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### **Gardner-Webb University Joins National #ReachHigher Education Campaign**

Office of University Communications

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# Gardner-Webb University Joins National #ReachHigher Education Campaign

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Office of University Communications

May 8, 2014

## *Graduates Encouraged to Showcase Academic Success Via Social Media*

BOILING SPRINGS, N.C. – When Gardner-Webb University presents degrees to more than 700 students in commencement ceremonies Monday, each graduate will represent success in higher education.

The University supports a national campaign First Lady Michelle Obama launched this month to inspire every American student to complete an education beyond a high school diploma. A 2014 U.S. Department of Labor survey of American workers shows both employment and earnings increase as individuals complete higher education programs beyond high school.

The new White House initiative, known as Reach Higher, seeks to motivate students by highlighting others' success, and to prepare them to complete their education through:

- Exposure to college and career opportunities;
- Information about financial aid that can make college affordable;
- Resources for academic planning and summer learning programs; and
- Support from high school counselors who can guide more students to colleges.

“Gardner-Webb University fully supports the Reach Higher campaign at the national level,” said GWU President Dr. Frank Bonner. “We admire the effort to encourage students to pursue and complete a college degree. At Gardner-Webb, we want to do all we can to enable our students in their goals to graduate and move on to successful experiences in their lives.”

Reach Higher encourages students to share their school pride through photos that show school colors, logos and achievements. Gardner-Webb students are encouraged during graduation activities to take photos showcasing university spirit and post them to social media outlets using the hashtag #ReachHigher to connect with the national campaign.

The University also encourages graduation participants to use the hashtag #WebbGrad2014 for social media posts including photos, tweets and Facebook status updates. Ceremonies are set for 10 a.m. and 3 p.m. Monday in the Paul Porter Arena of the Lutz-Yelton Convocation Center.

For more information on graduation, visit [gardner-webb.edu/newscenter](http://gardner-webb.edu/newscenter). For more information about the Reach Higher initiative, visit [whitehouse.gov/reach-higher-initiative](http://whitehouse.gov/reach-higher-initiative).

*Located in Boiling Springs, N.C., Gardner-Webb University's purpose is to advance the Kingdom of God through Christian higher education by preparing graduates for professional and personal success, instilling in them a deep commitment to service and leadership, and equipping them for well-rounded lives of lasting impact, Pro Deo et Humanitate (For God and Humanity).*