



FOR IMMEDIATE RELEASE

Contact: Jessica Collis
Telephone: 202.547.2222

HCM STRATEGISTS ANNOUNCES THREE FEDERAL FINANCIAL AID ADVOCACY (FFAA) FUND GRANT RECIPIENTS

Institute for Higher Education Policy (IHEP), National Skills Coalition and Young Invincibles are Newest FFAA Fund Recipients and Will Receive Over \$300,000 for Advocacy Work

Washington, D.C. – Sept. X, 2016 – HCM Strategists, one of the nation’s leading advocacy and public policy firms, has announced three additional recipients of the Federal Financial Aid Advocacy (FFAA) Fund, which is supported by a grant from the Bill & Melinda Gates Foundation. Institute for Higher Education Policy (IHEP), National Skills Coalition and Young Invincibles together will receive more than \$300,000 in grant funding to support their advocacy efforts surrounding federal financial aid.

“The goal of the FFAA Fund was to find creative ways to add new voices into the national dialogue around federal financial aid,” said Terrell Halaska, managing partner at HCM Strategists. “The latest recipients of the FFAA Fund – IHEP, National Skills Coalition and Young Invincibles – are executing exciting and original ideas, all of which have the potential to make a meaningful impact on this important policy issue.”

The three new FFAA Fund grant recipients, approved projects and individual grant amounts are:

- **Institute for Higher Education Policy (IHEP)** (\$125,000): IHEP has partnered with two organizations – Robert F. Kennedy Juvenile Justice Collaborative of Robert F. Kennedy Human Rights and Open Society Foundations – to execute a social media campaign during National Youth Justice Awareness Month (October 2016). The #CollegeNotPrison campaign will use social tools, including videos and Twitter chats, to educate stakeholders on the issues and policies that impact justice-involved youth.
- **National Skills Coalition** (\$105,000): National Skills Coalition will organize and activate the business community to advocate for an updated federal financial aid policy by the new presidential administration and Congress. The proposal will focus on expanded support for students through state and federal co-investment, targeting both academic and occupational

--more--

training programs. Advocacy efforts will include educating business leaders, social media and online efforts, outreach to policymakers, and post-election meetings with elected officials.

- **Young Invincibles** (\$75,000): For this project, Young Invincibles will pilot a “Campus Newspaper Leadership Program,” which will provide professional development opportunities for student journalists and ensure knowledge around federal financial aid policies so participants are prepared with the skills to report about the policies and issues surrounding them.

The recipients join five other FFAA Fund recipients selected earlier this year: Campaign for College Opportunity, National College Access Network, Thurgood Marshall College Fund, Generation Progress and The Institute for College Access & Success (TICAS).

###

About HCM Strategists

HCM Strategists is a public policy and advocacy consulting firm focused on advancing effective solutions in health and education. HCM utilizes a network of relationships at the state and federal level to work collaboratively with nonprofits, foundations and corporations.

- We ALIGN by connecting a problem to a policy and to practice.
- We ADVOCATE by capturing attention and strengthening public will to action.
- We ADVANCE by pursuing change through finding common ground, proposing specific solutions and forging strong alliances.

Terrell Halaska, Kristin Conklin and Michael Manganiello joined forces because they share a vision of and passion for change. Achieving policy change takes a combination of high-level government experience, an understanding of people’s struggles, a network of strong relationships, a keen analytical ability, and the skills to find fresh, creative approaches to addressing issues. When you can enlighten all participants by capturing their attention, finding common ground, and building strong alliances, success is within reach. The result is change that improves our communities and enhances quality of life.

Commented [JC1]: I think including this call attention to the fact that we haven’t granted all the money yet, and our previous press releases noted that we had over \$1 mil.