

Our New Name: “College Assist” Replaces College Access Network



On January 1 of this year, we began the process of transitioning our name to College assist. That process is now complete, and our clients, partners and borrowers are seeing the College Assist name on everything from FFEL Program forms to our Web site and printed publications.

Along with our name change you'll notice a new logo – an outline of an apple, consistent with the rest of our visual branding. In fact, other than the name and logo, our graphic presentation will not change. You'll still see the familiar apples and other signature graphics and colors. We're also keeping our promise, “You'll succeed. We'll help.” Of course, all the products and services, not to mention responsive staff, that help us keep that promise also remain unchanged and uninterrupted.

With the name change transition, various components of our operations have been affected while some others have not. Here's a quick look at what's new and what's staying the same:

- Office address – No change.
- Phone numbers – No change.
- Key staff contacts – No change.
- Login user names/passwords – No change.
- E-mail addresses – Staff e-mail addresses ending in @cslp.org have changed to @college-assist.org,

and staff e-mail addresses ending in @college-access.net have changed to @college-assist.com. E-mails sent to the old addresses are being forwarded for a brief period of time.

- Web site address – Our Web address has changed to www.college-assist.com, with a redirect page in place at our old www.college-access.net address. Other than the new name and logo, the Web site looks and navigates the same as it always has, with the same great tools and information.

“Changing our organization's name is a major transition, so we've tried very diligently to keep financial aid offices informed along the way. We've also phased in the change over several months to minimize the impact,” said College Assist Managing Director Caron Peterson. “Still, we realize that schools are going to have some questions, so we encourage them to call us any time.”

If you, your staff or your borrowers have any questions about our new name, please feel free to contact College Assist staff at 303.305.3000.

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