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NHCUC PARTERS WITH NH TOURISM TO WOO NEW YORKERS TO ATTEND COLLEGE IN NEW HAMPSHIRE

*Statewide College Fair in Keene and National College Fair in New York
To Feature New Hampshire Colleges and Universities*

Concord, NH – (April 17, 2018) The New Hampshire Division of Travel and Tourism Development (DTTD)/Department of Business and Economic Affairs (BEA) and the New Hampshire College and University Council (NHCUC) have partnered on a unique strategy to recruit New York City high school grads to attend New Hampshire colleges.

With an enhanced presence highlighting Visit NH signage at the April 22 National Association for College Admission Counseling (NACAC) college fair in New York City, nine New Hampshire institutions were grouped in an exclusive “New Hampshire Row,” with an objective to promote the state as an education destination.

“New York serves as a substantial exporter of students attending New Hampshire colleges,” explains Mike Vlacich, president of NHCUC. “We believe we can team up with our friends in state tourism to make a strong pitch to students to seriously consider earning their degrees in our great state.”

“There are inextricable ties between the state’s tourism offering and higher education,” says Victoria Cimino, director of Travel and Tourism for New Hampshire. “There are a number of variables to consider when deciding where to attend college and DTTD wants New Hampshire’s vibrant cities and towns, outdoor recreation, and scenic beauty, will play a role in that decision” The NACAC fair took place in advance of the launch of DTTD’s summer advertising campaign in the New York Designated Market Area.

Officials believe this recruiting effort can bring more students to New Hampshire’s college and universities, and ultimately benefit the many local businesses hoping to hire qualified graduates. The partnership is viewed as the first step in a long-term

collaborative effort to promote New Hampshire as a premier choice for students seeking a New England college experience with world-class educational institutions that are committed to graduating students in four years. In addition, New Hampshire's business community offers unrivaled internship opportunities and career prospects in a growing job market.

New Hampshire institutions who participated in NACAC New York, included:

- Saint Anselm College
- Plymouth State University
- Keene State College
- University of New Hampshire
- Rivier University
- Colby-Sawyer College
- New England College
- Southern New Hampshire University
- Franklin Pierce University

Meantime, NHCUC is making sure New Hampshire high school students gain the same information and get the same level of focused attention. **On May 22nd, one of the largest college fairs in the state will be held from 9:00am – 11:00am at Keene State College in Keene.** All New Hampshire students are invited to attend. New Hampshire's colleges and universities offer a premier option for students to stay in state for their college education.

Whether you're from New York or New Hampshire, thousands of students will have either attended or will attend these two college fairs this spring in search of their home away from home for the next four years. Students can learn more about colleges in New Hampshire by visiting www.VisitNHcolleges.org

About NHCUC

The New Hampshire College & University Council is a non-profit consortium of 21 public and private institutions of higher education in the state of New Hampshire. These institutions are recognized and highly regarded for their outstanding teaching, research, and community service activities. They serve as major centers of activity that are vital to the economic development of the community and the state. Founded in 1966, the Council's mission is the advancement of public and private higher education in the state. Through collaborative efforts between the 21 member colleges and universities, the consortium enhances educational opportunities for nearly 73,000 students currently attending our member institutions.