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NCHER Kicks Off Social Media Campaign Promoting Important Services Its Members Provide to Help Students and Families

Washington, DC (September 4, 2018) — On Monday, September 3, the National Council of Higher Education Resources kicked off a social media campaign promoting the important services its members provide to students and families to pay for and complete college. Each week, the #WeAreNCHER social media campaign will spotlight one of its members and share daily posts which will include a fun fact of the day; information that students may not know about the organization; testimonials; exclusive services provided to students and families in an individual state or around the country; and individual data for the highlighted NCHER member. The easy-to-read posts will use photos and or graphics to enhance the data and provide readers with helpful information about a state, nonprofit, or private organization whose mission is to help students access and complete postsecondary education.

“For more than 50 years, NCHER members have provided a range of college access and success services and programs to students, parents, schools, and community organizations to help individuals gain access to and succeed at postsecondary education. This includes financial aid awareness, consumer education, completion services and events for the Free Application for Federal Student Aid, borrower assistance, ombudsman support, training and assistance programs to high school counselors and financial aid administrators, and a wide range of financial literacy/education and wellness programs, as well as services on budgeting, establishing good credit, paying for college, and successfully managing debt,” NCHER President James Bergeron said. “The #WeAreNCHER campaign highlights many of these important efforts our members do to assist students and their families as they return to the classroom and are well into the school year. NCHER encourages the public to view these members as the go-to place for assisting students, and to reach out to them if they have questions or want more information.”

Each tweet and Facebook post will link followers to the spotlighted member’s website which will expand on the specific data. Readers will also be able to link to the NCHER website which will house industry-wide data and a history of each week’s tweets and Facebook posts. NCHER’s 15-week campaign began on September 3 and will conclude on Friday, December 14. For further information, visit the [NCHER website](#).

The National Council of Higher Education Resources (NCHER) is a nonprofit trade association that represents a nationwide network of state, nonprofit, and private higher education assistance agencies that make grant and loan assistance available to students and parents to pay for the costs of postsecondary education. NCHER members provide higher education access, outreach, financial literacy, and counseling programs, and service and collect on federal and private education loans.