

For Immediate Release

Contact: Matt Rubinoff
Center for Student Opportunity
(301) 363-4222
mrubinoff@csopportunity.org

2012 COLLEGE ACCESS & OPPORTUNITY GUIDE

College guidebook uniquely targets low-income, first-generation college-bound students

Bethesda, MD—Young people in all socioeconomic groups have college aspirations. In fact, eight out of 10 expect to attain a bachelor’s degree or higher, according to the U.S. Department of Education. But despite these aspirations, low-income students and those who are the first in their families to pursue higher education are severely underrepresented on college campuses.

According to the College Board, high-achieving students from low-income families have about the same chance of enrolling in college as low-achieving students from wealthier families. And even worse, those who do make it to college are not finding supportive college environments or graduating. A recent USA Today article notes that 89 percent of low-income, first-generation students leave college within six years without a degree.

To help change this trend, Bethesda, Md.-based nonprofit **Center for Student Opportunity** presents the **2012 College Access & Opportunity Guide**, a comprehensive college guidebook designed to help low-income, first-generation college-bound students make their college dreams a reality.

The Guide features:

- 241 colleges and universities highlighted for their outreach efforts, financial aid opportunities and student support services
- A 4 step plan to college developed by partners, **KnowHow2GO**
- Articles and advice from college students and other experts
- Valuable information for parents and mentors, including a new Spanish-language section

“We want to show students and their supporters that the opportunity for college is there,” said Matt Rubinoff, Executive Director of Center for Student Opportunity. “The 2012 *College Access & Opportunity Guide* is a special resource that provides guidance through the college process and delivers important information on college programs aimed to serve low-income, first-generation college students.”

###

About Center for Student Opportunity

Center for Student Opportunity (CSO) is a national 501(c)(3) nonprofit organization dedicated to promoting higher education opportunities for first-generation and other historically underserved college-bound students. CSO programs serve colleges and universities, counselors, and community-based organizations in support of their college access goals. More information about CSO is available at www.CSOpportunity.org.

About KnowHow2GO

KnowHow2GO is a national public service campaign designed to inform young people about the actual steps they need to take to make their college dreams a reality. The campaign includes television, radio, print, outdoor and

interactive advertising. It is sponsored nationally by the American Council on Education, Lumina Foundation for Education and the Ad Council. For more information visit KnowHow2GO.org.

Praise for the 2012 College Access & Opportunity Guide:

“Our students have found this guidebook essential to their college searches. It is easy to navigate and targets the information that’s most important to them. There’s no other resource that offers this kind and quality of information. ‘Opportunity’ is the perfect word; that’s just what our students need!”

–*Debbie Greenberg, College Bound St. Louis, St. Louis, MO*

“I began using The College Access and Opportunity Guide with my upper division students, but very soon the other students were asking to see it. Since I had only one copy, I would have a waiting list to look at the book. It became the focus of our group meetings and soon the students started calling it ‘the red college bible.’ In the end, we decided to give all of our sophomores their own copy to set them on the right path to college.”

–*Linda Perez, Achieve/Gerson Bakar Foundation, San Francisco, CA*

“At a young age, you really don’t think about college but this book tells you that it is possible. Don’t ever think there is not money out there or there’s not a spot for you. Now I’m really sure that I am going to get into college.”

–*Rochelle, 11th grade, Gertz-Ressler High School/The Fulfillment Fund, Los Angeles, CA*

###