For the Love of LIONS

Support students.
Invest in scholarships.
SUPPORT CURRENT AND FUTURE LIONS

Since 1991, TCNJ has consistently been ranked as the No. 1 public college in *U.S. News & World Report*’s “Regional Universities North” category. As an alum, you know why. You experienced firsthand the unparalleled approach to TCNJ education: Perhaps you conducted research with faculty; took exciting and cutting-edge courses; worked in makerspaces, laboratories, simulation suites, or performance spaces — or maybe you cozied up in one of the library’s reading corners. You spent time on this campus, so you remember the warm and inclusive campus community and the ways that spring and fall paint the campus with a palette of colors. You remember the many opportunities you had to get involved with what you loved most: intramurals and athletics, student clubs and organizations, leadership and professional development opportunities — and so much more. Maybe you were the first — or among the first — in your family to attend college, and so your TCNJ diploma represents much more than a college degree: It represents the moment that you achieved a long-held dream that would change the course of your life.

Amidst the rising cost of college tuition and increasing student loan debt, the value proposition of higher education is being debated across the country. Preserving the TCNJ experience for current and future students is one of the most critical needs that TCNJ has right now. We want to ensure that students from across the state and region have access to the same experiences that you had. We know that for many students, higher education has become prohibitively expensive, and that this burden is particularly difficult to bear for underrepresented and first-generation college students. We want to provide the next generation of students with the same collaborative, research-driven, and academically rigorous education that you — and generations before you — received.

To help ensure all students — no matter their background — can live the signature TCNJ experience, we need your help. TCNJ is launching a new campaign — For the Love of Lions — focused on providing scholarships that will help make a TCNJ education affordable and accessible for every student. Help us change the lives of TCNJ students by giving back to the place you love.
THE HALLMARKS OF A TCNJ EDUCATION

TCNJ’s competitive ranking is decades in the making. Students here have access to a wide range of academic course offerings, research opportunities with faculty-scholars, use of state-of-the-art laboratories and facilities, a community-driven residential life, and hands-on experiential learning that enables TCNJ students to become local changemakers. In short, students here have opportunities that undergraduates at other colleges and universities do not. This commitment to educating students to be well-rounded and high-achieving scholars and practitioners helps TCNJ graduates receive job offers from prestigious, international companies and firms; attend elite and demanding graduate schools; and make a distinct mark on the world through their chosen careers.

TCNJ also has the eighth highest four-year graduation rate for all public institutions of higher learning across the nation (per IPEDS), and our retention rates for underrepresented and first-generation student populations far outpace those of our New Jersey-based peer institutions — both public and private. As an alum, you know that there is something unique about the TCNJ experience. Students here excel academically, grow intellectually, thrive socially — and graduate in four years’ time, prepared to launch themselves into the next phase of their lives. But many of these students need our help to pay for the ever-increasing costs of higher education.
UNDERWRITING EXCELLENCE AT TCNJ

By supporting scholarships, you can make a difference for students in a meaningful and impactful way. Scholarships not only help students afford a TCNJ education but also help TCNJ continue to attract the best and brightest students from across the state and region.

Outpacing Competition from Peer Institutions
As the top public college in the north, TCNJ has historically attracted some of the most academically gifted students from across the region. However, given the concerns about the cost of attending college, scholarships represent the best means by which TCNJ can secure an edge in the increasingly competitive higher education market. By offering more comprehensive scholarship packages to entering students and maintaining consistent scholarship support for continuing students, TCNJ can attract students who might otherwise attend another institution for academic or financial reasons — thereby maintaining both the high caliber of TCNJ’s students and its regional reputation.

Financial Stability for TCNJ Graduates
With comprehensive scholarship support, students can focus first and foremost on their academic coursework, preparing themselves to enter the next phase of their lives — in academia or industry, elementary or secondary education, the health sciences or the arts — without the encumbrance of student loan debt. Nationwide, student loan debt has exceeded $1 trillion, and many institutions of higher education are turning to scholarships to offset the costs of attendance and ensure the future financial stability of their graduates. Students from underserved communities and first-generation students often have the least financial support as they enter higher education, and as such, they often attend institutions that lessen the financial burden for them and their families through robust scholarship support. TCNJ can mitigate the financial stress of higher education by offering these students scholarships and allowing them to graduate unencumbered by student loan debt.
REQUEST

By giving to scholarships at TCNJ, you can help to underwrite the success of current and future TCNJ students. Scholarship support can be directed to students with majors in any of the college's seven schools or to students who are undeclared. Scholarships can also take two forms: (1) current use scholarships, which spend down immediately to help students who need imminent support, or (2) endowed scholarships, which enable the college to grow an investment over time and support students in perpetuity. Please help us to guarantee an affordable and accessible education for all TCNJ students and make the dream of higher education a reality for these talented and deserving students.

For the love of Lions, make a gift today:
lovelions.tcnj.edu
TCNJ’S MISSION AND VISION

The College of New Jersey, a nationally recognized public institution founded in 1855 as the New Jersey State Normal School, is a primarily undergraduate and residential college, with targeted graduate programs. Grounded in the liberal arts, TCNJ’s personalized, collaborative, and rigorous education engages students at the highest level within and beyond the classroom. TCNJ believes in the transformative power of education to develop critical thinkers, responsible citizens, and lifelong learners and leaders. The college empowers its diverse students, staff, and faculty to sustain and enhance their communities both locally and globally.

TCNJ will offer an unparalleled education in a vibrant, collaborative, and inclusive community of learners who will make a distinct mark on the world. By following our values, we will serve as a national exemplar of public higher education, and we will do this while being committed to accessibility and affordability.