

# TERI On Track

TERI  
Variable  
Pricing  
Takes Off!

A Newsletter for Student Aid Professionals

## Meet TERI's Sales & Priority Service Teams



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Priority Service members from left to right: Pete Harry, Jen Mendonca, Mike Duffy, Bryan Mannetta (Manager), Alison Pratt and Quiana Burns.



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Over 65 years of experience!



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**TERI Rates:**  
**3.75%**  
 (Prime Rate minus .50%  
 as of 6/1/03)  
**4.11%**  
 (LIBOR Index plus 2.80%  
 as of 7/1/03)

## Pathways to College Network Partners with Lumina Foundation for Education to **Create College Access PR Network**

TERI's Pathways to College Network and the Lumina Foundation for Education are collaborating to establish a national College Access Public Relations Network. The Network has three objectives: gain media attention for college access and success issues; maximize current public relations efforts of organizations focusing on college access and success; inform the social marketing campaign that the Pathways to College Network is developing to improve college



**PATHWAYS  
TO COLLEGE  
NETWORK**

access for under-served students. Communications among Network members will be facilitated through an extranet site on which members can post media opportunities and initiatives and share information and ask questions. The site also will include a list of experts on college access and success to serve as spokespersons and a calendar of media series on higher education.

The Network's inaugural meeting took place on May 12, 2003 in Washington, DC, with over 40 major higher education professional associations, Pathways partners and funders represented. **Alexis King Holmes**, Associate Director of Government Relations for The College Board and leader of the Pathways social marketing efforts, presented the findings of a study commissioned by Pathways to assess the effectiveness of college awareness campaigns. The study reviewed 86 national, state and regional campaigns. It found that current campaigns have many gaps, including no powerful, compelling national message, no message

delivery in the popular culture, and lack of good information about the product, i.e. a college education.

Addressing these gaps will be a major focus of the Pathways social marketing campaign. Meeting participants expressed strong enthusiasm and support for undertaking a collaborative, multi-faceted national initiative to increase college going among low-income and under-represented youth. People agreed that such a campaign should incorporate key features of commercial marketing campaigns, including carefully crafted messages based on research regarding the target population, use of mass media, and on-going evaluation of results.

For more information about the new College Access Public Relations, please contact **Ann Coles**, Director of Pathways to College Network at [coles@teri.org](mailto:coles@teri.org) or **Alexis King Holmes**, Associate Director of Government Relations of The College Board at [aholmes@collegeboard.org](mailto:aholmes@collegeboard.org).

### What's New at TERI:

- ★ Variable (tiered) pricing
- ★ Improved online school certification
- ★ Lower minimum monthly payment of \$25
- ★ Additional Customer Service representatives added to handle peak season

"The TERI private loan program has afforded many of our students the opportunity to continue their education of higher learning. The easy application process as well as the convenient repayment options offered by TERI are great benefits for our students. The University also benefits from the TERI online certification program. The online program allows for a more expeditious process as well as assures more timely disbursement of loan funds."

**Michael A. Jones**  
 Director of Financial Aid  
 University of Northwestern Ohio