

## College Scorecard Communications Toolkit

### Back to School and the College Scorecard

As you know, the beginning of the school year is an important time for rising high school seniors as they prepare to make important decisions about where to attend college. The College Scorecard is a great resource for choosing colleges, helping students to broaden their college search and compare their top-choice schools. By using the College Scorecard to compare costs and outcomes with their future degrees, students are better equipped to make these critical life decisions. To assist you in reaching out to your stakeholders, we have put together a communications toolkit to help you share information on the College Scorecard.

#### The toolkit includes:

1. Sample Stakeholder Email
2. Suggested Social Media Content
3. Importance of the College Scorecard

## Sample Stakeholder Email

Subject: Back to School and the College Scorecard

Dear Colleague,

As the school year begins, many high school students, parents, and working Americans are thinking about their next educational steps. With so many postsecondary options to consider, it's important that all prospective students have the information they need to make the best decision possible. These decisions—to pursue a higher education, with which type of degree, and at which institution—all have a lasting impact on students and their futures.

That's why the U.S. Department of Education recently released its first annual update of the redesigned College Scorecard—available at [CollegeScorecard.ed.gov](https://CollegeScorecard.ed.gov)—to ensure that students and families have the most up-to-date, comprehensive, and reliable information available on colleges, all in an easy-to-understand format. The site allows visitors to sort and filter their search results to easily compare schools and decide which college makes the most sense when considering the typical costs, average student loan amount, students' ability to repay their loans, and their future earnings.

We invite your participation to help ensure that the information on [CollegeScorecard.ed.gov](https://CollegeScorecard.ed.gov) gets into the hands of more students and families so they can make informed college choices. Thank you for sharing this with your broader networks.

Best Regards,

## Social Media Content For Back to School

### Twitter

- Use the @usedgov #CollegeScorecard to find and compare colleges. <http://1.usa.gov/1KKfO4c>
- #CollegeScorecard empowers students & families to rate colleges based on what matters most to them. Check it out -> <http://1.usa.gov/1KKfO4c>
- DYK you can use #CollegeScorecard to compare schools based on size, location, and degree program -> <http://1.usa.gov/1KKfO4c>
- Teachers & Counselors! #CollegeScorecard is a great resource to share with your students -> <http://1.usa.gov/1KKfO4c>
- Having trouble deciding where to apply? #CollegeScorecard allows you to compare colleges -> <http://1.usa.gov/1KKfO4c>
- It's never too early to start thinking about college. Let #CollegeScorecard help you -> <http://1.usa.gov/1KKfO4c>
- Thinking about going to college? #CollegeScorecard is a resource to help find the college that best fits you -> <http://1.usa.gov/1KKfO4c>
- It's never too early in the school year to look for colleges. Use #CollegeScorecard to find and compare colleges -> <http://1.usa.gov/1KKfO4c>
- Interested in learning how successful students are at your potential future #college? The #CollegeScorecard can help [collegescorecard.ed.gov/](http://collegescorecard.ed.gov/)
- Location? Earnings? Graduation rate? Let us help weigh the pros & cons. Compare schools here: [collegescorecard.ed.gov](http://collegescorecard.ed.gov)
- Know someone who's searching for #college options? Share the College Scorecard! [collegescorecard.ed.gov](http://collegescorecard.ed.gov) #CollegeScorecard
- Need more #college knowledge? Check out the College Scorecard! #HigherEd [collegescorecard.ed.gov](http://collegescorecard.ed.gov)
- Not sure which #college you can afford? Check out the College Scorecard to find out more!
- The Scorecard will help you find a #college that helps students learn, graduate, and find jobs. #CollegeScorecard [collegescorecard.ed.gov](http://collegescorecard.ed.gov)
- Are you an advising professional? Helping #students get into college? Have them try the #CollegeScorecard [collegescorecard.ed.gov](http://collegescorecard.ed.gov)

Facebook:

- As Dr. Seuss would say, “You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose.” Let us help you navigate your college options by visiting the College Scorecard: [collegescorecard.ed.gov](https://collegescorecard.ed.gov) #reachhigher
- Early #FAFSA is coming! It’s time to think about which school is best for you, and we have the information you need to make that decision. Visit the College Scorecard at [collegescorecard.ed.gov](https://collegescorecard.ed.gov)
- YES, you have options! With thousands of colleges and universities across the nation, make sure you choose the one that is the right fit for you. Search them all using the College Scorecard at [collegescorecard.ed.gov](https://collegescorecard.ed.gov) #reachhigher
- Going to college? Want the best bang for your buck? The College Scorecard can help. <https://collegescorecard.ed.gov/>

## Importance of the College Scorecard

- For students, higher education may be the single most important investment they can make in their futures to ensure they have the knowledge and skills needed to compete in an increasingly global marketplace. Experts say that by 2020, two-thirds of all jobs will require a postsecondary education; and college graduates are likely to earn a lot more and experience lower unemployment than those with only a high school diploma.
- This year, the U.S. Department of Education provided its first update of the redesigned College Scorecard, an interactive college search tool created with direct input from students, families, and their advisers.
- So far, 1.5 million users have visited the website to further explore their college options.
- The Scorecard provides the clearest, most accessible, and most reliable national data on college costs, graduation rates, typical debt levels, and post-college earnings. It is available to help students make informed choices about attending college.
- The College Scorecard is primarily designed for students and families, so the data are presented in an easy-to-understand graphical format.
- Students can also make specific searches based on what's most important to them. For example, students can use the College Scorecard to find men- or women-only institutions, Hispanic-Serving Institutions, Historically Black Colleges and Universities, specific religious affiliations, schools that offer particular types of degrees and academic programs, and so much more.
- By making federal data on the performance of U.S. institutions widely available to the public, the U.S. Department of Education hopes that increased transparency will help support students as they pursue their academic and career goals through a college education and seek to find the institutions that will give them the best chances for success.