



To: Senior Public Institutions, County Colleges, and Independent Public-Mission Institutions
From: Office of the Secretary of Higher Education
Date: July 12, 2023
Subject: Upcoming Informational Webinar: Marketing Strategies for Statewide Tele-Mental Health Supports Program

The New Jersey Office of the Secretary of Higher Education (OSHE) continues to partner with Uwill and participating New Jersey public institutions and public-mission independent institutions to deliver a wide range of tele-mental health services for students.

OSHE and Uwill are hosting an **informational webinar on Thursday, July 27th from 2:00pm – 3:00pm** for participating institutions to learn more about marketing best practices to communicate the benefits offered to students through the State’s tele-mental health supports partnership. The session will provide an overview of the marketing resources available to participating colleges and universities, strategies used by campuses across the country, and examples from fellow New Jersey institutions of successful launches of this initiative on campuses.

In addition to the primary points of contact leading this initiative on each campus, institutions are encouraged to send representatives from their communications / public relations offices to learn more about the strategies to bolster student uptake of these supports. Information on how to register for the webinar was sent out earlier this week to participating institutions.

Please feel free to reach out to Suchir Govindarajan, OSHE Special Assistant / Policy Analyst, at Suchir.Govindarajan@oshe.nj.gov with any questions regarding the webinar or partnership.