

About Center for Student Opportunity

Center for Student Opportunity (www.CSOpportunity.org) leads a national partnership of colleges, universities, college access programs, counselors, and others that share a mission to support the higher education aspirations of today's first-generation, low-income, and minority college-bound students.

Center for Student Opportunity programs and resources work to:

- Build awareness of available college programs and opportunities for first-generation, low-income, and minority college-bound students;
- Increase and improve college guidance services that match students with colleges and universities where they will succeed; and
- Strengthen the host of college and community-based college access and success programs.

Center for Student Opportunity programs include:

- College Access & Opportunity Guide*, the first comprehensive college guidebook dedicated to promoting college opportunity for the traditionally underserved
- CSO College Center (www.CSOcollegecenter.org), a free online clearinghouse of college programs and admissions information for first-generation, low-income, and minority college-bound students
- College Counseling Outreach Initiative, mobilizing professional college counselors to volunteer with community-based organizations and schools to help increase and improve college preparation and guidance for the traditionally underserved
- College partnerships to support the promotion, improvement and expansion of campus outreach, recruitment, and retention efforts.

Center for Student Opportunity is the realization of an idea put forth by the principals of Student Horizons, Inc., a corporation that assists colleges and universities with communications and marketing strategies and technology. Center for Student Opportunity incorporated as an independent 501(c)(3) nonprofit organization in 2004 and with seed funding from the John and Maureen Hendricks Charitable Foundation, established by the founder and chairman of Discovery Communications and the Discovery Channel, a firm foundation was built for the organization's growth and development.

Center for Student Opportunity seeks to fill the need for greater college counseling and preparation resources for first-generation and other historically underserved college-bound students. Studying the national landscape of college access to first-generation and underserved populations, the principals discovered that while there are numerous local and sub-regional programs that effectively serve these populations, few if any of these organizations have the resources to expand their reach. And fewer still have the network to access many of the colleges and universities that have targeted these student populations for admission.

With this in mind, the principals founded Center for Student Opportunity with the express purpose of linking qualified students with leading colleges and universities committed to serving and supporting them.

In a few short years, Center for Student Opportunity has grown to serve a partnership of over 225 colleges and universities. It has gained a reputation among students, families, counselors, and others in the education community as a leading source of information on college opportunity and guidance for the traditionally underserved, helping students pursue and succeed in college.

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