia Wesleyan College
Wheeling Jesuit University

Wisconsin

Alverno College
Beloit College
Cardinal Stritch University
Carroll College
Carthage College
College of the Menominee Nation
Concordia University Wisconsin
Lakeland College
Milwaukee Area Technical College
Ripon College
St. Norbert College
University of Wisconsin Colleges
University of Wisconsin--Eau Claire
University of Wisconsin--Green Bay
University of Wisconsin--La Crosse
University of Wisconsin--Madison
University of Wisconsin--Milwaukee
University of Wisconsin--Oshkosh
University of Wisconsin--Parkside
University of Wisconsin--Platteville
University of Wisconsin--Stevens Point
University of Wisconsin--Stout
University of Wisconsin--Superior
University of Wisconsin--Whitewater
Wisconsin Lutheran College

Wyoming

Eastern Wyoming College
Northwest College
Sheridan College
University of Wyoming
Western Wyoming Community College

Total Participants: 1,139



PARTICIPATING ORGANIZATIONS

For additional information on college affordability, or if you have any questions about the national "College Is Possible" information campaign, please contact any of the following associations:

American Association of Community Colleges

One Dupont Circle, Suite 410

Washington, DC 20036

Phone: (202) 728-0200

<http://www.aacc.nche.edu>

American Association of State Colleges and Universities

1307 New York Avenue, NW, Suite 500

Washington, DC 20005

Phone: (202) 293-7070

<http://www.aascu.org>

American College Personnel Association

One Dupont Circle, Suite 300

Washington, DC 20036

Phone: (202) 835-2272

<http://www.acpa.nche.edu>

American Council on Education

One Dupont Circle, Suite 800

Washington, DC 20036

Phone: (202) 939-9300

<http://www.acenet.edu>

Association of American Universities

1200 New York Avenue, NW, Suite 550

Washington, DC 20005

Phone: (202) 408-7500

<http://www.tulane.edu/-aau>

Association of Governing Boards of Universities and Colleges

One Dupont Circle, Suite 400

Washington, DC 20036

Phone: (202) 296-8400

<http://www.agb.org>

Association of Jesuit Colleges and Universities

One Dupont Circle, Suite 405

Washington, DC 20036

Phone: (202) 862-9893

<http://www.ajcunet.edu>

**The College Board**

45 Columbus Avenue
New York, NY 10023-6992
Phone: (212) 713-8000
<http://www.collegeboard.org>

The College Fund/UNCF

1444 I Street, NW, Suite 500
Washington, DC 20005
Phone: (202) 737-8623
<http://www.uncf.org>

Council for the Advancement and Support of Education

1307 New York Avenue, NW, Suite 1000
Washington, DC 20005
Phone: (202) 478-5630
<http://www.case.org>

Council of Independent Colleges

One Dupont Circle, Suite 320
Washington, DC 30026
Phone: (202) 466-7230
<http://www.cic.edu>

Hispanic Association of Colleges and Universities

2040 Gardendale Street, Suite 216
San Antonio, TX 78229
Phone: (210) 692-3805
<http://www.hacu2000.org>

National Association for College Admission Counseling

1631 Prince Street
Alexandria, VA 22314
Phone: (703) 836-2222
<http://www.nacac.com>

National Association for Equal Opportunity in Higher Education

8701 Georgia Avenue, Suite 200
Silver Spring, MD 20910
Phone: (301) 650-2440
<http://www.nafeo.org/>

National Association of College and University Business Officers

2501 M Street, NW, Suite 400
Washington, DC 20037
Phone: (202) 861-2500
<http://www.nacubo.org>



National Association of Independent Colleges and Universities

1025 Connecticut Avenue, NW, Suite 700
Washington, DC 20036
Phone: (202) 785-8866
<http://www.naicu.edu>

National Association of State Universities and Land-Grant Colleges

1307 New York Avenue NW, Suite 400
Washington, DC 20005
Phone: (202) 778-0818
<http://www.nasulgc.org>

National Association of Student Financial Aid Administrators

1920 L Street, NW, Suite 200
Washington, DC 20036
Phone: (202) 785-0453
<http://www.nasfaa.org>

National Association of Student Personnel Administrators

1875 Connecticut Avenue, N.W., Suite 418
Washington, DC 20009
Phone: (202) 265-7500
<http://www.naspa.org>

National Collegiate Athletic Association

6201 College Boulevard
Overland Park, KS 66211
Phone: (913) 339-1906
<http://www.ncaa.org>



SPONSORING ORGANIZATIONS

Among the groups who have provided generous support for the “College Is Possible” campaign are the following organizations:

The William and Flora Hewlett Foundation

525 Middlefield Road

Suite 200

Menlo Park, CA 94025-3495

Lilly Endowment, Inc.

2801 North Meridian Street

P.O. Box 88068

Indianapolis, IN 46208-0068

USA Group Foundation

30 South Meridian Street

Indianapolis, IN 46204-3503

John D. and Catherine T. MacArthur Foundation

140 South Dearborn Street

Suite 1100

Chicago, IL 60603-6255



THE SECRETARY OF EDUCATION
WASHINGTON, D.C. 20202

October 2, 1998

Coalition of America's Colleges and Universities
College is Possible Campaign
One Dupont Circle
Washington, DC 20036

Dear Colleague:

I am very pleased that the Coalition of America's Colleges and Universities is launching the "College is Possible" campaign, a nationwide effort to reach students and families with timely information about how they can prepare for postsecondary education and about the options for financial and academic assistance.

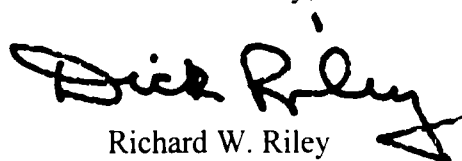
We all share the goal of ensuring that all Americans view college as a realistic option. I believe we have an obligation to reach younger students with the message that a college education is a gateway to personal and economic success. Research shows that many families believe that college costs far more than it really does. We must help students and families realize that affordable postsecondary education options are accessible to them, as are substantial sources of student aid. At the same time, we need to emphasize the importance of families' planning ahead both academically and financially.

As you may know, the U.S. Department of Education has begun an initiative, "Think College Early," to reach middle school students -- particularly from economically disadvantaged communities -- with the message that education beyond high school can be a part of their future. We seek to raise students' expectations and to provide them with information and guidance to help them prepare for a postsecondary education.

I encourage the thousand colleges and universities that are participating in "College is Possible" to consider ways they can connect with middle and high schools in their areas, to help these schools strengthen curriculum and teaching and to provide tutoring and mentoring services. Some of you may also want to go a step further and apply for a new program which has just been created as part of the Higher Education Act reauthorization, "GEAR UP." For more information, the e-mail address is <gearup@ed.gov>.

I applaud efforts like the "College is Possible" campaign, and am pleased that the higher education community is helping to spread the message to all Americans that postsecondary education is an important, attainable, and affordable option.

Yours sincerely,


Richard W. Riley

STATE OF GEORGIA

OFFICE OF THE GOVERNOR

ATLANTA 30334-0900

October 1. 1998

Zell Miller
GOVERNOR

Coalition of America's Colleges
and Universities
College is Possible Campaign
Washington, D.C. 20036

Dear Colleague:

It gives me great pleasure to offer my endorsement of the "College is Possible" campaign of the Coalition of America's Colleges and Universities. As you know, it is of vital importance that students and families across the nation receive more timely, practical information about college prices and student aid opportunities. I am pleased to note the large number of colleges and universities and higher education associations that have joined together as part of this campaign.

I commend you for recognizing the value and importance of effective communication with the public on the subject of college affordability. Too often, students and families, particularly those from low-income communities, are forced incorrectly to assume that postsecondary education is not an option for them because they have little or no information about available opportunities.

You have chosen a most apt theme for your campaign - "College is Possible" - one that will convey the simple, straightforward message that there is a range of postsecondary opportunities and a host of student aid options for all academically qualified students.

Certainly the highest priority of my two terms as Governor of Georgia has been to make higher education more affordable for Georgia students and their parents. Our HOPE Scholarship Program has become a national model for providing state-funded financial assistance, including both tuition and fees, to students who attain a "B" average. Nothing is more important to the future of Georgia and the country than affordable high-quality higher education.

Page 2
October 1, 1998

I also must note that I am encouraged by reports of continuing efforts on the part of college and university officials to implement innovative cost containment practices as part of an effort to provide students with low-cost educational opportunities. We all stand to benefit from a society that is able to access high-quality, affordable postsecondary education.

You have my best wishes for a successful campaign.

Sincerely,



Zell Miller

**Statement by College Board President
Donald M. Stewart
on the ACE Campaign, “College is Possible”**

When the College Board recently released its annual authoritative report on trends in college pricing and student financial aid, I expressed my own concern that the cost of attending college presents a steadily rising challenge to many Americans—especially the most financially disadvantaged.

At the same time, our data revealed that a college education is accessible for most Americans—if they plan and save for it. Numerous surveys indicate that the majority of Americans often overestimate the price of attending college and are often discouraged because they do not have the right advice or the right information.

That is why I highly commend the American Council on Education (ACE) for its new campaign, “College is Possible.” I hope that this bold, new effort will help students and families better understand the cost of attending college, the availability of financial aid, and steps that institutions of higher education are taking to restrain the growth of college tuition prices.

I fully support this important initiative by ACE. Every student deserves to receive accurate information and sufficient financial resources in order to make a successful transition to college.



BELMONT UNIVERSITY

September 25, 1998

**Coalition of America's Colleges and Universities
College Is Possible Campaign
One Dupont Circle
Washington, DC 20036**

Dear Colleague:

At the final meeting of the National Commission on the Cost of Higher Education early this year, my colleagues and I noted that colleges and universities in the United States were faced with many significant challenges. Among these challenges was the pressing need to communicate accurate information about the price of higher education to prospective students and families.

I am pleased to endorse the efforts of the grassroots campaign of the Coalition of America's Colleges and Universities. Having chaired the National Commission of the Cost of Higher Education, I am greatly encouraged by the higher education community's swift response to one of the key recommendations contained in the Commission's report, *Straight Talk About College Costs and Prices*. As the title of our report indicates, the Commission believes it is time for colleges and universities to engage in straight talk about college expenses.

Those of you familiar with the work of the Commission will recall how strongly we felt that the distinction between cost (the expense an institution incurs to deliver education to a student) and price (the portion of those costs the students are asked to pay) was not widely understood. Attention paid to this distinction during the national information campaign will help students and families understand better the financing of higher education.

This information campaign represents an important step toward providing American families with the knowledge they need about financing a postsecondary education. This campaign will inform students and families of the range of choices in postsecondary education as well as student aid opportunities. It can make a tremendous difference in the lives of American students and families.

Coalition of American Colleges and Universities

September 25, 1998

Page 2

Through our shared commitment to this issue we can bridge the information gap that too many students and families confront as they consider the possibility of a college or university education.

I look forward to joining you in this endeavor.

Sincerely,

A handwritten signature in black ink, appearing to read "W. E. Troutt", with a large, stylized initial "W" and a long horizontal flourish extending to the right.

William E. Troutt
President

WET/ed

Think you can't afford college?
\$60 billion in student aid says you can.



Think college is out of reach? The truth is, just about everyone who wants to go to college can afford it. In fact, last year American college students received \$60 billion in grants, scholarships and low-interest loans.

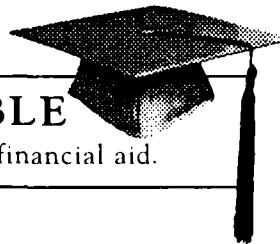
Three out of four full-time undergraduate students pay less than \$10,000 for EVERYTHING - tuition, room, board, books and living expenses. A third of them pay less

than \$5,000 - and part-time students often pay even less.

To learn more about the many ways that you can make college affordable, call the U.S. Department of Education's special toll-free number for college information, 1-800-433-3243, and ask for the "College is Possible" brochure. Or visit us at our website: www.CollegeIsPossible.org.

COLLEGE IS POSSIBLE

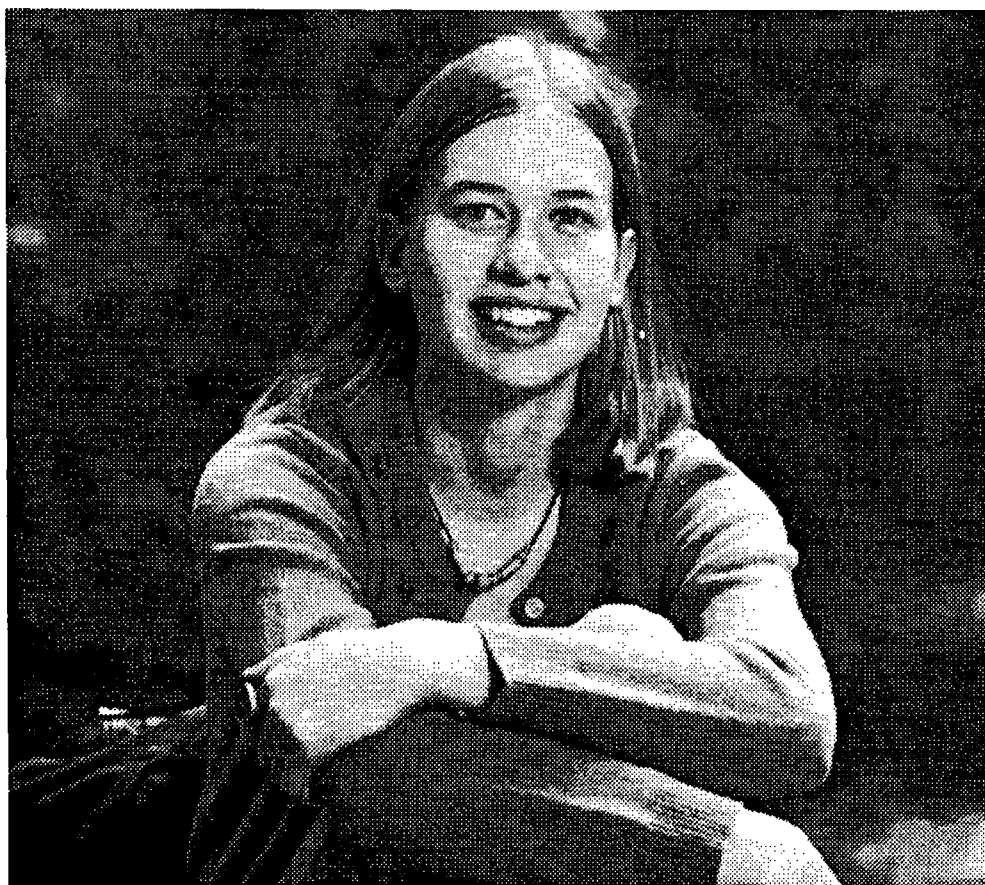
Over 7 million students receive financial aid.



THE COALITION OF AMERICA'S COLLEGES AND UNIVERSITIES

Who can afford college?

You can!



Think college is out of reach? The truth is, just about everyone who wants to go to college can afford it. In fact, last year American college students received \$60 billion in grants, scholarships and low-interest loans.

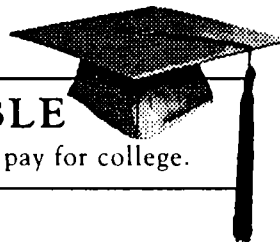
At public four-year colleges and universities, students pay less than \$4,000 a year for tuition, and over half

receive financial aid – reducing the price even further.

To learn more about the many ways that you can make college affordable, call the U.S. Department of Education's special toll-free number for college information, 1-800-433-3243, and ask for the "College is Possible" brochure. Or visit us at our website: www.CollegeIsPossible.org.

COLLEGE IS POSSIBLE

\$60 billion is available to help you pay for college.



THE COALITION OF AMERICA'S COLLEGES AND UNIVERSITIES

We thought college was only
for families who could afford it.
Then we found out we were one of them.



Think college is out of reach? The truth is, just about everyone who wants to go to college can afford it. In fact, last year American college students received \$60 billion in grants, scholarships and low-interest loans.

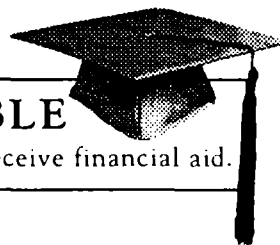
At the nation's private colleges and universities, seven of ten undergraduates receive financial aid, nearly \$9,000

on average, reducing their total expenses by almost half.

To learn more about the many ways that you can make college affordable, call the U.S. Department of Education's special toll-free number for college information, 1-800-433-3243, and ask for the "College is Possible" brochure. Or visit us at our website: www.CollegeIsPossible.org.

COLLEGE IS POSSIBLE

7 out of 10 full-time college students receive financial aid.



THE COALITION OF AMERICA'S COLLEGES AND UNIVERSITIES

Who can afford college?

You can!

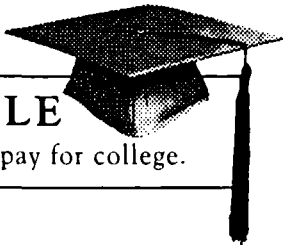


Think college is out of reach? The truth is, just about everyone who wants to go to college can afford it. In fact, last year American college students received \$60 billion in grants, scholarships and low-interest loans.

Community colleges offer the least expensive college option, with an average tuition of just \$1,500 per year. They're close to where you live, and new tax

benefits can further reduce your total cost.

To learn more about the many ways that you can make college affordable, call the U.S. Department of Education's special toll-free number for college information, 1-800-433-3243, and ask for the "College is Possible" brochure. Or visit us at our website: www.CollegeIsPossible.org.



COLLEGE IS POSSIBLE

\$60 billion is available to help you pay for college.

THE COALITION OF AMERICA'S COLLEGES AND UNIVERSITIES

COLLEGE IS POSSIBLE



**Embargoed until 10:00 AM
October 27, 1998**

**Contact: Tim McDonough
202-939-9365
Neel Lattimore
202-739-0218**

AMERICA'S COLLEGES AND UNIVERSITIES ANNOUNCE NATIONAL EDUCATION CAMPAIGN *Getting the Message Out: College Is Possible*

Washington, DC -- The Coalition of America's Colleges and Universities has launched a national education campaign today to enhance public knowledge about financing a college education. Nearly 1,200 colleges and universities will participate. The campaign, called "College Is Possible," will include efforts by local campuses to reach students and parents in their region, supported by a website (www.CollegeIsPossible.org), the U.S. Department of Education's special toll-free number for college information (**1-800-433-3243**), and a comprehensive resource guide. The campaign was launched at a press conference held at the Martin Luther King Memorial Library in Washington, D.C. American Council on Education (ACE) President Stanley O. Ikenberry was joined by Richard W. Riley, Secretary of the U.S. Department of Education, and leaders from the national higher education community.

The campaign is in response to survey research conducted earlier this year that showed that, while parents and students value a college education, many dramatically overestimate the price, often by as much as 200 percent, and underestimate the resources that are available to them to help pay for college. The danger, which America's colleges and universities hope to avert through this campaign, is that many citizens will miss out on the opportunity for a college education because they do not have adequate information about the range of options and sources of help. The students most at risk are minority students, families with low incomes, and students whose parents did not themselves attend college.

Colleges have an obligation to help Americans become better, more knowledgeable consumers of higher education, Ikenberry said. "No deserving student should be deprived of a college degree because he or she doesn't have the right information," he said. "We think this nationwide campaign will help close the information gap."

THE COALITION OF AMERICA'S COLLEGES AND UNIVERSITIES

One Dupont Circle, NW, Suite 800, Washington, DC 20036-1193 ■ 202-939-9365 ■ www.CollegeIsPossible.org

"I am very pleased that the Coalition of America's Colleges and Universities is launching the 'College Is Possible' campaign to help spread the message to all Americans that postsecondary education is an important, attainable, and affordable option," said Secretary Riley.

Findings from a survey released in May revealed that many Americans are not aware of the wide range of tuition prices and academic experiences among the 3,600 colleges and universities in the United States. Most people do not realize that there is \$60 billion available to students in financial aid from federal, state, local, and institutional sources to help them meet college bills. Seven out of ten full-time students qualify for financial aid -- many receive a substantial amount. At private colleges, for example, the average undergraduate receives \$9,000 to help pay for college, reducing their expenses by almost half. Students at public colleges and universities also receive significant amounts of student aid, further reducing the price of attendance.

The survey research also demonstrated that parents and students need more information on the components of college costs and why they are on the rise. The "College Is Possible" campaign will encourage colleges and universities to adopt creative and innovative cost-cutting measures, and better communicate with the public about the complexities of college financing.

"Despite the fact that tuition increases have stabilized in recent years, the higher education community must continue to find ways to contain costs and control tuition increases," Ikenberry said. "However, we also should fill the information gap with respect to actual versus perceived tuition prices, as well as educate people about why college costs what it does."

The "College Is Possible" campaign, beginning today, is slated to run through the year 2000.

The Coalition of America's Colleges and Universities consists of nearly 1,200 colleges, universities, and associations across the United States that have come together to help increase public understanding of the financing of higher education. Because studies have demonstrated that the public lacks adequate information to make informed choices involving higher education, coalition members have committed to engage their communities on the issues of tuition prices, the wide availability of student aid, and campus efforts to improve cost management. Through advertising and outreach at the local level, and a toll-free number and website available nationally, the Coalition wants to get a simple three-word message out to the American people: College Is Possible.

###

educación universitaria?



La Coalition of America's Colleges and Universities (Alianza de universidades de EEUU) ha preparado este folleto para que todo habitante de nuestro país tenga los recursos necesarios para tomar una decisión bien pensada acerca de estudiar en la universidad o no. Para obtener información adicional, visite nuestro sitio web en:

www.CollegelsPossible.org

**The Coalition of America's Colleges and Universities
(Alianza de universidades de EEUU)**

Visite el sitio web:
www.CollegelsPossible.org

o llame al
1-800-433-3243

número especial de llamada gratuita del
Departamento de Educación de EEUU
(para obtener información sobre
educación universitaria)



LA EDUCACIÓN UNIVERSITARIA ES POSIBLE



**Guía de recursos para
padres, estudiantes, y
educadores**

¿Piensa usted acerca de la

Ya sea usted padre o madre de estudiantes, o acaso sea estudiante, probablemente tenga muchas dudas: ¿Cómo funciona el proceso de solicitud de ingreso? ¿Qué clase de universidad me conviene? ¿Y quién podrá ayudarme a empezar correctamente esta etapa importante de la vida?

Quizás usted también se pregunte: ¿Cuánto costará la educación universitaria? Tal vez suponga que la educación universitaria está fuera de su alcance... que simplemente cuesta demasiado. Si ese es su caso, las universidades de Estados Unidos tienen estas palabras de aliento para usted: ¡La educación universitaria es posible! Muchos se atemorizan por los precios típicos de matrícula que ven en la televisión o sobre los cuales leen en el periódico, y no se han enterado de que cada año se otorgan 60 mil millones de dólares en becas, subvenciones y préstamos a bajo interés para estudiantes. Si uno hace planes, se prepara... y obtiene la información correcta, la educación universitaria es posible para casi todo habitante de nuestro país.

¿Adónde encontrar la información necesaria para prepararse para la educación universitaria, seleccionar la universidad que convenga y pagar los gastos correspondientes? Las universidades de Estados Unidos se han puesto de acuerdo para identificar los recursos más útiles para transitar la senda de la educación superior y los han incluido en este folleto. Sean cual fueren sus dudas, estos recursos pondrán la respuesta en sus manos.

HAY QUE PREPARARSE PARA LA EDUCACIÓN UNIVERSITARIA

Aunque nunca es demasiado tarde para pensar en adquirir una educación universitaria, la preparación anticipada contribuirá a alisar el camino, tanto académica como económicamente. Los padres han de comenzar a ahorrar para la educación universitaria (aunque sólo puedan ahorrar regularmente una pequeña cantidad) cuando sus hijos son muy pequeños. Asimismo, la preparación académica para la educación universitaria debe comenzar anticipadamente. Las universidades de Estados Unidos recomiendan a padres y estudiantes los siguientes recursos para ayudarles a prepararse para la educación universitaria.

Planeamiento anticipado

Tipo de publicación: Sitio web
Editorial: The College Board
Sitio: www.collegeboard.org/planning/html/intro.html
Descripción: Diseñado para estudiantes de escuela media y sus padres. Incluye información sobre planeamiento académico y financiero así como un sistema interactivo para calcular ahorros.

National Association of Student Financial Aid Administrators

Tipo de publicación: Sitio web
Editorial: National Association of Student Financial Aid Administrators
Sitio: www.nasfaa.org
Descripción: Información sobre cómo prepararse académica y financieramente para la universidad, proporcionada por administradores de ayudas financieras universitarias.

Preparándonos a tiempo para la universidad (en español)

Tipo de publicación: Libro
Editorial: U.S. Department of Education
Costo: Gratuito
Para pedirlo: Llame al 1-800-872-5327 (1-800-USA-LEARN) o visite el sitio, www.ed.gov/pubs/gettingreadycollegeearly (Para la versión española: www.ed.gov/pubs/GRFC_Span/grfcspan.html).

Piensa en la universidad

Tipo de publicación: Sitio web
Editorial: U.S. Department of Education
Sitio: www.ed.gov/thinkcollege
Descripción: Ese sitio web tiene secciones especiales para padres cuyos hijos todavía no ingresaron en la secundaria, para jóvenes que asisten a la secundaria y para adultos que planean volver a asistir a la escuela.

Sallie Mae

Tipo de publicación: Sitio web
Editorial: Sallie Mae
Sitio: www.salliemae.com
Descripción: Incluye sistemas interactivos de cálculo para ayudar a las familias a estimar los costos futuros de educación universitaria y la aportación familiar que se espera que hagan

Prepare a su hijo para la universidad: Libro de recursos para padres

Tipo de publicación: Sitio web
Editorial: U.S. Department of Education
Sitio: www.ed.gov/pubs/Prepare
Descripción: Es muy popular y ahora puede leerse solamente en línea.

Guía para los padres (en español)

Tipo de publicación: Folleto
Editorial: National Association for College Admissions Counseling
Costo: Gratuito
Para pedirlo: Llame al 703-836-2222 o escriba a 1631 Prince Street, Alexandria, VA 22314-2818

CÓMO SELECCIONAR UNA UNIVERSIDAD CONVENIENTE

¿A qué clase de universidad desea asistir usted? Hay muchas opciones, desde escuelas comunitarias hasta pequeñas escuelas superiores privadas y grandes universidades estatales... cada una tiene ventajas y beneficios que le son característicos. Los siguientes recursos le ayudarán a elegir la universidad que le convenga, además de proporcionar información sobre el proceso de inscripción universitaria.

Guía universitaria: El proceso del ingreso

Tipo de publicación: Libro
Editorial: National Association for College Admissions Counseling
Costo: \$6.00
Para pedirlo: Llame al 703-836-2222 o escriba a 1631 Prince Street, Alexandria, VA 22314-2818

Guía universitaria para padres inteligentes: Los 10 factores más importantes que deben conocer los estudiantes y padres al elegir una universidad

Tipo de publicación: Libro
Editorial: Peterson's
Costo: \$16.95
Para pedirlo: Llame al 1-800-338-3282, ext. 660 (inglés), ext. 462 (español)

Guía Internet para futuros estudiantes universitarios

Tipo de publicación: Libro
Editorial: The College Board
Costo: \$14.95
Para pedirlo: Llame al 1-800-323-7155,
De lunes a viernes 8 a.m. - 11 p.m. ET

En busca de la universidad

Tipo de publicación: Sitio web
Editorial: Peterson's & the National Association of Student Financial Aid Administrators
Sitio: www.collegequest.com
Descripción: Ese sitio incluye un programa de búsqueda de universidades como así también información sobre ayuda económica y exámenes de ingreso.

Búsqueda universitaria

Tipo de publicación: Sitio web
Editorial: The College Board
Sitio: cbweb1.collegeboard.org.445/csearch/cs_main.html
Descripción: Ese sitio incluye un programa de búsqueda de universidades en línea así como información sobre ingresos y ayuda económica.

Evaluación de American College Testing

Tipo de publicación: Sitio web
Editorial: American College Testing
Sitio: www.act.org/aap/index.html

Descripción: Información e inscripción para la evaluación de American College Testing.

Encuentre su escuela comunitaria

Tipo de publicación: Sitio web
Editorial: U.S. News and World Report & the American Association of Community Colleges
Sitio: www.usnews.com/usnews/edu/college/communit/commsrch.htm
Descripción: La redacción confeccionó este sitio web para ayudar a los estudiantes a encontrar la escuela comunitaria más adecuada a su necesidad.

Exámenes SATI y SATII

Tipo de publicación: Sitio web
Editorial: The College Board
Sitio: www.collegeboard.org/sat/html/students/indx001.html
Descripción: Información e inscripción para los exámenes SATI y SATII.

CÓMO PAGAR LA EDUCACIÓN UNIVERSITARIA

Cada año, más de 7 millones de estudiantes universitarios reciben ayuda económica. Usted también podría recibirla, y no es necesario ser un estudiante excepcional o un atleta estelar para tener derecho a esa ayuda. Los siguientes recursos le ayudarán a entender el proceso de ayuda económica para estudiantes. Dichos recursos incluyen información general sobre ayuda económica, los formularios que usted necesitará para solicitarla y las bases de datos que podrán ayudarle a buscar becas y subvenciones.

Guía del estudiante

Tipo de publicación: Libro
Editorial: U.S. Department of Education
Costo: Gratuito
Para pedirlo: Llame al 1-800-4FED-AID (1-800-433-3243)
Sitio: www.ed.gov/prog_info/SFA/StudentGuide

Guía estudiantil de la SFA: Dinero para estudiar

Tipo de publicación: Sitio web
Editorial: National Association of Student Financial Aid Administrators
Sitio: www.nasfaa.org/public/cashfc.html
Descripción: Este folleto, que puede leerse en línea, proporciona un breve panorama sobre la ayuda económica.

Las 10 preguntas principales sobre ayuda financiera

Tipo de publicación: Folleto
Editorial: National Association for College Admissions Counseling
Costo: Gratuito
Para pedirlo: Llame al 703-836-2222 o escriba a 1631 Prince Street, Alexandria, VA 22314-2818

¿Te falta ánimo?: Guía universitaria para ayuda financiera

Tipo de publicación: Libro
Editorial: The American Legion
Costo: \$3.00
Para pedirlo: Escriba a National Emblem Sales, PO Box 1050, Indianapolis, IN 46206 o llame al 1-317-630-1200

No se la pierda: Guía de ayuda financiera para estudiantes ambiciosos.

Tipo de publicación: Libro
Editorial: Octameron Association
Costo: \$8.00
Para pedirlo: Llame al 703-836-5480

Cómo pagar la universidad: Guía para padres

Tipo de publicación: Libro
Editorial: The College Board
Costo: \$14.95
Para pedirlo: Llame al 1-800-323-7155,
De lunes a viernes 8 a.m. - 11 p.m. ET

Ayuda financiera para estudiantes

Tipo de publicación: Sitio web
Editorial: U.S. Department of Education
Sitio: www.ed.gov/offices/OPE/Students
Descripción: El mejor comienzo para obtener información sobre ayuda económica federal para estudiantes. Incluye vínculos a publicaciones, el formulario de solicitud gratuito para ayuda económica federal e información sobre los últimos subsidios impositivos para educación secundaria.

Búsqueda rápida en la web

Tipo de publicación: Sitio web
Editorial: FastWEB
Sitio: www.fastweb.com
Descripción: Ese sitio web ostenta una de las mayores bases de datos para subvenciones con más de 400,000 subvenciones privadas publicadas.

Perfil para ayuda financiera en subvenciones universitarias

Tipo de publicación: Sitio web
Editorial: The College Board
Sitio: www.collegeboard.org/finaid/fastud/html/proform.html
Descripción: Muchas universidades privadas requieren presentar este formulario de solicitud de ayuda financiera. Solicítelo en este sitio web o llame al 1-800-778-6888.

Página informativa sobre ayuda financiera

Tipo de publicación: Sitio web
Editorial: Mark Kantrowitz
Sitio: www.finaid.org
Descripción: Información completa sobre todo tipo de ayuda financiera. Proporciona vínculos a muchos otros sitios.

Cómo ampliar la búsqueda de subvenciones

Tipo de publicación: Sitio web
Editorial: The College Board
Sitio: www.collegeboard.org
Descripción: Servicio gratuito en línea para buscar subvenciones. Incluye programas de ayuda de 3,300 patrocinadores y también cuenta con capacidad de búsqueda para universidades y carreras de estudio.

Servicio de subvenciones en línea de Sallie Mae

Tipo de publicación: Sitio web
Editorial: Sallie Mae
Sitio: scholarships.salliemae.com
Descripción: Proporciona acceso a la base de datos CASHE (sigla inglesa de recursos de ayuda universitaria para educación superior), una de las bases de datos de subvenciones más antiguas.

La presente lista se confeccionó a partir de las recomendaciones de profesionales en materia de ingreso universitario y ayuda económica, así como otros funcionarios de la educación superior. Sin embargo, esta lista no deberá considerarse como una recomendación formal de ningún producto o servicio en particular.

Todos los recursos son en inglés, a menos que sean indicados.

COLLEGE IS POSSIBLE



COLLEGE IS POSSIBLE KICKOFF PRESS BRIEFING AGENDA

10:00 a.m., Tuesday, October 27
Greater Washington College Info Center
Martin Luther King Memorial Library

Speakers:

Stanley O. Ikenberry, President, American Council on Education

Richard W. Riley, Secretary, U.S. Department of Education

Patricia McGuire, President, Trinity College, Washington, D.C.

C. Peter Magrath, President, National Association of State Universities
and Land-Grant Colleges

Joyce E. Smith, Executive Director, National Association for College
Admission Counseling

Mariejoy Mendoza, student, Bryn Mawr College, PA

*Joining us at the briefing are students and counselors from Woodrow Wilson High
School, Eastern High School, and Anacostia High School, Washington, D.C.*

THE COALITION OF AMERICA'S COLLEGES AND UNIVERSITIES

One Dupont Circle, NW, Suite 800, Washington, DC 20036-1193 ■ 202-939-9365 ■ www.CollegeIsPossible.org



Office of the President

Stanley O. Ikenberry

Stanley O. Ikenberry, former president of the University of Illinois, became the tenth president of the American Council on Education on November 1, 1996. An independent, nonprofit association founded in 1918, ACE is the major representative voice for higher education in the United States. ACE's membership includes about 1,600 accredited, degree-granting colleges and universities and more than 200 national and regional higher education associations. Through its programs, activities, and policy analysis on issues of national importance, ACE works to ensure high quality education on the nation's campuses and equal educational opportunity for all U.S. citizens.

Throughout his career, Dr. Ikenberry has been a national leader for higher education. He is immediate past Chairman of the Board of Trustees of the Carnegie Foundation for the Advancement of Teaching. Earlier, he led the boards of the National Association of State Universities and Land-Grant Colleges, the Association of American Universities, and the American Council on Education, which he now heads. He holds six honorary degrees.

Born in Colorado and reared in West Virginia, Dr. Ikenberry received his B.A. degree at Shepherd College in Shepherdstown, West Virginia, in 1956. His M.A. and Ph.D. degrees were awarded by Michigan State University in 1957 and 1960, respectively. Dr. Ikenberry began his academic career at Michigan State University, moving to West Virginia University in 1962, where he was dean of the College of Human Resources and Education from 1965 to 1969. For the next decade, Dr. Ikenberry served Pennsylvania State University as senior vice president and as professor in the Penn State Center for the Study of Higher Education. He assumed the Illinois presidency in 1979. When he left that position in 1995, he was the Big Ten's senior chief executive officer.

Dr. Ikenberry lives in Washington, DC with his wife Judy. They have three sons.



UNITED STATES DEPARTMENT OF EDUCATION

**U. S. SECRETARY OF EDUCATION RICHARD W. RILEY
BIOGRAPHICAL SKETCH**

The *Christian Science Monitor* says that many Americans regard Dick Riley as "one of the great statesmen of education in this century." David Broder, columnist for *The Washington Post*, has called him one of the "most decent and honorable people in public life." And when Riley was governor of South Carolina, he was so popular that the people amended their constitution to enable him to run for a second term.

Wherever he goes, Richard Wilson Riley--U. S. Secretary of Education and grandfather of nine--wins respect for his integrity, principled leadership, commitment to children, and passion for education.

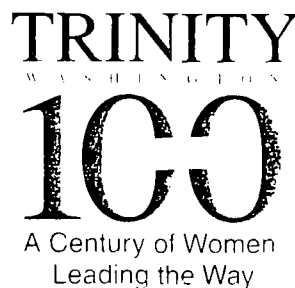
President Clinton chose Dick Riley to be Secretary in December 1992 after Riley won national recognition for his highly successful effort to improve education in South Carolina. During the President's first term, Riley helped launch historic initiatives to raise academic standards; to improve instruction for the poor and disadvantaged; to expand grants and loan programs to help more Americans go to college; to prepare young people for the world of work; and to improve teaching. He also helped to create the Partnership for Family Involvement in Education, which today includes over 4,000 groups.

Riley gets things done by reaching out to all citizens. He prefers partnership to partisanship. His quiet, self-effacing style "can drive impatient, assertive young Washington movers and shakers crazy," the *National Journal* has written. "He doesn't grab headlines or clamor for credit... But, inevitably, Riley reaches his goal."

Riley's efforts were so successful that President Clinton asked him to stay on in his second term to lead the President's national crusade for excellence in education. Riley and the President agree that education must be America's number one priority in the years ahead. Already in the second term, Riley has helped win an historic ruling by the F.C.C. to give schools and libraries deep discounts for Internet access and telecommunications services and helped win major improvements in the Individuals with Disabilities Education Act.

Riley's goals now include helping all children to master the basics of reading and math; making schools safer; reducing class sizes in grades 1-3 by helping states and schools to hire 100,000 more good teachers; modernizing and building new schools to meet record-breaking student enrollments and to help students learn to use computers; and expanding after-school programs.

Dick Riley was born in Greenville County, S. C., on Jan. 2, 1933. He was graduated *cum laude* from Furman University in 1954 and served as an officer on a U. S. Navy minesweeper. In 1959, Riley received a law degree from the University of South Carolina. He was a state representative and state senator from 1963-1977 and was elected governor in 1978 and reelected in 1982. Riley is married to the former Ann Osteen Yarborough. They have four children.



Patricia McGuire, President, Trinity College, Washington, D.C.

Patricia McGuire is President of Trinity College in Washington, D.C., one of the nation's first Catholic colleges for women. A lawyer, Ms. McGuire was the Assistant Dean for Development and External Affairs for Georgetown University Law Center, where she was also an adjunct professor of law teaching courses in tax exempt organizations. She was project director for Georgetown's D.C. Street Law Project. She was also a legal affairs commentator for the award-winning CBS children's newsmagazine "30 Minutes" and the Fox Television program "Panorama" in Washington.

Ms. McGuire earned her bachelor of arts degree *cum laude* from Trinity College and earned her law degree from the Georgetown University Law Center. She is a member of the boards of directors of the Women's College Coalition, the Washington Metropolitan Consortium of Universities, the Eugene and Agnes Meyer Foundation, the Acacia Mutual Life Insurance Company, the Order of Malta, Elderhostel Inc., Good Counsel High School, and the National College Access Network. She serves on committees of the Greater Washington Board of Trade, the American Council on Education, the National Capital Girl Scouts, and other civic and educational organizations. She is currently co-chair of the Washington Steering Committee for the Women's Global Challenge, an Olympic-level international women's sports competition. She is also a member of the U.S. Conference of Catholic Bishops Task Force on Social Justice and Catholic Education.

In June 1998, she served as a member of the first-ever citizens' advisory panel on coinage, the Dollar Coin Design Advisory Commission appointed by Treasury Secretary Rubin. She is a former commissioner and vice chair of the Middle States Commission on Higher Education, as well as a former board member of the Association of Catholic Colleges and Universities and the National Association of Independent Colleges and Universities.

In January 1994 President McGuire was named a Washingtonian of the Year by *Washingtonian* magazine. She writes and speaks on a wide range of issues affecting women and women's education, student financial aid and college costs, accreditation and federal regulation of higher education, diversity and multiculturalism, educational issues in general, institutional change, Catholic higher education and Catholic schools, and Church-related matters. President McGuire's articles and letters have appeared in *The Washington Post*, *The Baltimore Sun*, *The New York Times* and *The Wall Street Journal*, among others. Recent speeches include commencement addresses at Sweet Briar College and Elizabeth Seton High School; a presentation on faculty retirement and public policy issues to the National Association of College and University Attorneys; and multiple talks on Catholic Education for principals and administrators in Orlando, Youngstown, Cleveland and other dioceses.

Founded in 1897 by the Sisters of Notre Dame de Namur, Trinity College is currently celebrating its Centennial. Trinity has been named one of the nation's top colleges by *U.S. News and World Report*, and the College today enrolls nearly 1,500 students in its weekday and weekend undergraduate programs for women, and its coeducational graduate programs.

O F F I C E O F T H E P R E S I D E N T

TRINITY COLLEGE 125 MICHIGAN AVENUE, N.E. WASHINGTON, D.C. 20017-1094 202/884-9050 202/884-9056 FAX



NASULGC National Association of State Universities and Land-Grant Colleges

Brief Biography

C. Peter Magrath, President

National Association of State Universities and Land-Grant Colleges

C. Peter Magrath assumed the presidency of the National Association of State Universities and Land-Grant Colleges (NASULGC) on January 1, 1992. As CEO of the nation's oldest higher education association, Magrath represents NASULGC's member institutions in Washington D.C. and in educational settings around the nation on issues of national importance to the higher education community.

Founded in 1887, NASULGC is a voluntary association of 201 public research universities and land-grant colleges located in all 50 states and the U.S. territories. Its universities enroll over 3.2 million students, award about one-third of all bachelor's and master's degrees, and 60 percent of the doctorates earned in the U.S. Magrath took over the leadership of NASULGC as the association charted a new course for the 1990s by implementing a plan to reorganize and streamline its structure.

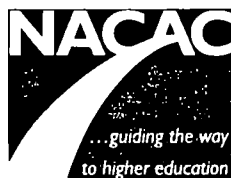
As past president of three public universities, Magrath brings a broad perspective on higher education to his current job, including a long history of leadership in international education activities. His many national involvements have included service in 1992-1993 on the Commission on the Future of the National Science Foundation, a group of scientists, industrialists and academic leaders that made recommendations to help chart future directions for the Foundation. More recently Magrath organized the Kellogg Commission on the Future of State and Land-Grant Universities, consisting of 25 presidents of major public universities, that is promoting an agenda of change and renewal as higher education moves into the 21st century. He also serves on the Southern Education Foundation's advisory committee dedicated to promoting educational opportunity for African-American and minority students in the Southern states.

A political scientist with a B.A. degree from the University of New Hampshire and a Ph.D. degree from Cornell University, he served as president of the University of Missouri System from 1985-1991. Previously, he was president of the University of Minnesota—with 60,000 students, the largest U.S. campus in terms of enrollment—from 1974-1984. Before that, Magrath headed the State University of New York at Binghamton from 1972-74. Missouri, Minnesota, and Binghamton all are NASULGC-member institutions.

Between 1968-72, Magrath held faculty and administrative posts at the University of Nebraska, Lincoln—also a NASULGC member. He began his academic career at Brown University, moving from instructor to professor of political science from 1961-68, as well as serving as associate dean.

An author of numerous books, monographs and articles on American constitutional law and history, higher education, and international affairs, he has been active on many national higher education commissions, task forces, and committees. Magrath has been recognized with honorary doctoral degrees from Brown University; Lucian Blaga University, Sibiu, Romania; the University of Nebraska; the University of New Hampshire; and the State University of New York at Binghamton. He is married to Deborah C. Howell, editor and Washington bureau chief of Newhouse News Service.

September, 1998



NATIONAL ASSOCIATION FOR COLLEGE ADMISSION COUNSELING

Joyce E. Smith
Executive Director
National Association for College Admission Counseling
Alexandria, VA

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Joyce E. Smith
Executive Director

Joyce Smith's background spans the areas of admissions, management and marketing over twenty-two years. She has served in college admission counseling as a practitioner and a manager through her work with several professional associations. With a Bachelor's of Science in Speech Pathology and a Master's of Science in Counseling from Kansas State University, Joyce has recently pursued additional course work in Education Policy, Planning and Administration at the University of Maryland—College Park.

Joyce has gained a wealth of experience as a practitioner having worked in both public and private college admissions at Kansas State University, Amherst College (MA) and Queens College of the City University of New York, where she served as executive director of admissions for undergraduate and graduate admissions, marketing and scholarship services. She also worked for seven years as the program service officer of the student search service and associate director of the admission testing program with the College Board in New York, assisting colleges and universities with marketing and direct mail in support of their recruitment efforts. Over the past seven years, Joyce has served as the associate executive director and acting executive director of the National Association for College Admission Counseling with oversight responsibilities for all aspects of association management and members services before being named as NACAC's executive director in February 1997.

In addition to her NACAC interassociation responsibilities, Joyce serves as a member of the Board of Directors for The Institute for Higher Education Policy—a Washington, DC based research group and on the Board for the World Education Services—an international credit evaluation service. She has also worked with the Boston, MA based group, The Education Resources Institute (TERI) on an advisory committee for their ConnectEd conferences.

1631 Prince Street
Alexandria, VA 22314-2818
PHONE 703-836-2222
800-822-6285
FAX 703-836-8015
<http://www.nacac.com>

3/31/98 /tb



Mariejoy Mendoza Bryn Mawr Student

Mariejoy Mendoza is a sophomore at Bryn Mawr College, where she is pursuing a double major in political science and sociology. She was born in the Philippines and raised in San Francisco, where she attended public school.

Mariejoy is active in numerous campus activities. She has held leadership positions in the Filipino Women's Organization and Asian Student Association, is a resident advisor, and tutors children of immigrant families in Philadelphia's Chinatown. While in high school, Mariejoy was appointed to the San Francisco Youth Commission. She was the recipient of several local and national scholarships, as well as of Bryn Mawr and federal financial aid.



STUDENT SOURCES ON THE IMPORTANCE OF FINANCIAL AID

The following students have agreed to speak with reporters about the impact that the availability of student financial aid has had on their lives. Each of them feels that, were it not for the availability of student aid and the particular help they received from their institution, they might not have been able to afford to continue their studies in college. All of them would recommend that Americans explore the many sources and programs of financial aid, and always remember that College Is Possible.

Bryn Mawr College, PA

- Marie Joy Mendoza
Home: (610) 526-5841

Duke University, NC

- Thomas Gamble
Home: (919) 613-3487

Johns Hopkins University, MD

- Jason Altman
Home: (410) 516-2680 — Weekday evenings, and all day Mondays.
Student Activities Office: (410) 526-8209 — Mornings, Tuesday through Friday
- Devora Shapiro Carrier
Home: (703) 455-1541
- Robert T. Johnson
Home: (410) 366-9053

Sonoma State University (Rohnert Park), CA

- Robert Grant IV
Home: (707) 664-3346
- Lashay F. Roberts
Home: (707) 585-3586

University of North Carolina at Chapel Hill, NC

- Emily Williamson
Home: (919) 962-4959
- Julia Wit
Home: (919) 914-1139



KEY FINDINGS FROM THE RESEARCH ON PUBLIC OPINION AND COLLEGE COST

Americans Believe College is Worth the Money, But Don't Think It's Affordable, and They Don't Know Where to Get Help

Americans believe a college education is worth the money, but they don't believe college is affordable and don't know where to go to get reliable information about financial aid, according to the findings of an extensive research study conducted by the American Council on Education (ACE) on behalf of a broad coalition of higher education associations and institutions.

The study, which included 16 focus groups with parents in eight cities in late 1997, and a survey of 2,000 adults between the ages of 21 and 65, identifies a wide gap between what the public knows about financing higher education and what it believes it knows. The study overwhelmingly showed that the public is not aware of how much financial aid is available to help meet college bills or where to find it. They also greatly overestimate the price of attending college.

COLLEGE COST IS AMONG AMERICANS' TOP FIVE WORRIES

The findings show that the cost of a college education is among Americans' top five list of worries about their children. Sixty-five percent of survey respondents said that "the cost of a college education" was among their list of worries, second only to their children using illegal drugs (71 percent). Americans worry about financing a college education for their children more than they worry about their children being a victim of a crime (64 percent), health care for their children (55 percent), and the quality of public schools (55 percent).

KEY FINDINGS FROM THE RESEARCH

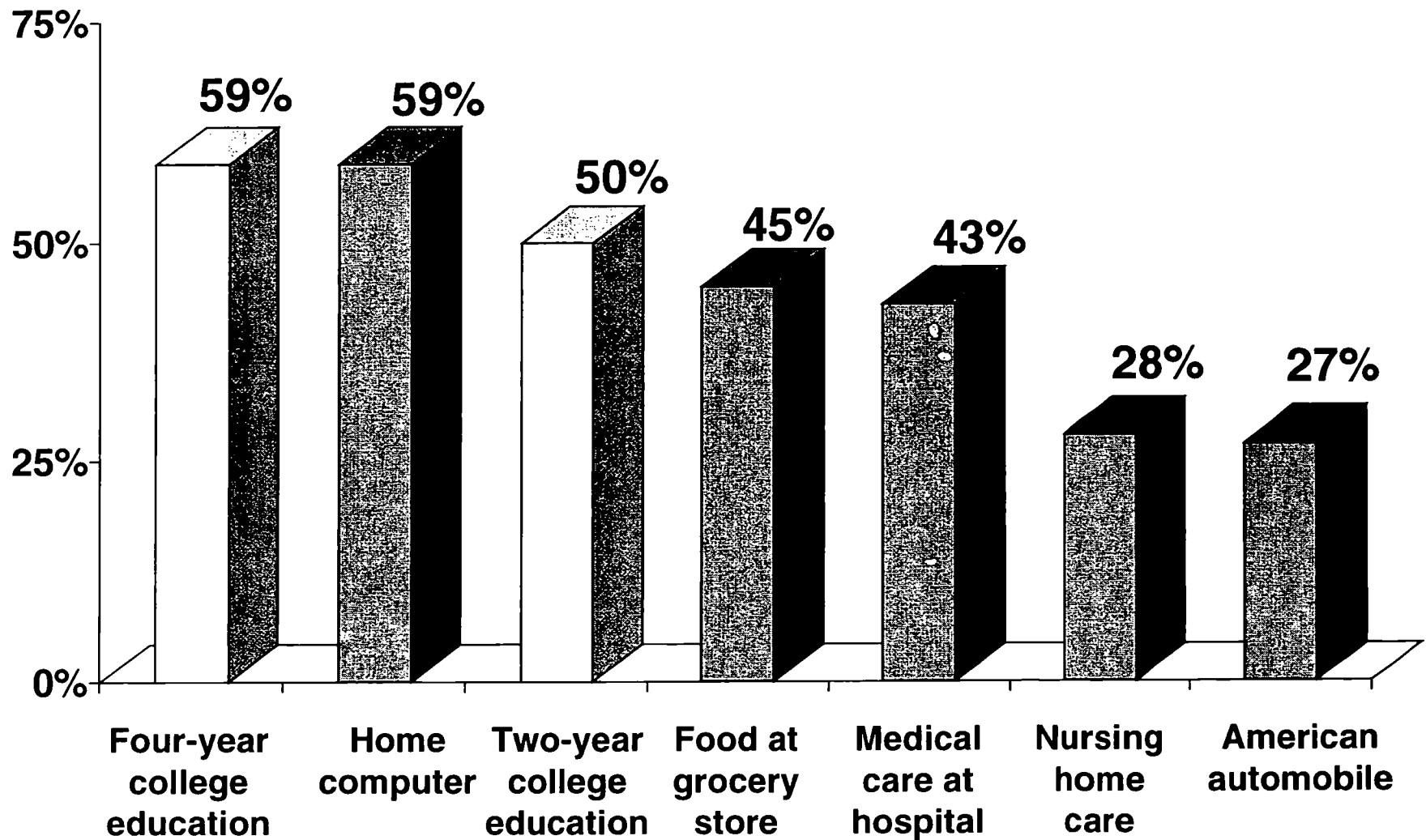
Overall, the study revealed six key findings:

- Fifty-eight percent of the public believes that higher education is vitally important, they want it for their children, and despite the perception that the price is high, it represents a "good value" for the money.
- The public worries a great deal about the price of college. Seventy-one percent of those surveyed believe that college is too expensive. Additionally, 83 percent of African Americans and 79 percent of Hispanics are more likely to think that college is not affordable.
- Despite the public's worries about the affordability of higher education in general and a positive self-assessment of their personal ability to afford it, the public has a distorted view of what it costs to attend college — thinking it costs considerably more than it does.
- The public has no idea why college prices increase.
- The public does not know how much financial aid is available to help meet college bills, where it comes from, or how to get it.

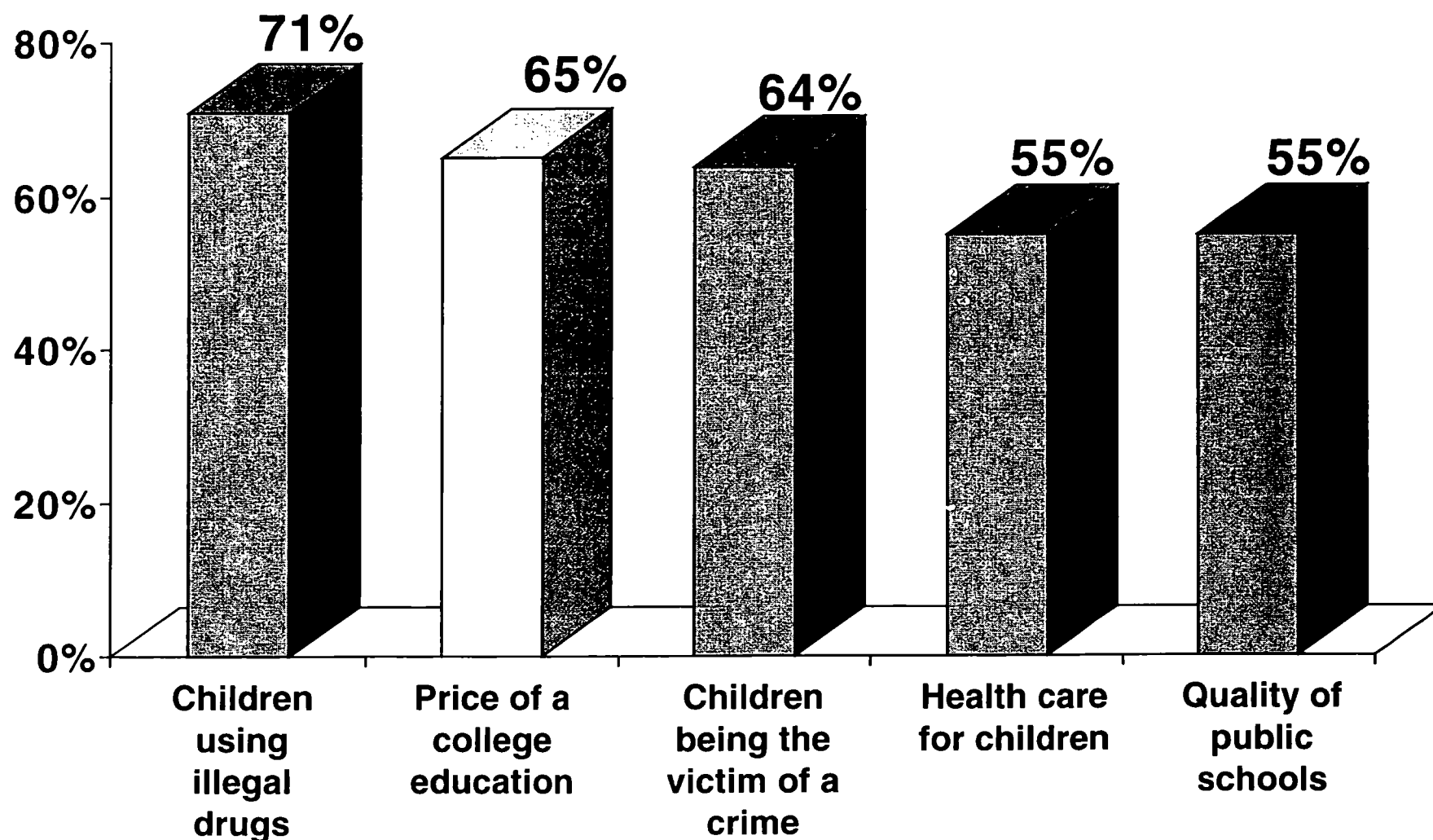


- The public thinks that college leaders are indifferent to their concerns about the cost of attending college. Fifty-five percent of those surveyed do not think colleges try to keep the amount they charge at affordable levels for families, and 80 percent think colleges and universities make a profit.

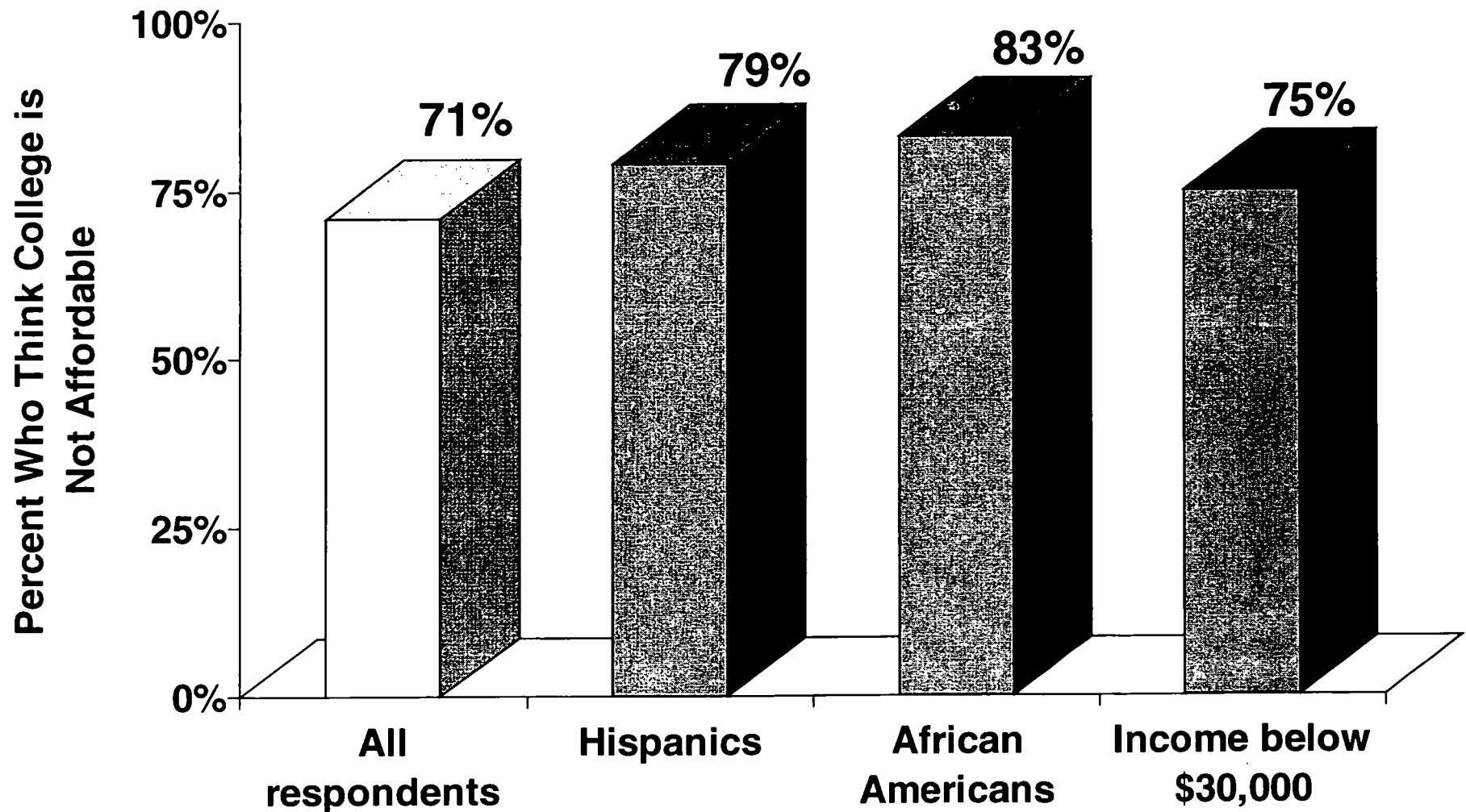
*Americans believe a college education
is usually worth the price.*



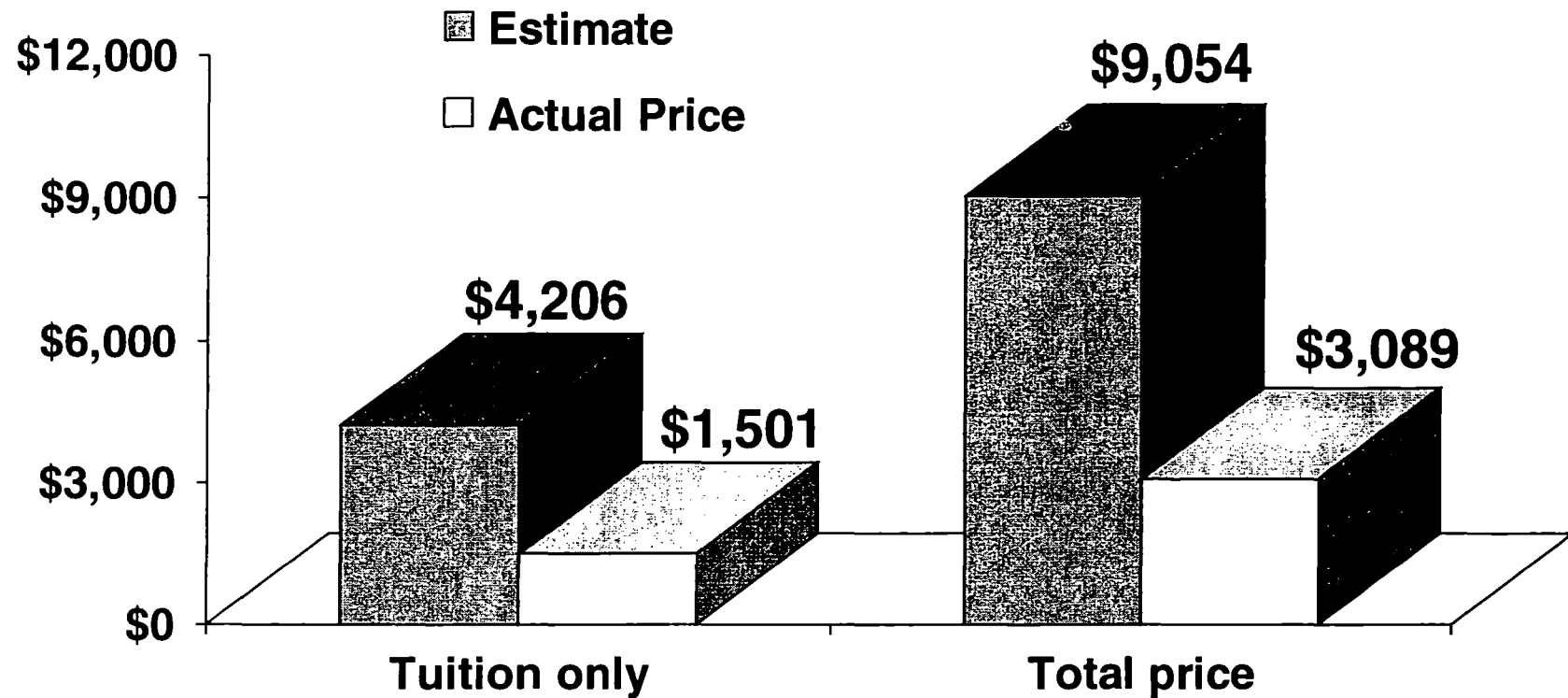
The price of college is near the top of Americans' list of worries about their children.



*The public thinks a college education is
NOT affordable for most families.*



Americans greatly overestimate the price of attending a two-year public college.



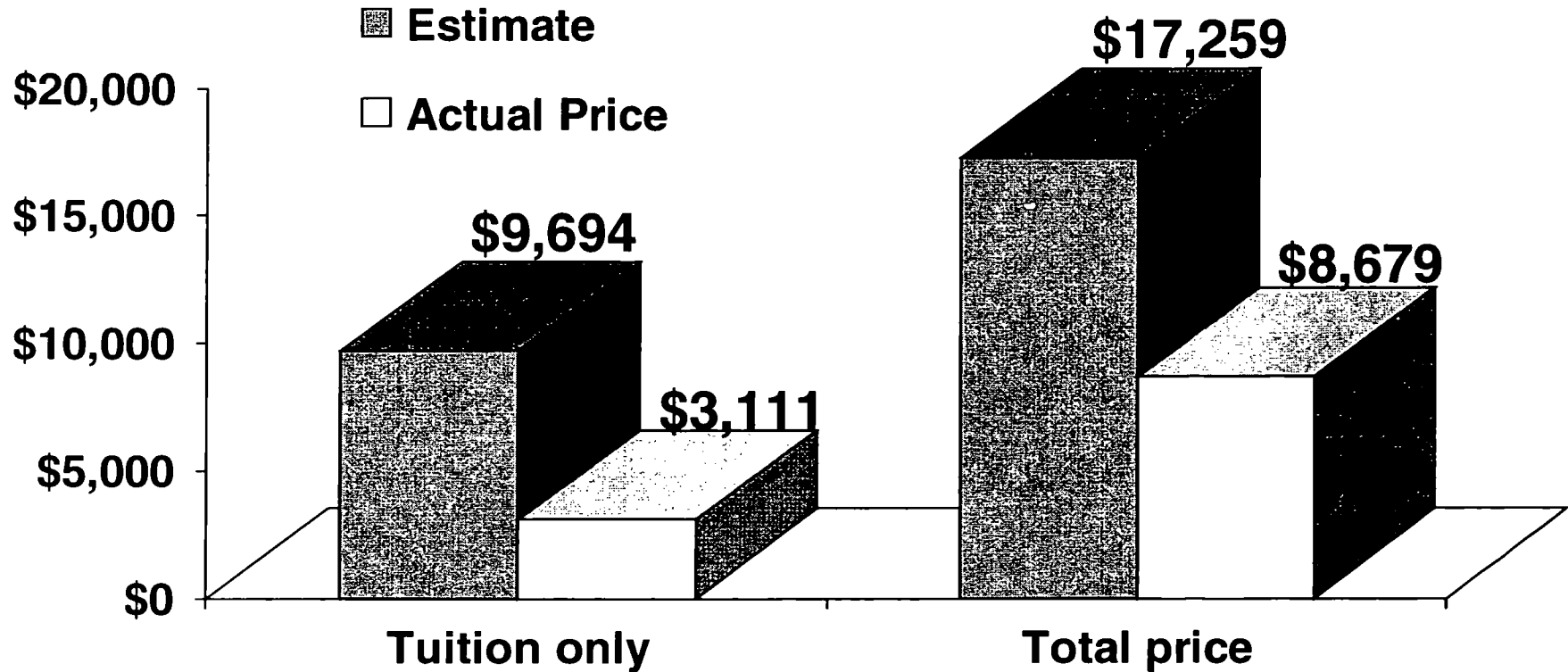
The public overestimates the price of tuition by 180%.

The public overestimates the total price by 193%.

Total price: In-state tuition and fees, transportation, and books and supplies.

Source for actual prices: The College Board, 1997-98 Annual Survey of Colleges.

Americans greatly overestimate the price of attending a four-year public college.



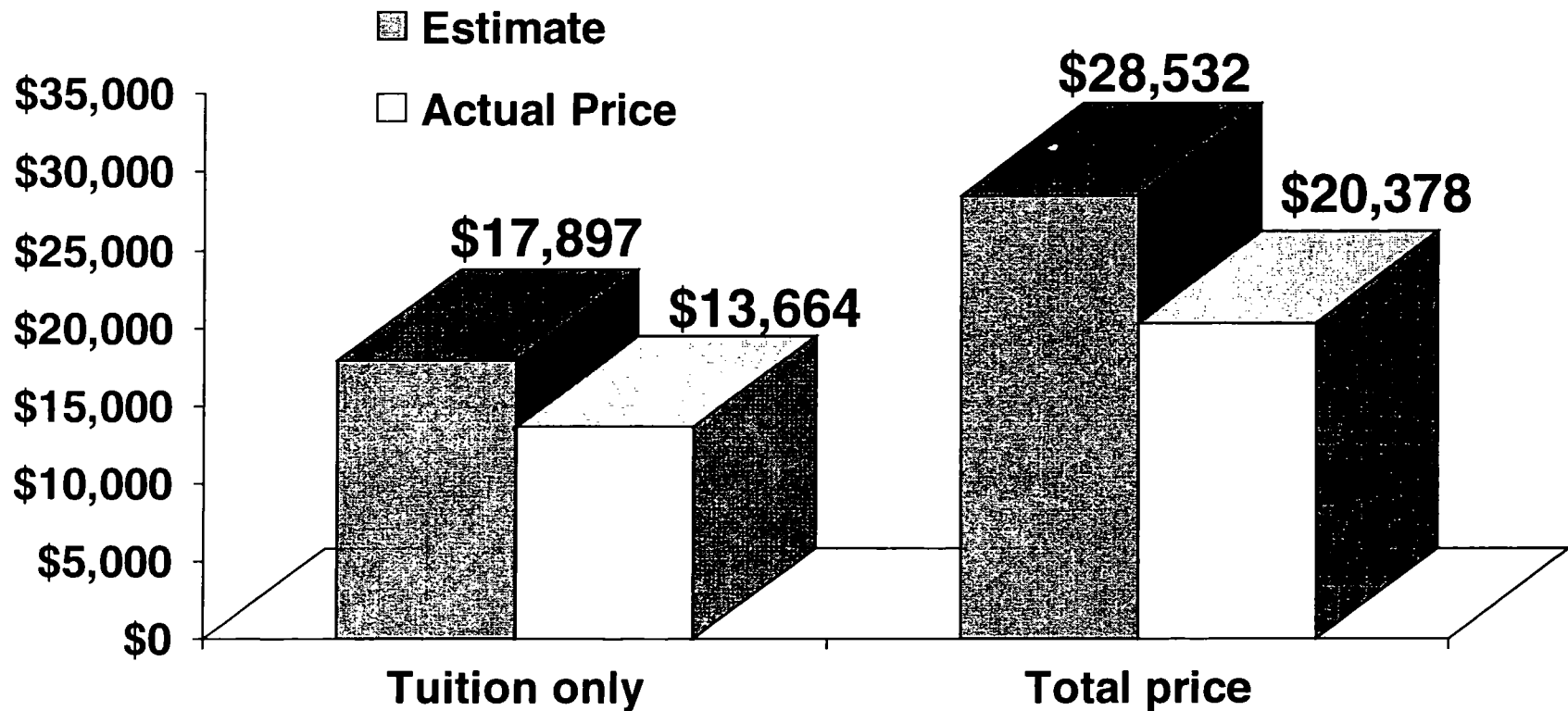
The public overestimates the price of tuition by 212%.

The public overestimates the total price by 99%.

Total price: In-state tuition and fees, room and board, books and supplies, and transportation for resident students.

Source for actual prices: The College Board, 1997-98 Annual Survey of Colleges.

Americans greatly overestimate the price of attending a four-year private college.



The public overestimates the price of tuition by 31%.

The public overestimates the total price by 40%.

Total price: Tuition and fees, room and board, books and supplies, and transportation for resident students.

Source for actual prices: The College Board, 1997-98 Annual Survey of Colleges.

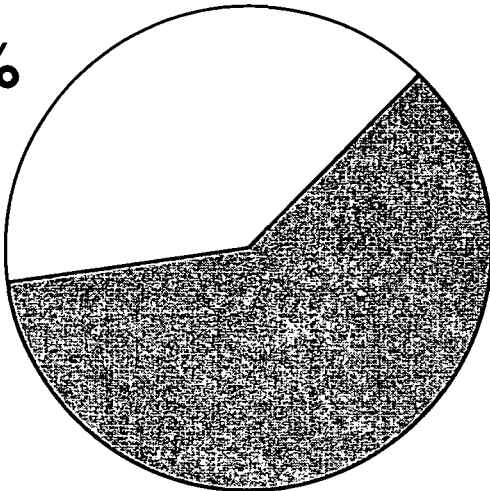
***Americans don't understand what drives
tuition increases.***

Reasons Respondents Identified for Tuition Increases	All Respondents	College Graduates	High School Graduates
Don't know	29%	23%	38%
"High-priced" faculty	33%	42%	26%
Colleges have a monopoly	15%	14%	11%
Technology	7%	12%	6%
"High-salaried" administrators	3%	2%	5%
Maintenance and upkeep	4%	4%	2%

***Most Americans think colleges
don't do enough to keep costs down.***

**Do colleges try to remain
affordable for families like yours?**

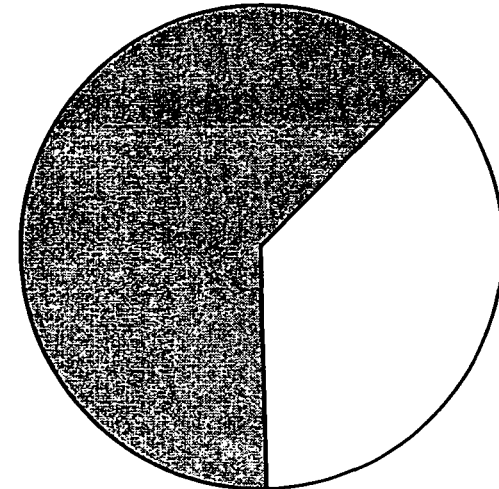
**Yes
40%**



**No
60%**

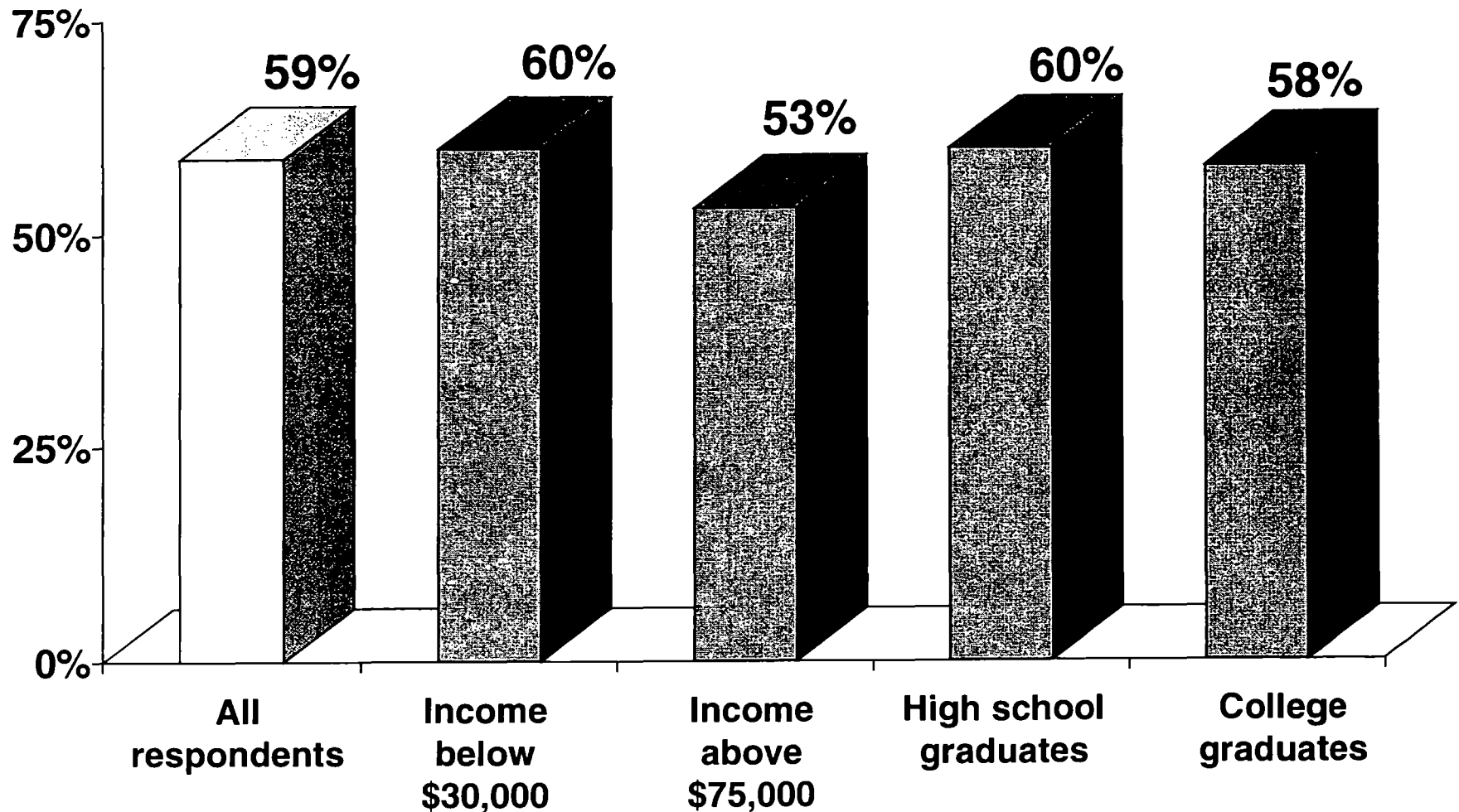
Do colleges charge a fair price?

**No
63%**



**Yes
37%**

The public is confident that student aid is available to help families like theirs.





MYTHS AND REALITIES ABOUT PAYING FOR COLLEGE

Myth: College tuition costs more than \$20,000 a year.

Reality: Of the 3,600 colleges and universities in America, 81 charged \$20,000 or more for tuition and fees in 1997-98. When on-campus room and board charges are added, about 300 institutions cost \$20,000 or more before student aid is deducted.

Myth: Private colleges are always more expensive than public colleges.

Reality: On average, private colleges usually cost more than public institutions, even after aid is deducted; however, there are instances in which a private college is less expensive, after student aid, than a public institution. For example, the cost of a private institution, less student aid, often is less than a public institution outside one's home state.

Myth: Only the very rich can afford college.

Reality: About 20 percent of traditional-aged undergraduates come from families with income below \$20,000 per year. The federal government, states, and institutions all offer financial aid to help low-income students afford college.

Myth: The middle class gets socked by college costs — there's no help for them.

Reality: A wide variety of aid programs are available to help middle-income families, including many grants and scholarships. At public colleges, about 30 percent of students with family income between \$50,000 and \$70,000 receive grants averaging \$1,700. At private institutions, almost 80 percent are awarded grants or scholarships that average \$6,000.

Myth: It actually hurts you to save for college because you get less financial aid.

Reality: Those who save will be expected to contribute more toward their children's education than those who don't save. However, the formulas for determining the expected family contribution count income far more heavily than savings, so the difference is usually not substantial. Furthermore, a family that saves will have the funds necessary to meet their expected contribution, while a family that does not save may have to borrow — with interest charges more than making up for the smaller expected contribution.

Myth: You really don't need college to be a success — look at Bill Gates.

Reality: Bill Gates' story is exceptional. Today, the average annual income of male full-time workers with a bachelor's degree is almost 50 percent higher than for those with a high school diploma. Those with an associate degree earn 20 percent more than high school graduates. The earnings differentials are just as large, if not larger, for women. Today, some postsecondary education or training is necessary for almost every good job.

Myth: Only big-time athletes get scholarships.

Reality: In 1995-96, only 1 percent of undergraduates received athletic scholarships. Most student aid is awarded on the basis of financial need — not athletic talent.



Myth: Only minorities get extra help.

Reality: The majority of student aid is awarded on the basis of financial need. Very little aid is awarded solely on the basis of students' race or ethnicity. According to a recent survey of financial aid officers, less than 10 percent of institutions' budgets for non-need-based scholarships go toward scholarships for members of specific minority groups. Generally, students from racial or ethnic minority groups are more likely to receive scholarships because they are more likely to have financial need.

Myth: Only white people know how to pull the strings to get to college.

Reality: Socioeconomic status and previous experience with higher education are much more important in determining who goes to college than race or ethnicity. The admissions and financial aid process is daunting for many families but especially those with no previous college experience. Families can get help from a number of sources. A good place to start is the local library or high school guidance office. The "College Is Possible" website (www.CollegeIsPossible.org) lists many helpful books, websites, and brochures. Much of this information is also listed in the "College is Possible" brochure, available by calling the U.S. Department of Education's special number for college information, 1-800-433-3243. Many communities also have a federally funded Educational Opportunity Center with trained counselors to help students and parents through the admissions and financial aid process.

Myth: It's not what you know when it comes to college and financial aid — it's who you know.

Reality: It is most important to forge relationships with people who can provide solid information and advice, such as high school guidance counselors and college admissions or financial aid personnel.

Myth: Community colleges offer only vocational education.

Reality: Community colleges provide a wide range of educational options, all at a low cost to students. In addition to career and technical education, community colleges offer the first two years of academic course work to transfer to a four-year institution. They also help workers upgrade their skills and provide courses for lifelong learning and personal enrichment. Open admissions, nearby locations, a wide array of courses, flexible class schedules, and low tuition prices make community colleges readily accessible for everyone.

Myth: Colleges charge whatever they want — they've got a monopoly.

Reality: Public and private colleges set their tuition in very different ways. Generally, state policy makers set tuition for public institutions. Tuition decisions are driven by the funding colleges receive from the state. When states cut their appropriations for colleges and universities, they have to raise tuition to make up at least part of the resulting budget shortfall. Private colleges set their own tuition, but they operate in a very competitive environment. They have to construct tuition and aid policies that allow them to fill their classes and offer the programs and facilities that will keep them competitive.



***Myth:** There is no basis for the soaring increase in college prices.*

Reality: Many factors influence college cost increases — technology and facility costs, faculty salaries, student aid expenditures, and cuts in state appropriations to name just a few. Since the early 1990s, annual price increases have stabilized at 5 percent. Colleges are trying to do even better, searching for new and innovative ways to cut costs and minimize tuition increases.



EXAMPLES OF CAMPUS COST MANAGEMENT

Burlington County College and the New Jersey Institute of Technology

Burlington County College (BCC) has partnered with the New Jersey Institute of Technology (NJIT), to open the Technology and Engineering Center (TEC) in Mt. Laurel, NJ. The two institutions combined resources to design, build, and operate the building which contains state-of-the-art labs, teleconferencing facilities, classrooms, and meeting rooms. BCC offers the associate degree programs, while NJIT offers bachelor's and master's programs. They market jointly. Since it opened in 1995, the facility has operated at near-capacity and has significantly stimulated economic growth in the region.

Bowdoin College, Brunswick, ME

In 1990, this liberal-arts institution undertook what its treasurer has called a "3 R's" effort—reorganization, reallocation, and retrenchment. The plan focused on "straightjacketing revenues and cutting costs" in such areas as:

- Early retirement — two packages offered as an inducement to cut more than 50 administrative and support positions.
- Staffing — increased use of part-time and temporary positions.
- Vacancies — filled only after careful review.

Implementation of these and other cost control efforts have reduced Bowdoin's budget by 30 percent in real terms since 1990.

California State University System (CSU)

For the last three years, resource allocation for the CSU has been set as a pact between the governor and the CSU. This pact allows CSU to anticipate a 4 percent resource increase per year in exchange for a cost savings of \$10 million per year from the institutions within the system. Together the general intention of the pact is to restrict the need for fee increases. CSU student fees (students do not pay tuition) have remained at \$1,584 per year for full-time students since 1994 and will actually be reduced (by 5 percent) in 1998. An example of what one CSU school is doing:

- California State University – San Bernardino Productivity Improvement Program: This institution-wide program includes automated systems for updating student progress, orders for diplomas, production of letters to prospective and admitted students, financial aid processing, and the telephone answering systems in financial aid. The Student Union replaced an air handler that requires less energy to cool and heat the building. They reduced the frequency of the Cal State magazine. The program, which includes many other areas, resulted in savings of almost \$500,000 the first year.

Clark University, Worcester, MA

As a result of its ongoing operational efficiency efforts, Clark is holding expenditures for its administration and physical plant to about 10 percent of its total budget. Among the initiatives taken to reach that goal:

- Strategic fuel-purchasing.
- Computerized energy co-generation and management (for example, using waste energy to heat and cool buildings), resulting in an annual savings of 33 percent.



- Consortium purchasing: in Clark's home city of Worcester, Mass., 10 higher educational institutions and 20 of the nonprofit institutions have banded together to purchase bulk items, saving almost 30 percent in the process.
- "Enterprise" budgeting, which treats certain parts of the university as self-contained businesses.

Central Michigan University (CMU), Mount Pleasant, MI

Between 1991 and 1995, CMU cut its base budget by \$9.6 million by restructuring offices, eliminating staff positions, asking employees to take a year with no salary increase, and eliminating a division and a vice president position. In addition, CMU demolished two residence halls and a dining hall due to high maintenance costs, invested in a utility savings light replacement project, and outsourced many services — custodial, dining room management, food court, investment management, health services. The school also required employees to pay a larger share of the cost of benefits, and moved employee groups to performance-based pay systems.

Kent State University

Kent's Strategic Plan for Restructuring involved a comprehensive set of steps to reduce expenditures. Part of the plan focused on reducing and consolidating academic programs — it reduced business Ph.D. options from 10 to 6; discontinued three undergraduate majors and eliminated four tenure track positions; discontinued the Ph.D. theater program; merged three language departments; reallocated positions; consolidated the Graduate College and the Office of Research and Sponsored Programs; and consolidated advising services. The restructuring eliminated a total of 60 tenure track positions in a four-year period, saving over \$3.6 million; vacated administrative positions at a savings of over \$350,000; and reduced staff positions by 70, reducing expenses by \$3.3 million in the Business and Finance Division.

Mount Saint Mary's College and Seminary, Emmitsburg, MD

Since 1995, Mount Saint Mary's College has trimmed \$2.3 million from its annual operating budget through staff and faculty reductions, program review, and departmental reorganizations. The rate of increase in tuition and room and board—which reached 13.5 percent ten years ago—dropped to 2 percent last year.

Ohio Foundation of Independent Colleges

Thirty-five independent colleges in Ohio are working together to redesign their business operations—among the broadest efforts of its kind in the country. By collaborating on this effort, they hope to save an annual total of \$20 million to \$25 million through reduced costs and increased revenues. In addition, 23 members of the Ohio Foundation of Independent Colleges are participating in an administrative collaboration that could save the institutions a total of \$8 million a year, with cost savings expanding as more institutions join. Other collaborative efforts underway in Ohio are the joint purchasing of employee health, life, and disability insurance; an attempt to save on energy costs through joint purchases; an exploration of how academic programs and professors might be shared; and the development of a financial-aid estimator and an 'electronic counselor' on the World Wide Web.



The Pennsylvania State University (Penn State)

From 1992 until 1997, the university made \$36.5 million in internal budget reductions. They have Continuous Quality Improvement Teams that have identified efficiency improvements which have saved several million dollars. There are 227 teams looking at ways to improve processes and increase customer satisfaction.

Rutgers, The State University of New Jersey

Recognizing the need for significant institutional support for growth areas according to its 1995 strategic plan, Rutgers embarked on an ambitious reallocation effort to shift administrative savings to academic priorities. This effort, known as the Strategic Resource and Opportunity Analysis (SROA), successfully identified — through the work of vice presidents and provosts — limited administrative resources for reallocation to support key academic initiatives. Since its inception, roughly \$12 million in SROA-generated resources have been used to leverage millions more in support of 75 high priority strategic planning projects.

Syracuse University

Over the past six years, Syracuse has trimmed its administrative budget by 25 percent and cut 550 faculty and staff positions. At the same time, the institution has quadrupled the amount of money it spends on need- and merit-based student aid.

University of California, Riverside

Faced with increasing enrollments and limited state funding, the administrative services unit transformed the way it serves campus customers. Among the steps and associated budget savings:

- Reorganization and elimination of unneeded management layers saves \$750,000 annually.
- Redesign of the acquisitions process saves \$1 million annually.
- Redesign of physical plant construction and repair processes saves \$800,000 annually.
- Implementation of an automated travel management system coupled with improved processes saves \$300,000 annually.
- Reduction in energy utilization and improvements in processes for acquiring natural resources saves \$493,000 annually.
- Improvements in environmental health and safety practices produced savings of \$322,000 annually.
- Additional process improvements throughout various departments resulted in cumulative annual savings of \$252,000. The out-of-pocket investment needed to identify these process improvements and indicated savings amounted to \$70,000.



EXAMPLES OF INNOVATIVE APPROACHES TO MAKE COLLEGE MORE AFFORDABLE

Bennington College, Bennington, VT

Since implementing a campus-wide restructuring program in 1994, Bennington's comprehensive fee has risen only once — 2.3 percent in 1997. Bennington is on track to meet its goal of reducing tuition by 10 percent in 1994 dollars by the year 2000. Taking into account Bennington's zero-percent tuition increase for the 1998-99 academic year, it has cut tuition by nearly 8 percent since 1994.

Dickinson College, Carlisle, PA

Students applying for admission by December 1 each year will be guaranteed the same amount of grant aid for all four years at Dickinson. If tuition increases or the family's financial circumstances change, the grant will be adjusted accordingly. In addition, the Benjamin Rush Scholarship awards up to \$5,000 to the most competitive needy applications. Dickinson's Teachers for Tomorrow program provides students in the teacher education program a \$20,000 grant in exchange for a four-year teaching commitment after graduation.

Central Michigan University, Mount Pleasant, MI

Guarantees graduation in four years for students enrolled in most of the university's undergraduate programs or the university will pay for the courses needed to finish the degree.

Commonwealth of Massachusetts Community College System

Massachusetts has reduced tuition at community colleges to only \$500 (down from \$2359 in 1995-96), a move that virtually assures every individual access to the first two years of college.

Duke University

Duke University trustees recently approved the administration's recommendation not to make any upward adjustments in assessments of a family's financial capabilities as a result of the new federal tuition tax credits (HOPE scholarships) that were enacted by the Congress last summer. This will permit eligible Duke students and their families to obtain the full relief that these credits were intended to provide — up to \$1,500 a year for the first two years of college and up to \$1,000 a year for all other years. Duke has also announced a new program of differential loan packaging. For students from families who, according to Duke's financial aid assessments, would qualify for a minimal family contribution as part of their overall aid package, Duke will substitute \$2,000 in grants for the first \$2,000 in normal loan expectations. University officials say that between 250 and 300 families are expected to benefit from this change.

Harvard University

Harvard is increasing its scholarship fund by 20 percent, providing individual scholarship recipients with at least \$2,000 more a year in grant aid. The university is also changing its student aid formula to allow students with outside scholarships to apply the full amount of those awards to meet the "self-help" requirement.

**Kent State University**

Under the "Kent First" Program, incoming freshmen and their families who choose this option will be guaranteed no fee increases and will know the full price of a degree up front. Participants can pay for their instructional and general fees with one down payment and 36 fixed monthly payments. They also get a \$1,000 certificate that may be applied toward any of Kent's graduate-level programs.

Michigan State University

In late 1994, Michigan enacted a program for all new students known as "The MSU Tuition Guarantee," and promised that tuition would rise no higher than the rate of inflation for the next four years.

Northern Arizona University (NAU) and Arizona Community College System

Northern Arizona University has formed collaborative partnerships with Arizona's public community college system to offer convenient, low-cost options for students who intend to earn an undergraduate degree. Students complete their first two years of study at a local community college, then transfer to NAU for the remaining two years at one of 18 statewide service areas. Each of these service areas houses an NAU office where students can be advised, admitted and registered. NAU shares facilities with the community colleges including interactive television classrooms, traditional classrooms, libraries, and computer labs. Students often graduate from NAU without setting foot on the "traditional" campus in Flagstaff.

Pine Manor College, Chestnut Hill, MA

Pine Manor is using a bequest to cut its tuition by 34 percent and its room and board charges by 24 percent for the 1998-99 academic year. Pine Manor reduced its in-state tuition by \$6,000 in 1996, and froze tuition in 1997.

Princeton University

Princeton will increase its financial aid budget by 20 percent over the next four years, in the process replacing loans with grants for students whose families earn less than \$40,000 a year. At the same time, Princeton is holding the increase in comprehensive fees to 3.7 percent this year, the lowest in three decades.

Queen's College, Charlotte, NC

On the strength of its best-ever fund-raising campaign, Queen's has cut tuition by 27.5 percent for the 1998-99 academic year.



SAMPLE RADIO PSA SCRIPT

Live Announcer:

Just who is college for anyway? Well . . . How about you? Some believe that going to college is too expensive. The very thought is so intimidating many don't even try. But there is a way. Today, there are a variety of alternatives that can make college affordable for just about anyone who's qualified to go.

In fact, last year, students received nearly sixty billion dollars in grants, scholarships, and low-interest loans to attend colleges and universities all across America.

With the help of student aid, three out of four full-time undergraduates pay less than ten thousand dollars a year to go to college. And that includes tuition, books, room and board, and other living expenses.

College can lead you to better jobs, a better income, and a better way of life.

For more information and a free brochure, call the U.S. Department of Education at 1-800-433-3243 and ask for the College is Possible campaign. Or look us up on the web at www.CollegeIsPossible.org.

Who is college for? College is for you.

Brought to you by The Coalition of America's Colleges and Universities.

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