NYU Albany Day
Tuesday, February 14

Briefing Book
# NYU in Albany Day

**NYS Student Aid Alliance Advocacy Day**  
Visit to the State Capital – Tuesday, February 14, 2017

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## ITINERARY

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
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<tbody>
<tr>
<td>6:45 AM</td>
<td>Registration</td>
<td>Bobst Library</td>
</tr>
<tr>
<td></td>
<td>Coffee and light breakfast provided</td>
<td>70 Washington Square South (Manhattan)</td>
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<td>NYU Tandon</td>
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<td></td>
<td></td>
<td>6 Metro Tech (Brooklyn)</td>
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<tr>
<td>7:00 AM</td>
<td>Bus Departs for Albany (Manhattan)</td>
<td>Bobst Entrance</td>
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<tr>
<td></td>
<td>Bus Departs for Albany (Brooklyn)</td>
<td>6 Metro Tech</td>
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<tr>
<td>9:30 AM</td>
<td>Arrival in Albany</td>
<td>Madison Avenue</td>
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<tr>
<td></td>
<td>Coats left on bus</td>
<td>South Concourse</td>
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<tr>
<td>10:00 AM</td>
<td>Registration with Student Aid Alliance</td>
<td>The Well</td>
</tr>
<tr>
<td></td>
<td>Register, Photos &amp; Videos</td>
<td>LOB</td>
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<tr>
<td>10:30 AM</td>
<td>Student Aid Alliance Rally Kick Off</td>
<td>The Well</td>
</tr>
<tr>
<td>11:15 AM</td>
<td>Student Stories</td>
<td>The Well</td>
</tr>
<tr>
<td></td>
<td>Students can choose to share stories on the impacts of aid programs with the larger group</td>
<td>LOB</td>
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<tr>
<td>12:00 PM – 3:30 PM</td>
<td>Legislative Visits &amp; NYS Capitol Tour in Teams (Lunch break provided)</td>
<td>LOB &amp; Capitol</td>
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<tr>
<td>3:45 PM</td>
<td>Boarding of the Bus for Return Trip</td>
<td>Madison Avenue</td>
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<td>South Concourse</td>
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<tr>
<td>4:00 PM</td>
<td>Departure of Brooklyn and Manhattan Buses from Albany</td>
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<tr>
<td></td>
<td>(Box dinner provided)</td>
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<tr>
<td>6:30 PM</td>
<td>Arrival in Manhattan</td>
<td>Bobst Entrance</td>
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<tr>
<td>6:45 PM</td>
<td>Arrival in Brooklyn</td>
<td>6 Metrotech</td>
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**Manhattan Bus Contact:** Chris Echeverria - 347-640-0847  
**Brooklyn Bus Contact:** Jennifer Pautz - 347-522-0702  
**NYU On-Campus Contact:** Marie Spears - 212-998-6852
A Message from NYU President
Andrew Hamilton

Dear Albany Day Delegation:

Thank you for stepping away from your studies and commitments in order to travel to Albany to show your support for student aid programs in New York.

Advocacy is an important tool in our society. For over 30 years, NYU's annual Albany Day trip has provided an opportunity for our students to express appreciation for state-funded financial aid programs, and to share their experiences in these programs. Rest assured that your story resonates deeply with our elected officials. The message we have for the state legislature is critical: this year's executive budget proposes initiatives that would adversely impact New Yorkers who receive the State's Tuition Assistance Program, or TAP, grants at NYU and virtually every private college and university in the state.

How effective is your personal story? It allows legislators to hear directly how important state aid programs are to you and your family, and how much the state-funded Opportunity Programs (HEOP, CSTEP, and STEP)—currently reduced in the executive budget proposal—have enriched your academic life. When you join your fellow NYU students in addition to hundreds of college students from across the state to convey this message, the collective impact is great.

College affordability is a top priority of mine, and NYU has steadily devoted millions of more dollars to scholarship aid in recent years, reducing student debt, and has decreased the rate of tuition increases. Despite these efforts, state-funded financial aid remains essential to keeping NYU affordable for New Yorkers and to allowing students to attend the college of their choice.

What you do today is valuable and worthwhile. I wish you success and hope that you take away a sense of accomplishment from lending your voice to this cause.

Sincerely,

Andy Hamilton
About NYU Albany Day

NYU Albany Day provides students with an opportunity to inform legislators about important state aid programs that affect their ability to pursue a college degree. Our annual trip coincides with the New York State Student Aid Alliance Advocacy Day, where over 800 students from across the state will be at the Capitol advocating for financial aid programs.

KEY OBJECTIVES

1) Thank legislators and staff for supporting student aid.

2) Make the case that TAP and Opportunity Programs are successful and that funding from these programs should be continued and increased where possible.

3) Tell your story: (specifically TAP, HEOP, C-STEP/STEP and Liberty Partnerships)
   - What does student aid mean to you?
   - How has it helped you?
   - What are you planning to do in the future as a career and/or graduate work? If you plan to stay in NYS, say so.

ADVOCACY OPPORTUNITIES

1) “Student Stories”:
   - Students take part in a rally for the expansion of financial aid programs.
   - Students will have the opportunity to share their stories about how student aid has made a positive difference in their lives.

2) Meetings with Legislators:
   - Students will be split into teams of 8-10
   - Each team will be assigned a “Team Leader”
   - Each team of students will meet with a total of 3 legislators and/or staff (where possible, students have been assigned to meet with their local representative)
   - Students will share their personal stories (use the guide on pg.15 to help craft your story)

TIPS ON BEING A GOOD ADVOCATE

Do:
   - Familiarize yourself with some basic facts on financial aid
   - Introduce yourself
   - Present yourself as a polite, well informed, and articulate constituent
   - Dress respectfully -- the appropriate dress code is a suit or pants/skirt with jacket
   - Politely make it known that you are a voter
   - Be organized and stay on topic
   - Respect the legislator’s schedule and end the meeting on time
   - Request a business card from staff members you meet
   - Send a thank you note

Don’t:
   - Be overwhelmed by a legislator’s office or his/her presence
   - Be disappointed if you meet with your legislator’s staff member
   - Be shy: Make sure you tell the legislator what this aid means for you and your future or ask questions about the legislator’s experiences student aid and higher education
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Key Facts about the New York State Budget

ABOUT THE NEW YORK STATE BUDGET

The timing of our visit is tied to the State’s budget process, when important decisions are made about funding higher education financial aid programs. The Governor released an Executive Budget proposal, which details plans for how the government will spend money on programs and policies. The next step is for members of the legislature to negotiate with the governor and come to an agreement on final dollar amounts. Your advocacy is important to this negotiation process.

GOVERNOR’S EXECUTIVE BUDGET

On January 17, 2017 Governor Andrew Cuomo released his Executive Budget Proposal for Fiscal Year (FY) 2017 to 2018. Here are some important facts to keep in mind:

• The final budget is due before April 1
• Governor Cuomo proposed a $152 billion budget
• The proposed budget includes Gov. Cuomo’s “Free Tuition Plan,” which creates the Excelsior Scholarship program, awarded to students attending SUNY or CUNY, but does not include private colleges
• Restricts TAP students from using TAP awards at institutions that raise tuition over $500 or above the three-year average of the Higher Education Price Index, whichever is greater (HEPI is at 2.3%)
• Limits Bundy Aid to schools that raise tuition over $500, or above the three-year average of the Higher Education Price Index, whichever is greater
• Reduces funding for Opportunity Programs FY15-16 levels, which includes including HEOP, STEP, C-STEP and LPP

Key Facts about NYU

NYU QUICK FACTS

• Largest private university in the United States
• Three degree-granting portal campuses (New York City, Abu Dhabi, and Shanghai)
• According to a Wasserman Center for Career Development survey, 96.2% of the most recent graduating class were either employed or enrolled in a graduate or professional school program within 6 months of graduation
• 18% of undergraduates are the first in their families to attend college/university

FINANCIAL AID AT NYU

• 51% of undergraduate students receive some form of financial aid
• 21% of NYU students receive Pell Grants
• In 2015-16, NYU allocated over $600 million of its own funds to student aid
• NYU has some of the largest numbers of HEOP students in the state
• The average scholarship amount awarded to freshmen is $30,000
The Executive Budget & Higher Education

New Executive Budget Proposals FY18

In the Governor’s Executive Budget, he included a few additional higher education proposals that will have an impact on NYU and our students as well as other private institutions throughout the state. The Governor proposed to restrict eligible students from using their Tuition Assistance Program (TAP) awards at colleges or universities that have increased tuition and mandatory fees by an amount that exceeds the three-year average of the Higher Education Price Index or $500, whichever is greater. In addition, schools that fail to keep tuition increases in line with the above HEPI metric would also be denied Direct Institutional (“Bundy”) Aid. Bundy Aid is direct aid from the state that is given to private institutions to be used for scholarship purposes. At NYU, Bundy Aid is put towards the over $600 million we provide annually for institutional financial aid purposes. Finally, the Governor also created a new Excelsior Scholarship program to cover all tuition costs for New York residents who enroll full time at either the State University or City University of New York and meet certain eligibility requirements. Unlike existing financial aid programs such as TAP and HEOP, the grant for the Excelsior Scholarship program cannot be taken to any school a student chooses, it only applies to those enrolled in public institutions.

Impacts to NYU

While NYU applauds the Governor for his willingness to tackle higher education affordability - a topic that NYU has made a priority under President Hamilton - we have some concerns over how these proposals will impact our community. New York's higher education system has been successful because the state has supported both public and private institutions in order to provide access to quality education to our citizens. Students have been able to take state financial aid awards to the school of their choice - this freedom of choice and equitable treatment has long been a guiding principle of allocating need-based financial aid on both state and federal levels. New York’s students should be able to choose the program of study that best meets their interest, as well as the institution that will help them realize their academic potential.

Further, while investing in higher education is a commitment, NYU has met affordability head on and is developing innovative ways to address costs, from limiting tuition increases to the lowest in 20 years to piloting intergenerational housing in order to provide lost cost housing options. Restricting the ability of our future students to receive TAP or Bundy funds will only hinder our efforts.

Message to the Legislature: We hope that the Legislature will consider allowing eligible students to apply the Excelsior Scholarship to any institution of their choice and that the Legislature will continue the TAP and Bundy aid programs to students at all institutions without restrictions.
Financial Aid Programs - An Overview

TUITION ASSISTANCE PROGRAM

The Tuition Assistance Program (TAP) has provided grants to over 300,000 New York State students annually for 40 years. TAP awards are based purely on financial need and are given to students who are New York residents and attend colleges and universities in New York State. Over the life of the program TAP has helped over 5 million New York State residents meet their college expenses. TAP funds 50% of New Yorkers attending college as a full-time undergraduate in the state. Currently, TAP funds enable nearly 85,000 New Yorkers to attend an independent college or university.

Last year, 3,300 NYU students received over $11.6 million in TAP funds.

Key Facts about TAP:

- The TAP income eligibility ceiling is $80,000 net taxable income
- TAP awards have gone to more than 4 million New Yorkers
- One in three TAP recipients attending private, not-for-profit colleges and universities, and nearly 73% come from families earning less than $40,000
- Over the past 20 years, institutional grants have grown faster than other financial aid sources such as TAP funds
- In 2014 the Governor and Legislature approved the first increase in the maximum award in more than a decade. The awards are annual and range from $500 to $5,165

Governor’s Proposal: The Governor’s FY 2018 Executive Budget proposes to restrict eligible students from using their Tuition Assistance Program (TAP) awards at colleges or universities that have increased tuition and mandatory fees by an amount that exceeds the three-year average of the Higher Education Price Index or $500, whichever is greater.

MESSAGE TO LEGISLATURE: NYU does not support the governor’s proposal. NYU supports continuing TAP without the proposed restrictions increasing the maximum award to $6,500, the minimum award to $1,000, and income eligibility to $125,000.
DIRECT INSTITUTIONAL AID (BUNDY AID)

Direct Institutional Aid (Bundy Aid) was created in 1969 to demonstrate the State’s commitment to independent colleges and universities. Campuses use the funds for financial aid, assisting students whose financial needs exceed funds from federal, state and other avenues of support. Grants are distributed to schools based on the number of degrees they award.

NYU receives approximately $3 million in Bundy Aid and uses the allocation to provide financial aid grants to its students.

Key Facts about Bundy Aid:

- Bundy Aid was meant to be the cornerstone of inter-sector cooperation as it was established to maintain a vibrant private higher education tradition at a time when that state was expanding its State University of New York system.
- Bundy Aid is a crucial program that supplements private institutions financial aid and scholarship programs. Campuses use direct aid to assist students whose financial need exceeds funds from federal, state, and institutional grants as well as loans, family and student contributions, and work income.
- This historic partnership between the state and independent colleges and universities enables the state to educate students at a lower cost for taxpayers while ensuring quality, access, diversity and choice for all students.
- Independent colleges and universities provide $5.34 in college-funded financial aid for every $1 of state student assistance.

Governor’s Proposal: The Governor’s FY 2018 Executive Budget proposes to deny Institutional Direct (“Bundy”) Aid to institutions that increase tuition in excess of either the three-year average of the HEPI, or five hundred dollars, whichever is greater.

MESSAGE TO LEGISLATURE: NYU does not support the FY 2018 Executive Budget language that denies Bundy funding to any institution that increases tuition if the increase exceeds the proposed threshold.
HIGHER EDUCATION OPPORTUNITY PROGRAM (HEOP)

The HEOP program is a unique and extremely successful program, which helps thousands of underrepresented students from across the State go to college every year. It emphasizes structured support services, including tutoring, counseling and supplemental financial assistance. HEOP is offered to 53 campuses throughout New York, including at 49 independent colleges and universities.

Last year at NYU, over 607 students received approximately $3.2 million in HEOP funding. NYU has the largest HEOP program in the state.

Key Facts about HEOP:

• HEOP, which began in 1969, has graduated over 48,000 students in over four decades and these students traditionally graduate at rates above the national average for all students. This is even more impressive considering that, without HEOP, these students would not have been admitted to the institution from which they graduated.

• In the past, NYU HEOP students have graduated cum laude, won awards for academic excellence and have been named to the Dean's List. Our HEOP students intern across the City, including in the city school system, and many study abroad.

• Two thirds of HEOP students are Black or Hispanic, and 80 percent of HEOP freshmen come from families earning less than $32,000 annually.

• The HEOP program was originally envisioned as a program that would ask sponsoring institutions to match every state dollar with 15 cents. Today colleges are allocating, on average, up to $5.00 of their own funds for every one state dollar.

• In all four state funded Opportunity Programs (HEOP, CSTEP, STEP, LPP) more than 25,000 students benefit and over 6,500 new students are admitted each year. Demand for these programs exceeds the current funding available, and through sustained increased in base funding we seek to double funding for these critical programs by 2020.

Governor’s Proposal: The Governor’s FY 2018 Executive Budget proposes to reduce funding for opportunity programs to FY 2015-16 levels. This affects the Arthur O. Eve Higher Education Opportunity Program (HEOP), the Science and Technology Entry Program (STEP), its Collegiate counterpart (C-STEP), and Liberty Partnerships Program (LPP).

MESSAGE TO LEGISLATURE: NYU supports reinstating last year’s 20% increase in funding that was cut from the FY2018 Executive Budget, and supports increasing base funding an additional 20% over last year’s enacted budget allocation. Through sustained increases in base funding, we seek to double funding for this critical program by 2020.
SCIENCE AND TECHNOLOGY ENTRY PROGRAM (STEP) & COLLEGIATE SCIENCE AND TECHNOLOGY ENTRY PROGRAM (C-STEP)

First funded in 1986, both STEP and C-STEP, were designed to assist underrepresented minority students who are interested in science, technology, engineering and math (STEM) fields as well as health related fields. STEP works with middle and high school students in school districts with underrepresented students to improve their readiness through enriching science and math education. C-STEP aims to increase the number of underrepresented and disadvantaged undergraduate students in STEM fields. Both programs have served over 222,000 students since their creation.

NYU operates one of the largest STEP/C-STEP Programs in the state. Last year, 265 NYU students were involved in C-STEP and 218 students are in NYU’s STEP Programs.

Key Facts about C-STEP and STEP:

• According to the U.S. Bureau of Labor Statistics, seven of the top ten fastest-growing occupations are in STEM fields and require a bachelor’s degree.
• Though one-fourth of the U.S. workforce is Black or Hispanic, only 14% of this population is employed in STEM careers.
• There are 18 STEP and 18 C-STEP programs at New York’s independent colleges and universities serving nearly 4,600 students.
• Seventy percent of students in C-STEP and STEP go on to enroll in graduate and/or professional programs in STEM subjects.
• STEP students are more likely to graduate, enroll in college and choose a major in a STEM field compared to their peers. In 2009-10, 97% of STEP students graduated, 96% of those enrolled in college and 70% of those enrolled chose majors in STEM fields.
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The New York State Legislature is on the forefront of many of the most important issues that affect New Yorkers. Some of the bills that become law give New York-specific solutions to national problems, while others address issues that are unique to New York.

The following issues are bills or policies that effect students and higher education.

NEW YORK STATE DREAM ACT

The New York State Assembly has passed legislation that would extend state tuition assistance to undocumented students, and in previous years, the bill has failed to pass in the state Senate. The bill would allow young immigrants in New York access to educational opportunity programs like TAP, HEOP, C-STEP, and more.

NYU supports passage of the Dream Act this legislative session and encourages legislators to adopt the Governor’s Proposal. During the spring 2014 semester, a group of NYU students who are passionate about this issue challenged the University to act. In response, NYU started a pilot program in the fall of 2015 that offers institutional scholarship aid to eligible undocumented students from New York on par with what is offered to US students.

STEM INCENTIVE SCHOLARSHIPS

The Science, Technology, Engineering and Mathematics (STEM) Incentive Program encourages the state’s best and brightest high school students to study STEM fields and remain in New York State by providing scholarships to students at public institutions. The push continues to include students at independent colleges and universities to benefit from this scholarship program. The state is projected to have nearly a half-million STEM jobs by 2018, the third highest in the country. To ensure New York State can meet the workforce needs of the marketplace and grow its economy, the STEM Incentive Program should be expanded to allow Independent Sector students to choose the college or university that is the best fit for them.

EXPAND THE MASTERS-IN-EDUCATION TEACHER INCENTIVE SCHOLARSHIP PROGRAM

Expanding the Masters-in-Education Teacher Incentive Scholarship Program, which offers financial aid awards for 500 New York State residents enrolled in graduate teaching programs at public institutions, would allow students participating in the program the choice to attend a private college or university. The education and preparation of a highly competent teacher workforce remains a high priority as the education landscape changes. With independent colleges and universities conferring 67 percent of the master’s in education degrees in the state, this program should be expanded so students can pursue graduate study in the Independent Sector.
Telling Your Story

The most important part of the trip is for you to tell your story. Think about how financial aid has helped you pursue your educational goals.

To assist you with your meeting, you can use this guide to guide your personal story. Answer the following questions to get your ideas going:

I. Introduction

• What is your name?
• Where are you from?
• What are you studying?
• What are your postgraduate goals?

II. About your higher education experience

• Why did you decide to go to college?
• Are you a first generation college student?
• Why did you choose NYU?
• What does higher education mean to you?
• What are some of your post-graduate goals?
• What experiences have you had at NYU that encouraged you to pursue these goals?

III. About your experience with financial aid

• Which financial aid program(s) are you a part of?
• How has financial aid helped you?

IV. Take-home message

• In 1-2 sentences, state your conclusion/what you hope the legislator will take from your discussion. You should feel encouraged to specifically ask legislators to increase funding for certain programs by the amount suggested in the previous pages.