



Ten Ways Your College or University Can Promote the Earned Income Credit and the Child Tax Credit

There are many opportunities to raise awareness about the Earned Income Credit (EIC) and the new Child Tax Credit (CTC) to help eligible working families and individuals claim these important federal tax benefits. Since they supplement grants and loans, the credits can help expand access to education for low- and moderate-income individuals. Remember, students, their parents and campus employees may be eligible for the EIC and the CTC.

1. Put up EIC/CTC posters in your financial aid office, student unions and child care facilities.
2. Insert an EIC/CTC envelope stuffer into tuition bills mailed out to students.
3. Conduct trainings on the EIC and the CTC for financial aid officers.
4. Let campus employees know about the credits. Include an envelope stuffer with employee paychecks. Encourage businesses that operate on campus to do the same with their own employees.
5. Promote awareness of the EIC advance payment option among students and other eligible employees.
6. Promote the EIC and the CTC through continuing education and adult education departments.
7. Place an EIC/CTC public service announcement (PSA) in the campus newspaper and campus website. Broadcast a PSA on the campus radio and/or television stations.
8. Help provide free tax filing assistance to low-income taxpayers in your community. Work with the IRS to provide space for a Volunteer Income Tax Assistance (VITA) site. Encourage faculty and students, especially those in accounting or business departments, to become VITA volunteers. Foreign language students can also provide translation assistance and reach out to local immigrant communities.
9. Coordinate EIC/CTC outreach with college- or university-based welfare-to-work programs.
10. Encourage student and faculty involvement in community service to join forces with community-based groups engaged in EIC/CTC Outreach Campaigns. Involve college and university volunteer centers that coordinate student volunteer efforts in the community.

For more information on how your college or university can promote the EIC and the CTC, contact the Center on Budget and Policy Priorities, (202) 408-1080.