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College Now to Launch Free College and Career Access Hotline and Texting Service, Ask Tassel

CLEVELAND, June 11, 2020 — College Now Greater Cleveland is launching a new virtual college and career support for students of all ages called “Ask Tassel.” Ask Tassel is a free college and career access hotline designed to help students and their families who have questions related to any area of postsecondary education, including college and career access advising, financial aid counseling, and scholarship and retention services.

Ask Tassel, named after the iconic graduation tassels on a mortarboard graduation cap, is designed to provide students with an extra virtual support during the COVID-19 pandemic and beyond. Students can access Tassel by calling College Now’s main line at 216.241.5587, where they will directly speak to a College Now staff member who will connect them to an advisor, or by texting the word TASSEL to 216.208.5866. When texting Ask Tassel, students will receive an automatic reply indicating that they will be connected with an advisor in the College Now Resource Center who will follow up with more detailed information for the student and help them schedule an appointment within one business day.

Students requiring immediate support are encouraged to call the hotline to speak with College Now promptly. Advisors will gather information from students including their name, school attended, and reason for outreach in order to provide them with the most personalized support possible.

Students of all ages, including high school, college, and adult students, and their families are encouraged to call or text Ask Tassel with any questions they may have about their postsecondary journeys. College Now advisors are equipped to help students develop career pathway plans; evaluate postsecondary and financial aid options; apply for scholarships and financial aid; review financial aid packages; manage student loans and loan repayment plans; and more. Ask Tassel is available to students and individuals from any location.

“During the COVID-19 pandemic, more questions than ever will be raised about educational options and the best courses of action for students of all ages to pursue,” said Lee Friedman, College Now’s CEO. “Ask Tassel will provide an additional level of support for students and their families as they try to navigate their own educational journey in an uncertain environment.”

For more information, students and families can visit <http://www.collegenowgc.org/ask-tassel/>.

About College Now Greater Cleveland, Inc.

College Now provides Greater Cleveland students with guidance and access to funds to prepare for and graduate from college. For over 50 years, our goal has been to help students pursue educational opportunities that empower them to embark on rewarding careers and strengthen our community. College Now assists more than 30,000 students each year, delivering college and career access advising, financial aid counseling, and scholarship and retention services in Greater Cleveland schools, in the College Now Resource Center and through community-based programs. For more information, visit www.collegenowgc.org.

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