

TEXT WITH THE
PRESIDENT

ON KEEPING COLLEGE AFFORDABLE

TEXT WITH THE PRESIDENT
Wrap Report 2013



HOW DID IT WORK?

Here's how it worked:



Young people across the U.S.
texted PREZ to 38383



They submitted questions
about student debt that they
wanted President Obama to
answer.



President Obama texted them
each day with his answer to the
selected question.

Q&A's FROM DAYS 1 - 3

MONDAY

What have you done and plan to do to lower student debt & tuition?

Dan — Ann Arbor, MI

We've expanded grants & tax credits, provided new options to manage debt and proposed incentives for colleges to keep costs down. More here:

<http://at.wh.gov/mlnUx>

President Obama

TUESDAY

What are you doing to make high school students more educated on loans before entering college?

Marcus — Nevada, TX

Students need info to make smart choices. We launched a College Scorecard & Financial Aid Shopping Sheet to compare schools, aid & loan options: at.wh.gov/mmMh3. It's something Michelle and I wish we had had when we were in your shoes -- because sometimes we got surprised by some of the debt that we racked up. If you're willing to work hard, you should be able to afford to go to college. Thx, Marcus for the Q. I'll be here all week, so keep 'em coming.

President Obama

WEDNESDAY

What are you doing about debt reduction & loan forgiveness for young people who go into public service?

Brianna — Missouri

We offer income-based repayment, capping loan payment as low as 10% of your income, as well as loan forgiveness after 10 yrs of public service. As I've said before, this is personal for me. Michelle and I did not finish paying off our student loans until about 9 years ago. We gotta make sure higher education isn't a luxury reserved for just a privileged few, every family should be able to afford it. Keep sending Qs.

President Obama

Q&A's FROM DAYS 4 & 5

THURSDAY

Should students worry about student loan debt given the current job market?

Fatima — Georgia

Hey, everybody. Joe Biden, here. I'll be answering your Qs for the President while he is in Africa. Great question, Fatima. Nothing is more important than college edu. We've boosted Pell Grants & higher ed tax credits, income-based repayment caps payments at 10% of income & launched a College Scorecard to compare your options. Work study, scholarship, community college can help, but we also need Congress to act to keep interest rates from doubling. Keep asking Qs. Back tomorrow!

Vice-President Biden

FRIDAY

How can we compete with the rest of the world if the high cost of college is pricing kids out?

Laura — Florida

Any nation that out-educates us will out-compete us. So we're focused on making college more affordable so Americans are prepared for the jobs of the future. That's why we created the \$2,500 college tax credit & doubled funding for Pell Grants. We're also fighting to keep student loan rates from doubling this summer. That's something Congress can fix right away. And we need your help to make sure they do. Thanks for all the great questions this week. Keep working hard and make your voice heard on these issues.

Vice-President Biden

WHO ASKED?

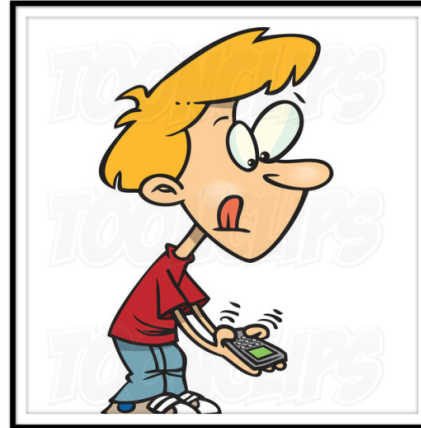
THESE FIVE AWESOME YOUNG PEOPLE HAD THEIR QUESTIONS ANSWERED BY PRESIDENT OBAMA AND VICE-PRESIDENT BIDEN

(1)



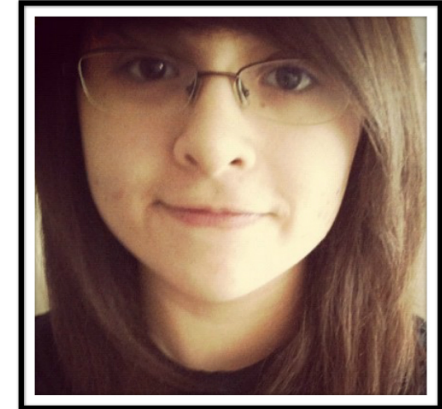
NAME: Dan Holland
HOME: Ann Arbor, MI
AGE: 17

(2)



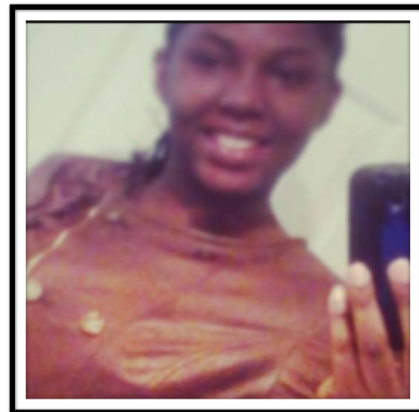
NAME: Marcus Scott
HOME: Nevada, TX
AGE: 20

(3)



NAME: Brianna Veal
HOME: Saint Louis, MO
AGE: 16

(4)



NAME: Fatima Quadri
HOME: Georgia
AGE: 18

(5)



NAME: Laura Uribe
HOME: Coral Springs, FL
AGE: 15

Q&A With Brianna Veal:

DoSomething.org: As a high school student what are your major concerns about college?

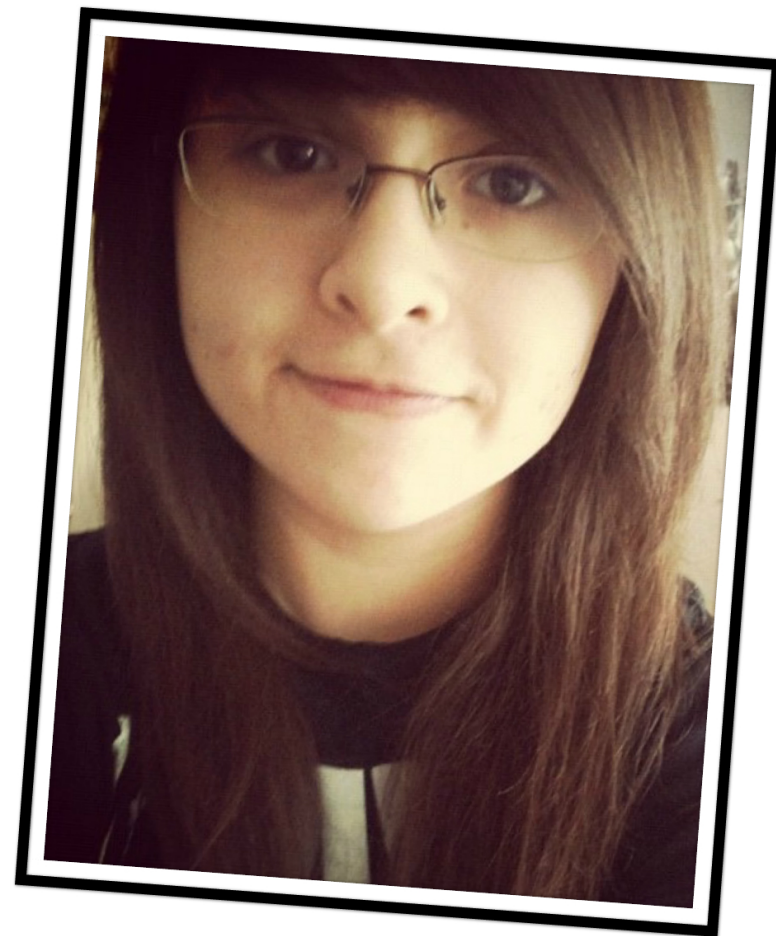
Brianna Veal: My major concern about college is how I'm going to be able to afford everything. I feel like for most high school students that's the first thing that comes to mind. Looking for scholarships is definitely going to become a routine during my senior year.

DS: What were your feelings when you heard that he would be responding to your question?

BV: I was really excited because I've never really gotten an opportunity like this. I admire President Obama very much and finding out he was answering my question was definitely overwhelming in the best way possible.

DS: Were you satisfied with the answer?

BV: I was more than satisfied. He sent the texts a few minutes apart, so when I received the first text, I thought that was all but then every five minutes he would send another message, and then another. It made me feel that he really thought about my question and gave me all the information he could, which I really appreciate.



THE NUMBERS ARE IN!

70,902

YOUNG PEOPLE OPTED IN

186,945

TOTAL INCOMING MESSAGES

54,503

TOTAL QUESTIONS RECEIVED



BROADCAST SENT TO

1,173,655

YOUNG PEOPLE

OPT OUT RATE

0.94%

MORE DATA:

TOP 20 CITIES THAT ASKED THE MOST QUESTIONS



WHO ASKED?



71.4%
OF QUESTIONS CAME
FROM FEMALES



28.6%
OF QUESTIONS CAME
FROM MALES

29%
OF QUESTIONS CAME
FROM PEOPLE AGES
13-16



58%
OF QUESTIONS CAME
FROM PEOPLE AGES
17-20

13%
OF QUESTIONS CAME
FROM PEOPLE AGES
21+

Hot Off The Press

HUFFPOST TEEN



Mashable



TOTAL # OF MEDIA IMPRESSIONS

98,271,426

IMPRESSIONS DIRECTLY FROM DO SOMETHING AND THE WHITE HOUSE

15,908,000

WHAT NEXT?

TOPICS YOUNG PEOPLE WANT THE
PRESIDENT TO TALK ABOUT NEXT

EDUCATION
JOBS GAY RIGHTS
ECONOMY TERRORISM
RELIGION
SPYING HEALTH CARE
IMMIGRATION
PREGNANCY NSA SCIENCE AND
TECHNOLOGY
GUNS ENVIORNMENT

