



For Immediate Release
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TG To Host Webinar on Reaching First Generation Families in the Digital Age

Round Rock, TX – The digital era of instant messaging and other technology is leading college access professionals to adapt to new tactics to improve communications with first-generation college students and their families.

To help with that effort, TG is sponsoring a Webinar -- Reaching First Generation Families in the Digital Age -- on Wednesday, January 16, for college access and financial aid professionals. The session, which is free, will be held from 1:00-2:00 p.m. (CST). Participants must pre-register at <https://tgslc.webex.com/tgslc/j.php?ED=104966477&RG=1>

Bryan Taylor, founding president of EduGuide: Partnership for Learning in Lansing MI, will present the findings of a study conducted through a grant from TG about practical strategies in communicating with first generation families on how to plan, prepare, and pay for higher education.

“Digital Disclosures: What parents, teens and educators told us about new way to connect with hard to reach families in the digital age” was based on a survey of 970 college access professionals, case studies, and data from a survey of teens and parents conducted by the Pew Internet Life and American Life Project. One key finding of the study was that, surprisingly, 80 percent of parents of first-generation college students use the Internet. A free copy of the report is available at www.EduGuide.org.

Participants of the Webinar will learn how the digital divide has evolved and what it means for families. They will also learn which key strategies work best for reaching first generation families in the Digital Age, and which to avoid.

A brief question-and-answer session will follow the presentation. For more information, please call (800) 252-9743, ext. 4518.

Taylor, a first-generation college graduate, is the publisher of EduGuide and Start, of which more than a million copies are distributed annually to college access and financial aid professionals. His work has been recognized by the Public Relations Society of America, the Education Publishers Association, and the National School Public Relations Association.

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About TG:

TG is a public, nonprofit corporation that helps create access to higher education for millions of families and students through its role as an administrator of the Federal Family Education Loan Program (FFELP). Its vision is to be the premier source of information, financing, and assistance to help all families and students realize their educational and career dreams. Additional information about TG can be found online at www.tgslc.org. This press release can be downloaded from www.tgslc.org/newsroom/.

