

First Gen Students Pitch Draft

Subject: How TruePoint Communications is Building The Stepping Stone First-Generation Students Need

Hi XX,

As we get closer to August, many of our recently graduated high school seniors will be starting their first semester in college. Some of these college freshmen will be the first in their families to enter higher education beyond high school.

This year, [1 in 3 undergraduates in the U.S.](#) – about 5 million students– identify as first-generation, according to the Center for First-Generation Student Success.

First-generation and minority students often lack the advocacy and resources that gives them access to opportunities and resources that other continuing-generation students readily have access to.

There is a fundamental need to invest in our first-generation and minority students and the resources available to them.

Jessica Nuñez, founder and president of TruePoint Communications, created the Work Readiness Program to ensure aspiring communications professionals have the resources they need to launch their career that Nuñez once needed as a first generation student herself.

The Work Readiness Program focuses on the professional development and skillset growth of young professionals while creating networking opportunities for job placement.

“This isn’t some stiff, boring or intimidating environment,” said Spring 2022 Work Readiness Program graduate Emma Stone. “It’s a good chance to be able to ask questions and see what other people think. See what professionals would say.”

TruePoint Communications is making strides to ensure that all students looking for a career in communications have access to the resources they need to achieve their highest goals, and I’d love to tell you more about our Work Readiness Program.

Thanks,

Lucy