

**Action/Information Item**

***LOAN ADVISORY COUNCIL***

Consideration and Discussion of Direct-to-Consumer Marketing  
of Student Loans

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Chair Steere-Salazar identified the topic “Direct-to-Consumer Marketing of Student Loans” as an item for LAC to consider and discuss. Potential borrowers receive direct-to-consumer marketing regarding alternative and consolidation loans.

As a representative from an institution, Chair Steere-Salazar is concerned that potential borrowers are receiving inaccurate information. Chair Steere-Salazar would like LAC to discuss how CSAC and EDFUND can assist borrowers in making informed decisions.

***Responsible:*** Carrie Steere-Salazar  
Chair