



## **Stand Up for Student Aid – Video Guidelines** **The Campaign for TAP \$6,500**

Across more than 40 years, five million New Yorkers have used Tuition Assistance Program (TAP) to help meet their college expenses.

- More than 80,000 New York resident use TAP to attend 100+ private, not-for-profit colleges and universities.
- Nearly three-quarters (72 percent) of Independent Sector TAP recipients have incomes below \$40,000; more than half (51 percent) earn less than \$20,000.

The current State Budget (SFY 2016-17) did not include an increase for the TAP maximum award. The last increase was in SFY 2013-14, which saw the maximum award increased by \$165, for a new maximum award of \$5,165. For the upcoming 2017-18 fiscal year we want to **call for raising the maximum award to \$6,500**.

We ask that you identify a New York State resident student on your campus and film a short video to help us populate our e-advocacy platforms.

**Visit our YouTube Channel for video examples:**

<https://www.youtube.com/user/nycolleges>

**Visit the Student Aid Alliance Website for additional examples:**

<http://nystudentaidalliance.org/student-stories>

- In terms of content, we hope that the student can (1) tell us what receiving TAP has meant to them; (2) explain why increasing funding for TAP and opportunity programs is important to students like them; and (3) share any personal story of what attending college has meant to them.
- Please do not exceed 2-3 minutes in length for the video. In terms of file format, any of the following formats would be fine: mov, mpeg4, mp4, avi, wmf, mpegps, flv, 3gpp, or WebM.
- We plan to upload the videos as a standalone feature, so pictures or a b-roll are optional.



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“Stand Up for Student Aid” Video Testimonials should be just a few minutes in length. Students are encouraged to share details on their college experience and discuss why student aid matters.

A few sample questions might include:

- What does student aid mean to you?
- How has it helped you?
- What are your future plans?  
Career?  
Graduate studies?

Videos can be shared to the cicu Dropbox folder:

Upload photos and videos to: [www.dropbox.com](http://www.dropbox.com)

Sign in: [info@cicu.org](mailto:info@cicu.org)

Password: nycolleges

Please post videos in the folder labeled, “Stand Up for Student Aid.” Once approved, videos will be uploaded to the [NYSAA YouTube channel](#). Please take a few moments to view other videos on this site.



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**Student Name:**

**Institution:**

**Major/Class Year:**

**Home Address\*:**

**Nominator Name/Contact Information:**

Please return this page along with the signed wavier and include both in the Dropbox folder when uploading student videos.

\*Address will be used to confirm New York State residency and to match students with the elected officials who represent them. Videos and stories may be shared with media outlets in New York State.



Photo, Video, Audio – Consent Form

I, \_\_\_\_\_, do hereby fully and freely consent to the use, by the Commission on Independent Colleges and Universities (clcu) and/or its agents and assigns, of my photograph, picture, name, comments, testimonial and/or promotion of the same for purposes of the Independent Sector of Higher Education in New York.

I further consent to the use, by clcu and/or its agents and assigns, of my photograph, picture, name, comments, testimonial, and/or voice in any film, videotaping, recording, soundtrack and/or other mechanical means of recording picture and/or sound.

I also consent to the use and reuse thereof in their entirety and/or in composite with those of others, in clcu's advocacy on behalf of its member colleges and universities with the Executive Chamber, legislators, their staff and/or media and also on any television or radio station and/or in any publication by clcu, including print or electronic, at such time or times as clcu, its agents and assigns desire to use the same.

I do hereby release and hold harmless clcu and/or its agents and assigns from any liability with regard to the above stated purposes arising out of said participation. I hereby grant to clcu and/or its agents and assigns the right to use, and to license other to use, my photograph, picture, name, comments, testimonials and/or voice to advertise and publicize the interest of the member independent colleges and universities of clcu.

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*Signature of Participant*

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*Date*

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*Signature of Parent/Guardian  
(if participant is under 18 years of age)*

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*Date*