



COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION



MEDIA RELEASE

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A United Voice for Higher Ed: “College: Proud Sponsor of America at its Best” Launches Nationally

New campaign rallies leaders to reclaim the story of college’s impact on America

MILWAUKEE – Wis. (OCTOBER 27, 2025) – After years of headlines questioning the value of college, a new public service campaign is reminding Americans that higher education remains vital to the nation’s future.

This month, the “College: Proud Sponsor of America at its Best” campaign officially launches nationwide an urgent call for higher ed, business and community leaders to unite behind a simple truth: college powers America’s success.

Created by BVK and supported by the Council for Advancement and Support of Education (CASE), the national public-service effort debuts with a stirring anthem video, a free digital media toolkit and a full-page ad in The Chronicle of Higher Education.

“We can’t let the story of higher education be defined by cost and controversy,” said Tamalyn Powell, Senior Vice President of Higher Education at BVK. “This campaign puts the spotlight back where it belongs, on the impact college has on innovation, democracy, and the American Dream itself.”

“Higher education positively impacts every single citizen of this country. Universities provide jobs, address the needs of their local communities, ignite innovation, and find solutions to critical challenges,” said Sue Cunningham, President of the Council for Advancement and Support of Education (CASE). “We are proud to rally businesses, supporters and communities behind colleges and universities and affirm the essential role that they play in transforming lives and society nationally and globally.”

A Movement to Reclaim Trust

Public confidence in higher education has dropped sharply over the last decade, according to Gallup polls. “Proud Sponsor” is a call to shift the conversation. Colleges and universities across the country are rightly focused on addressing people’s real concerns about affordability, job-market relevance, and protecting free speech. At the same time, Proud Sponsor is aimed at reminding us that higher education also creates every good thing we enjoy in American life.

Colleges and universities conduct research that yields new technologies and medical breakthroughs, train the nation’s workforce, and fuel thriving communities, driving everything from business development and economic prosperity to protecting our national security. The campaign reminds Americans that a strong system of higher education isn’t optional, it’s foundational to the country’s future.

Momentum Already Building

The campaign’s free Digital Toolkit is available now at WhyCollegeMatters.org. It includes plug-and-play social content, ads, and talking points to help institutions and employers join the movement.

Next up, Proud Sponsor will serve as a premier sponsor at the AMA Symposium for the Marketing of Higher Education (Nov. 9–12), where new campaign materials will debut and leaders will discuss how to rebuild trust in higher ed.

Early endorsements already include the American Council on Education (ACE), the American Association of Colleges and Universities (AAC&U), the State Higher Education Executive Officers Association (SHEEO), the Association of Governing Boards of Universities and Colleges (AGB) and the Business-Higher Education Forum (BHEF).

Join the Effort

Watch the campaign video, access the toolkit, and join the movement at WhyCollegeMatters.org. Follow @WhyCollegeMatters on [LinkedIn](#) and [Instagram](#).

About BVK

BVK is an independent, fully integrated marketing and communications agency that builds brands for organizations making a positive impact on people’s lives. With deep expertise in higher education, healthcare, travel and tourism, and mission-driven causes, BVK combines insight, creativity, and strategy to drive meaningful change. The agency is the creative and strategic partner behind the Proud Sponsor of America at its Best campaign, helping higher education reclaim its story and inspire renewed public trust.

About CASE

CASE (Council for Advancement and Support of Education) is a global, not-for-profit membership association dedicated to advancing education to transform lives and society. It supports over 97,000 professionals across 3,000 institutions in 80 countries, providing guidance, standards, and resources for those in fields like alumni relations, development, communications, fundraising, government relations, and marketing. CASE equips professionals at all career stages, from universities and schools to cultural institutions and nonprofits. Headquartered in Washington, D.C.,

with regional offices in London, Singapore, and Mexico City, CASE fosters a global community of volunteers and partners to advance education worldwide.

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