#StudentDebtChallenge Week of Action

Overview

Generation Progress’s Higher Ed, Not Debt campaign has been leading national efforts on “enrollment”—there are almost 8 million student loan borrowers in default on their federal student loans, most of whom could be helped by enrolling in existing federal repayment plans. We were delighted to hear The White House wanted to get involved in our work with the Student Debt Challenge!

Helping Borrowers With Loans—
White House Partnership

The White House formally announced their Student Debt Challenge and new tools to help borrowers with their debt. They highlighted our work in the White House Challenge factsheet. The challenge is the White House’s version of Higher Ed, Not Debt’s “enrollment” campaign, which gets student loan borrowers the information they need to avoid default and learn about programs that can help them with their debt. The challenge will help scale up our efforts to reach millions of borrowers and help them reduce their loan payments and potentially have their loans forgiven.

Talking to Borrowers

Working with partners in the Higher Ed, not Debt coalition, we reached thousands of student loan borrowers and talked to them about income-driven repayment plans and federal loan forgiveness options. Events and outreach included:

- A webinar on the basics of student debt with 500+ registrants, which reached an additional 300+ viewers via Facebook livestream.
- Workshop hosted at CAP with 36 attendees comprised of human resources reps and borrowers from Washington, DC. Over 1,000+ viewers also watched the event via Facebook livestream. Speakers included AFT Pres. Randi Weingarten and Deputy Assistant to the President for Education Roberto J. Rodríguez.
- Emails sent to 88,000+ borrowers informing them of the challenge, webinar, and repayment options.
Digital Actions
Generation Progress and Higher Ed, Not Debt cohosted two Twitter chats on “$1T Day,” the fourth anniversary of student debt topping $1 trillion, sparking conversations about solutions to the student debt crisis. #StudentDebtChallenge, #MillennialMon, #CollegeOpportunity, and #StudentDebtHotline received 29,427,290 impressions over the course of the week. One chat focused on policy solutions to the student debt crisis, while the other focused on helping individual borrowers. We were able to partner with a host of nontraditional allies that took the challenge and got the word out.

In the News