



college forward

FOR IMMEDIATE RELEASE

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College Forward Presents at National Conference

Austin nonprofit uses social media to connect with low-income college students

HOUSTON, Texas — Senior leadership from Austin nonprofit College Forward presented today at the eighth annual conference National College Access Network (NCAN). Executive Director Lisa Fielder and Associate Director Emily Steinberg were proud to represent Central Texas at the conference, held this year in Houston.

Fielder and Steinberg presented on a panel entitled "Linking to Students: Strategically Using New Media & Technology in College Access Efforts," discussing their organization's successful use of social media, such as Facebook and MySpace, to stay in touch with the low-income and first-generation college students served by the College Forward program.

Other presenters on the panel were Yolanda Hart, Manager of the Cincinnati Youth Collaborative, Ann Coles, Senior Advisor of College Access Programs and Interim Executive Director of Boston Higher Education Partnership/TERI, and Peter Martinez, Educational Outreach Associate at ALL Student Loan. The session was moderated by Kristin Boyer, Director of the TG Public Benefit Program.

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College Forward provides college preparatory services to motivated, economically-disadvantaged students, in order to facilitate their transition to college and make the process exciting and rewarding. We believe that access to higher education is the right of every young Texan.

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