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**State Higher Education Executive Officers Association Joins Proud
Sponsor Initiative**

*Campaign strengthens coalition of higher-education leaders with new sponsor
and debuts quarterly newsletter*

MILWAUKEE – Wis. (AUGUST 12, 2025) – “College: Proud Sponsor of America at its Best,” the nationwide public service initiative championing the value of college in American life, today announces the endorsement of another leading higher education organization: the State Higher Education Executive Officers Association (SHEEO).

“Proud Sponsor was born from a shared belief that higher education drives innovation, economic opportunity, and social mobility,” says Tamalyn Powell, Senior Vice President of Higher Education at BVK and President of Serve Marketing’s Board of Directors. “We’re thrilled to welcome SHEEO , whose state-level policy expertise will help us reach new audiences, bring even more real-world stories of impact to light, and restore trust in college and universities.”

The Proud Sponsor campaign, launched in 2024 by Serve Marketing, unites higher-education leaders, policymakers, and business partners to share concrete examples of college’s positive impact in critical areas such as health, technology, national security, and democracy. Through public service announcements, digital and print ads, social media activations, and now a quarterly newsletter, the campaign highlights how postsecondary learning:

- Fuels research breakthroughs and workforce readiness
- Strengthens civic engagement and democratic values
- Advances public health, safety, and security
- Drives upward mobility and community resilience

“When you look at the data, postsecondary degrees are good for the individual, for our communities, and the nation as a whole. Even so, we haven’t always done the best at marketing ourselves,” says Rob Anderson, President of the State Higher Education Executive Officers

Association (SHEEO). “That’s why SHEEO is excited to join this new public service campaign to help spread a cohesive message about the positive impacts of higher education.”

To foster ongoing dialogue and keep the public informed, Proud Sponsor’s quarterly e-newsletter will highlight the progress of the campaign involvement opportunities, media coverage and ways to spread the word on how institutions can make a bigger impact. Read the [most recent issue](#) and sign up at the bottom of the newsletter page to receive future editions.

If you work in higher education, represent a business or organization that benefits from the talents of college graduates, or are passionate about the future of the United States, we invite you to join the Proud Sponsor campaign. Your support will help spread the word about the vital role that higher education plays in improving American life. We are actively seeking partners to endorse or sponsor the campaign. If you’re interested in getting involved, please contact Tamalyn Powell at tamalyn.powell@servemarketing.org or Greg Summers, senior advisor at Serve Marketing, at greg.summers@servemarketing.org.

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About Serve Marketing

Serve is the country's only all-volunteer, nonprofit advertising agency, whose mission is to give underserved charitable causes a stronger voice in the community. Since 2002, Serve volunteers have created behavior-changing public service campaigns for over 50 local and national nonprofit causes from Shaken Baby Syndrome, statutory rape, and teen homelessness to foster care and gun violence. Most recently, Serve's work was honored by the White House for its role in helping reduce teen pregnancy in Milwaukee.

About SHEEO

SHEEO serves the chief executives of statewide governing, policy, and coordinating boards of postsecondary education in all 50 states, the District of Columbia, and U.S. territories. With a focus on policy, funding, and strategy, SHEEO advances access, affordability, and student outcomes at the state level.

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