

## BOARD OF TRUSTEES OF THE NEBRASKA STATE COLLEGES

### CHANCELLOR INFORMATIONAL ITEMS

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*INFORMATION ONLY:*      **College Is Worth It Campaign**

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Through its partnership with 65 college and university systems, National Association of System Heads (NASH) has recently unveiled the "College Is Worth It" campaign designed to push back on years of declining public confidence in the value of higher education. The initiative includes a public relations campaign and a material effort to increase a college degree's economic return on investment. Judi Yorges has been collaborating with other NASH Communication and Marketing representatives this past year on the launch of this campaign, which provides for NSCS and College branding opportunities. Judi will provide a brief overview of this work and the efforts underway for the coming year.