



APSCU

ASSOCIATION OF
PRIVATE SECTOR COLLEGES
AND UNIVERSITIES

TALKING POINTS – STUDENTS/GRADUATES

- As a student/graduate of [school], I have come to Washington today with many other students/graduates to express my strong support for programs offered by private sector colleges and universities.
- Without the education available to me at [school] I would not have the opportunity to pursue [career choice].

[Tell your unique education/career success story]

- The voices of students and graduates who attend these colleges and universities needs to be heard loud and clear in Washington.
- I support **access** to college level programs by as many people as possible and the broadest **choice** in those programs as possible.
- It is my education, my job and my choice. Please don't let Washington interfere.

TIPS FOR TALKING WITH MEDIA

- Describe briefly the way your career education has enhanced or is enhancing your ability to focus on goal-attainment.
- If you attended a “traditional” college before enrolling in a career institution, comment briefly on how the career college experience was/is better suited to your needs.
- Should a reporter ask if or how much debt you incurred at a career institution, you can firmly but politely reply: “I made an adult decision to invest in my education, and I am confident in my ability to meet my financial responsibilities.”
- Should the reporter continue to push on the debt point, you can politely but firmly reply: “I have answered that question, and am happy to talk more about how my degree/diploma/certificate has enhanced my career prospects.”
- To the question of high-pressure recruitment, the student could reply: “My decision to choose a private sector college was made after I had considered other options. It was my choice, and I made it based on several factors, not solely on any contact with recruiters.”

- **Be honest.**
- **Be straightforward.**
- **Don't kid around. You think you are kidding. The reporter doesn't.**
- **If you don't know the answer, say you don't know the answer.**
- **Keep answers short.**
- **When you feel it's time to be done, say thank you and move on.**