

StandUp 101: From Pride to Action

How to Translate Your Enthusiasm Into Action
That Supports Princeton and Higher Education



1 Why you should stand up

2 How you can stand up

3 Resources and next steps

What we're going to talk about

1 Why you should stand up

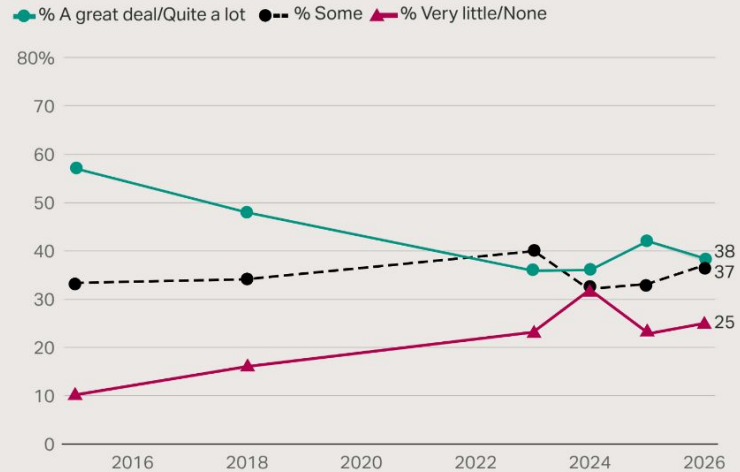
2 How you can stand up

3 Resources and next steps

How the public views higher education

Confidence in U.S. Higher Education

Please tell me how much confidence you, yourself, have in higher education — a great deal, quite a lot, some or very little.



GALLUP

How students and graduates view higher education

Large Majorities of College Students Are Confident That Their Degree Will Lead to Job-Relevant Skills and Employment

How confident are you that the degree or credential you are working towards will:

■ % Very confident ■ % Confident ■ % Not very confident ■ % Not confident at all

Teach you skills you need to get the type of job you want?

Associate degree students 44 47 8

Bachelor's degree students 48 45 6

Help you get a job when you graduate?

Associate degree students 41 44 13

Bachelor's degree students 45 44 9

Numbers may total 100% ±1%.

Oct. 2-31, 2025

Lumina Foundation-Gallup 2026 State of Higher Education Study

GALLUP

The view from Washington, D.C.

Higher education is not popular

Higher education is misunderstood

**Beating up on “elite” higher education
is good politics**

What's at stake

Academic freedom and free speech

Federal research funding

University endowments

Financial aid

What the University is doing

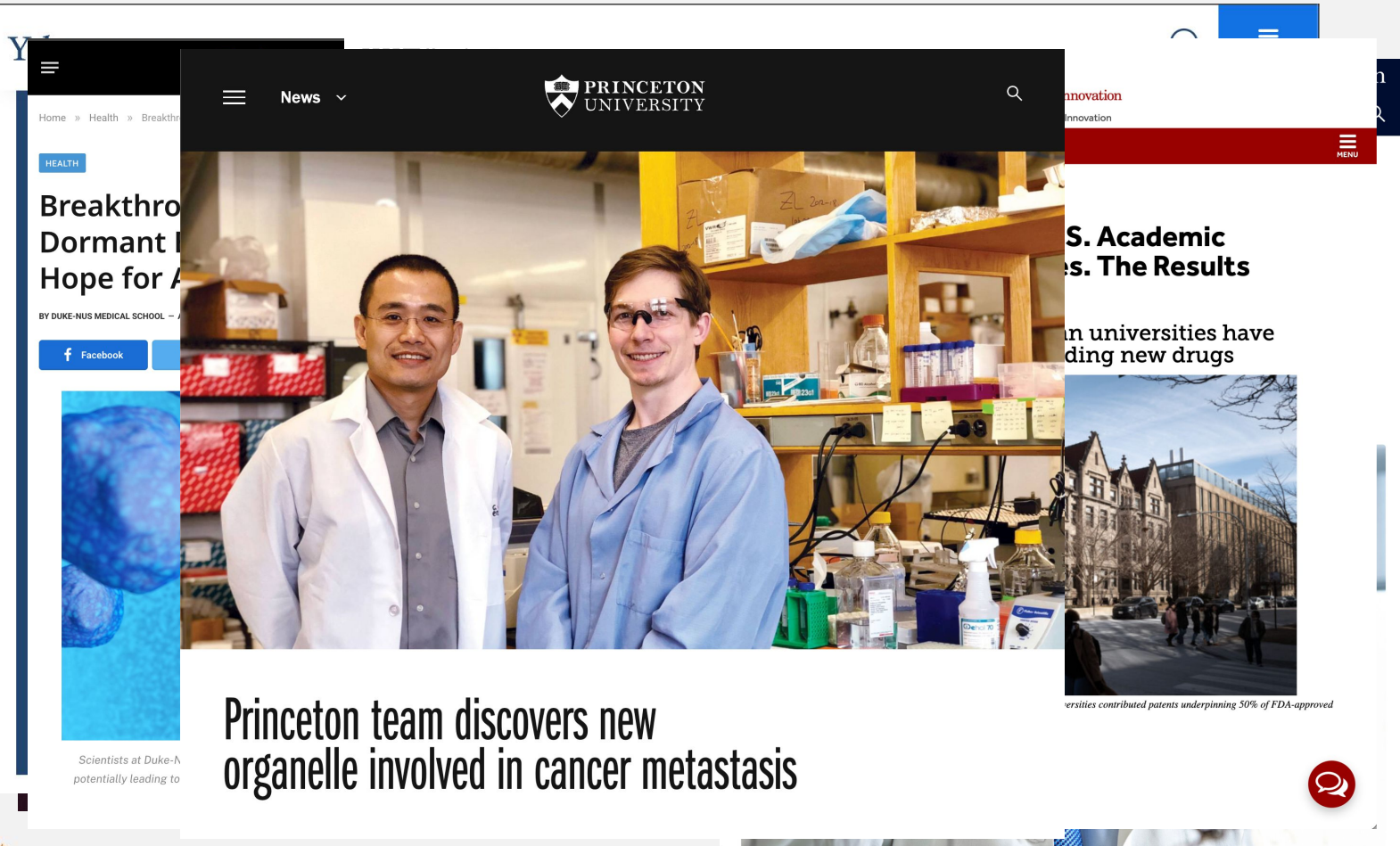
Sticking to our values

Focusing on research, teaching and service mission

Advocating in Washington, D.C.

Telling our story

Health



Security



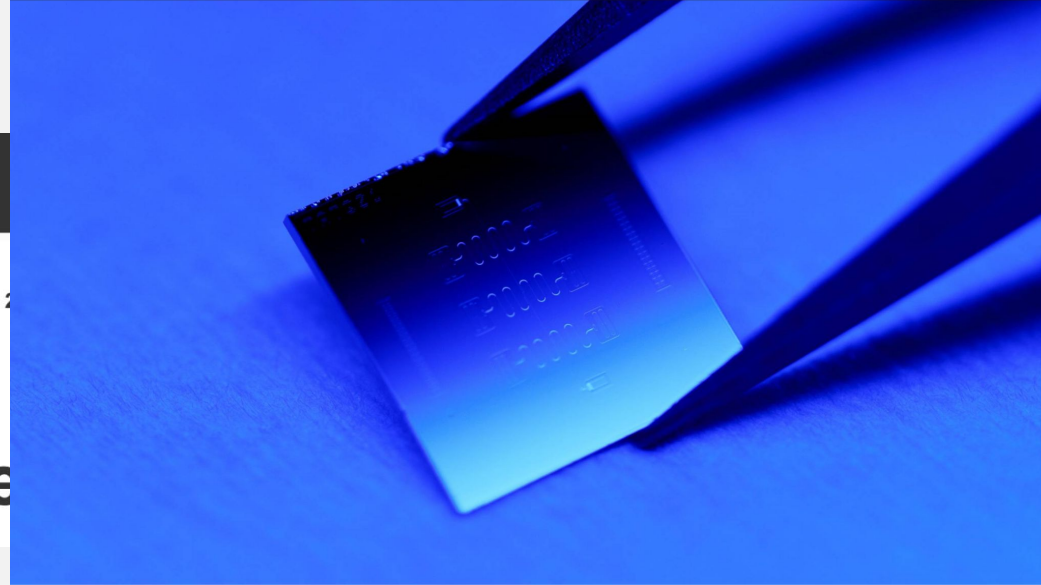
November 10, 2020

Let's Unive

Solutions ▾



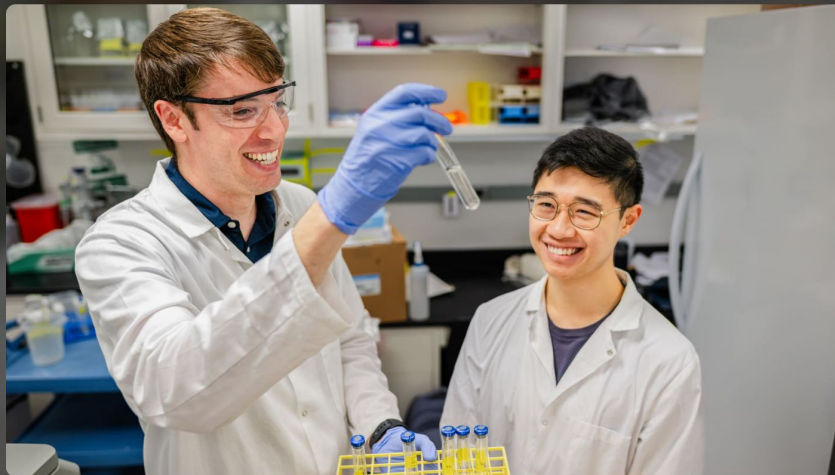
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Princeton puts quantum computing on the fast track with new qubit

Harvard University in April 2020. (Supplied: Getty Images)

Prosperity



Princeton researchers have identified the critical sugar-transport proteins in a bacterium that shows promise in converting cellulose into fuels. Jonathan Conway, left, and Hansen Tjo led the work. Photo by Sameer A. Khan/Fotobuddy

The proteins that could turn corn stalks into fuel



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What you can do

“When I talk with Princetonians today, one of the most frequent questions I hear is, ‘what can I do to help the University?’ Here is my answer: **be an ambassador for Princeton and for higher education.** Tell the story of how Princeton mattered in your life, about the excellence that you see, and about the shared and distinctive mission of colleges and universities in our republic.”

— *President Christopher L. Eisgruber*

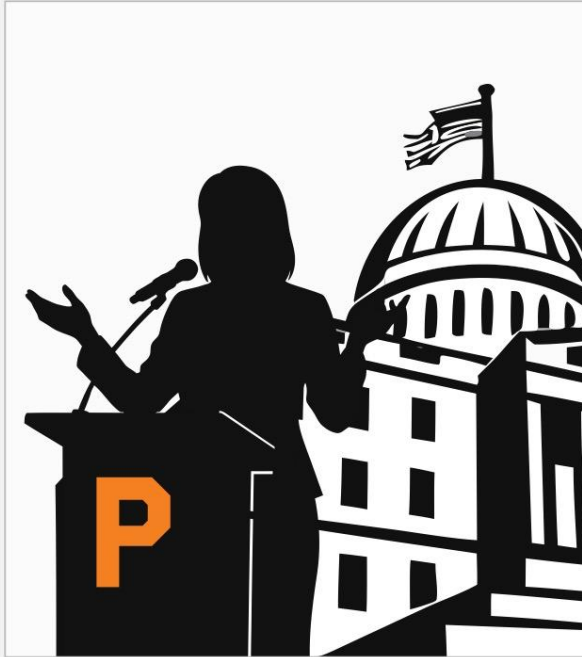
Stand Up

As an ambassador, you play a vital role in sharing the positive impact Princeton and higher education have across the nation. In doing so, you can help **elevate thoughtful public dialogue about higher education, build a community of informed and engaged advocates, and strengthen bonds between the University and Princetonians.**



How to stand up

You may think standing up means...



How to stand up

But it can also mean...



Audiences

Unreceptive

Skeptical

Allied



Make it personal

The way to change a skeptic's mind is to inject personal stories into your conversation.

Tell your own story...

Or the story of someone you know or a story we've shared with you.

Common critiques

Higher education is unaffordable.

Key points:

College costs have been decreasing over the last decade.

Most families do not pay “sticker price.” Actual costs have dropped thanks to financial aid.

The majority of students at Princeton (and other schools) receive financial aid.

Princeton's financial aid program is one of the most generous in the country. Most families with incomes up to \$150,000 a year will pay nothing and many families with incomes up to and even beyond \$350,000 will receive grant aid.

Common critiques

Higher education is unaffordable.

For you to consider:

Did you benefit from financial aid or know someone who did?

Common critiques

Princeton is too rich and deserves to be taxed.

Key points:

Endowments operate like an annuity, not a savings account. Princeton uses its endowment every day to support financial aid and world-leading teaching and research programs.

Taxing endowments reduces money available for breakthroughs in areas that strengthen the nation's economy and enhance its security.

Taxing university investment income forces institutions to find new revenue, often resulting in higher tuition for students and a reduction in funds available for financial aid.

Common critiques

Princeton is too rich and deserves to be taxed.

For you to consider:

What is something Princeton is pursuing with the support of its endowment that stands out to you?

Did you benefit from financial aid or know someone who did?

Common critiques

College campuses are out of touch and intolerant.

Key points:

College campuses are where people are having robust, challenging discussions.

A recent Lumina Foundation-Gallup study showed that most students believe their school does well in promoting free speech.

The same survey showed that feelings of respect and belonging are consistent across subgroups of students, including by political party identification.

Common critiques

College campuses are out of touch and intolerant.

For you to consider:

Do you remember a time when you encountered someone at Princeton with a different viewpoint from your own? How did you respectfully communicate with that person?

Did you ever attend an event at Princeton featuring a speaker with whom you disagreed? What did you learn from that experience?

LIVE

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Let's Practice

Tell the story
of why higher
education matters

Guiding questions:

What has higher education made possible in your life or in the life of someone you know?

How have you or someone you know been able to support your community thanks to your higher education experience?



PRINCETON
UNIVERSITY

“American colleges and universities are in the political crosshairs, and we can either tell our story or let others define our narrative.”

— *President Christopher L. Eisgruber*

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Four things you can do now

Put on your Princeton hat and ...

SHARE

Have these conversations and tell your story anywhere you can!

ADVOCATE

Get in the mix! Don't hesitate to have the difficult conversations.

Engage in the debate with skeptics.

ENGAGE

Volunteer. Give. Talk about why you give!

CONNECT

Sign up for the *Stand Up* newsletter.

Email your stories to us at standup@princeton.edu.

Follow us on social media and share our content!

Recap

Today we've reviewed:

**Why we need to stand up for Princeton
and higher education**

**How you can stand up by engaging in the
debate with skeptics, armed with facts
and personal stories**

What you can do next

“America’s great research universities are magnets for talent from throughout our country and the world. They deliver outstanding educations, along with research that improves the prosperity, health, and security of the American people. They are the best the world has ever seen — and I believe they are better today than they have ever been.”

— *President Christopher L. Eisgruber*



standup.princeton.edu

Questions?

Scan the QR code for more information and to continue getting tips on how to be an advocate.





standup.princeton.edu

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