



News Release

45 Columbus Avenue, New York, NY 10023-6992 T 212-713-8052 F 212-713-8184 www.collegeboard.com

For Immediate Release: February 21, 2010

College Board Recognizes Exemplary Initiatives in CollegeKeys Compact™ Awards

Special Recognition Given to Programs that Help Students from Low-Income Backgrounds Overcome Obstacles to College Success

NEW YORK — The College Board has named three outstanding programs in each of its six regions as the winners of the first CollegeKeys Compact™ Innovation Awards. The winners have initiated innovative, effective best practices that help low-income students get ready, get in and get through college. Each winner receives a \$5,000 award to be used to expand or sustain their program.

College Board President Gaston Caperton said, “The College Board’s CollegeKeys Compact Innovation Award winners are to be congratulated for the difference they have made in the lives of students. Their innovative programs will serve as models so that others, by adopting these successful strategies, will be able to help more students successfully pursue a college education.”

Three exceptional initiatives — one each in the categories of “Getting Ready,” “Getting In” and “Getting Through” — will receive special recognition at the 2010 College Board Midwestern Regional Forum, February 21-22, 2010 at the Marriott Downtown in Chicago, IL.

Midwestern Regional Forum recipients of the 2010 CollegeKeys Compact Innovation Awards by category are:

- Stark Education Partnership, Ohio — Getting Ready
- Admission Possible, Minnesota — Getting In
- University of Cincinnati, Ohio — Getting Through

The Innovation Awards celebrate some of America’s most powerful efforts to improve the academic success of students from low-income backgrounds. These institutions have created best practices that can be replicated, adapted and expanded in other education settings. They can be used by educators, institutional leaders and policymakers to promote policies and practices that have far-reaching impact for low-income students who need help to get ready for, get into and get through college.

“We are recognizing significant progress and achievement by institutions, but we also want to make clear the need for a focused effort to ensure there are more opportunities for low-income students to attend, as well as succeed in college,” said Ronald Williams, College Board vice president of community college initiatives, who is heading up the CollegeKeys™ initiative.

The following Midwestern Regional Forum institutions are also commended by the College Board for effective initiatives within the region, and recognized for their continued efforts for low-income students:

- Grand Valley State University, Michigan
- Indiana University, Indiana
- Kenwood Academy High School, Illinois

The CollegeKeys Compact was launched in October 2007 following a two-year review of independent research, policy and practices in academic preparation and planning, admission, financial aid, and retention. A report issued by the College Board found that nearly one-half of all college-qualified low- and moderate-income high school graduates do not enroll in a four-year college program because of a combination of poor preparation, low expectations and financial barriers. The goal of Compact participants is to see that students from low-income backgrounds are represented in, and graduate from, colleges and universities at the same rate as their more affluent peers.

The Compact is also driven by College Board members' commitment to the belief that all underserved students have a right to an affordable, accessible and successful college experience. The Compact continues to invite all schools, colleges and universities to accept its call to action. The initiative proposes a number of possible activities, including the creation of partnerships to provide more mentors for young people, ensuring the availability of rigorous high school curricula; the waiving of fees for college applications for these target students; educating administrators, counselors and teachers to understand the reality of financial aid needs; providing additional tutoring and supplemental instruction, as well as culturally relevant programming; and improving course alignment and acceptance agreements between two- and four-year institutions.

For more information about joining the CollegeKeys Compact or to learn more about the College Board Innovation Awards, please visit www.collegeboard.com/collegekeys.

The College Board

The College Board is a not-for-profit membership association whose mission is to connect students to college success and opportunity. Founded in 1900, the College Board is composed of more than 5,700 schools, colleges, universities and other educational organizations. Each year, the College Board serves seven million students and their parents, 23,000 high schools, and 3,800 colleges through major programs and services in college readiness, college admission, guidance, assessment, financial aid and enrollment. Among its widely recognized programs are the SAT®, the PSAT/NMSQT®, the Advanced Placement Program® (AP®), SpringBoard® and ACCUPLACER®. The College Board is committed to the principles of excellence and equity, and that commitment is embodied in all of its programs, services, activities and concerns. For further information, visit www.collegeboard.com.

To learn more about College Board advocacy, please visit www.collegeboard.com/advocacy.

-30-

CONTACT:

Stephanie Coggin The College Board 212-713-8052 communications@collegeboard.org