

| 90-Second Commercial Framework          | Sample Language  |
|---|--|
| <p><b>Context—Where are we now?</b></p> | <p>2019 was one for the books as NYU admitted the most diverse undergraduate class in its 188-year history and also its most selective, with only 16 percent of applicants offered admission to our halls<sup>1</sup>.</p> <p>And we're delighted to note that of the 13,600 lucky entrants, first-generation college students comprise 18 percent of the class. Because first-gen students disproportionately hail from disadvantaged communities, we provide a number of programs to support them and their families, including the AnBryce Scholarship, an award for first-genners who demonstrate the appropriate leadership qualities and financial need. One notable recipient, Amanda Lawson, was recently awarded the highly competitive Harry S. Truman Scholarship, and founded an organization that covers the bail cost of hundreds of incarcerated New Yorkers<sup>2</sup>.</p> |
| <p><b>Gap—What aren't we doing?</b></p> | <p>Despite being renewable and available for both undergraduate and graduate students, not all students who are first in their immediate family to pursue a higher education are fortunate enough to land an AnBryce. Presently, only between one and five first-gen students are recipients of the award <i>per year</i><sup>3</sup>, forcing 2,400 other first-genners to cover tuition by other means.</p> <p>With total cost of NYU attendance expected to rise every year by 3 to 5 percent<sup>4</sup>, balanced with the harsh reality that NYU has one of the smallest endowments on a per</p>   |

<sup>1</sup> [https://www.nyu.edu/about/news-publications/news/2019/march/Class\\_of\\_2023\\_Admits.html](https://www.nyu.edu/about/news-publications/news/2019/march/Class_of_2023_Admits.html)

<sup>2</sup> <https://nyulocal.com/cas-junior-name-one-of-2018-truman-scholars-a365034fcdda>

<sup>3</sup> <https://nyu-anbryce.org/scholars>

<sup>4</sup> <https://www.nyu.edu/content/dam/nyu/financialAid/documents/FinAidNYU.pdf>

|  |   |
|--|---|
|  | <p>student basis given the size of our student body<sup>5</sup>, many first-genners are swimming against a mounting wave of financial obligations.</p>  |
| <p><b>Priority—How are we going to get to where we want to be?</b></p> | <p>Luckily, NYU’s efforts to bridge the current gap are three-fold.</p> <ul style="list-style-type: none"> <li>(1) We’ve enacted a variety of programs geared toward first-generation students: the NYU Breakthrough Scholars Leadership Program, which pairs them with mentors, sponsors and peers as they foster the kind of skills and relationships that will help them in their professional lives, and the NYU College Advising Corps pairs college graduates with students at high-need high schools so more first-gen students are able to navigate the stressors of applying for college and securing financial aid while here</li> <li>(2) The work of our NYU Affordability Steering Committee and the Affordability Working Group, set up in 2016 to address rising tuition costs, has made college more affordable for <i>all</i> our students across the board</li> <li>(3) In efforts to boost our fundraising coffers, we initiated the Momentum Campaign, which brought in upwards of \$1.3 billion in scholarships<sup>6</sup></li> </ul> |
| <p><b>Impact—What will be different when we get there?</b></p>         | <p>The aforementioned efforts have enabled us to provide \$23 million in scholarships to first-generation nursing students<sup>7</sup>, ensured that our students graduate with a lower rate</p>  |

5

<https://www.nyu.edu/about/leadership-university-administration/office-of-the-president/communications/next-steps-on-affordability-at-nyu.html>

6

<https://www.nyu.edu/about/university-initiatives/affordability-steering-committee/timeline-and-updates/a-presidential-commitment-to-affordability.html>

<sup>7</sup> <https://medium.com/nyu-affordability/progress-in-affordability-at-nyu-68a457b30676>

|  |   |
|--|---|
|  | <p>of debt than the national average, and has seen NYU students rank 4th and 5th in national intergenerational mobility rates (a number especially pertinent to our first-genners).</p>   |
| <b>Cool Kids—Who else is Co-investing?</b> | <p>It is our hope that more people are inspired by the work of Beatrice and Anthony Welters, the founders and co-chairs of the AnBryce Foundation, which has awarded hundreds of full-ride scholarships to first-generation students that exhibit professional promise and demonstrable financial hardship. With their continued support and participation, we've been able to help students gain access to a quality education at NYU since 1998.</p> <p>Are you able to set up a similar needs-and-merits-based resource?</p> |