

For Immediate Release

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NEW COLLEGE GUIDEBOOK UNIQUELY TARGETED TO FIRST-GENERATION, LOW-INCOME, AND MINORITY COLLEGE-BOUND STUDENTS

Guidebook highlights over 225 colleges and universities committed to college access and retention of underserved populations; Over 100,000 copies will be disseminated through free distribution program

October 8, 2008—Bethesda, MD—Center for Student Opportunity announced today the release of the inaugural *College Access & Opportunity Guide*—a comprehensive college guidebook dedicated to promoting college opportunity for the traditionally underserved. The first of its kind, the *College Access & Opportunity Guide* highlights over 225 colleges and universities offering college access and retention programs for first-generation, low-income, and minority college-bound students.

“Increasingly, colleges and universities are placing an emphasis on outreach initiatives, financial aid programs, and student support services. Yet, students, their families, and even counselors and community leaders are not always fully aware of the array of college opportunity that exists for them,” said Matt Rubinoff, Executive Director of Center for Student Opportunity. “The *College Access & Opportunity Guide* fills this void by providing students with guidance through the college process and delivering easy-to-read information on strong college programs aimed to serve students like them.”

Colleges and universities in the *College Access & Opportunity Guide* were selected for inclusion by a national independent advisory committee of college presidents and chief administrators, college access and community-based organization leaders, and higher education association officials. The Guide highlights specific programs and services offered by each institution in three categories:

- **Access** – Community outreach initiatives serving pre-college students with academic enrichment, mentoring, college preparation, and college guidance
*e.g. Harvard University’s (MA) **Crimson Summer Academy** offers high school students a taste of college life over three consecutive summers including classes, projects, field trips, and recreational activities. Upon completion of the three-year program, students are awarded a \$3,000 scholarship for use at the college of their choice.*
- **Opportunity** – Financial assistance (scholarships, financial aid incentives), informational (open houses, fly-in programs), and acceptance (conditional admissions) programs
*e.g. Berea College (KY) serves a unique mission to only enroll students of limited financial resources, and toward this end provides all students a **full-tuition scholarship**.*
- **Success** – Academic assistance, student support services, and retention initiatives geared to help students persist to graduation
*e.g. Baldwin-Wallace College (OH) provides a comprehensive residential program for single parents to pursue a college education through the **Single Parents Reaching Out for Unassisted Tomorrows (SPROUT)**.*

The *College Access & Opportunity Guide* also includes information, articles, and stories developed in collaboration with KnowHow2GO—a national college access campaign created in partnership with Lumina Foundation for Education, American Council on Education, and the Ad Council—providing a plan for first-generation and other underrepresented students to take four steps necessary to go to college:

- 1) **Be a pain** – Let everyone know that you’re going to college and need their help.
- 2) **Push yourself** – Working a little harder today will make getting into college even easier.
- 3) **Find the right fit** – Find out what kind of school is the best match for you and your career goals.
- 4) **Put your hands on some cash** – If you think you can't afford college, think again. There's lots of aid out there.

“Young people in all socio-economic groups have college aspirations. But low-income students and those who are the first in their families to pursue higher education are severely underrepresented on college campuses,” said Melanie Corrigan, Director of National Initiatives for the American Council on Education. “KnowHow2GO and the *College Access & Opportunity Guide* aim to turn these students’ college dreams into action-oriented goals and offer the guidance they need to prepare for postsecondary education.”

Center for Student Opportunity, in conjunction with the schools featured in the Guide and partner foundations and associations, is aiming to distribute over 100,000 copies of the *College Access & Opportunity Guide* for free to high schools and community organizations nationwide. The book also is available for sale through Center for Student Opportunity’s website (www.CSOpportunity.org) and other national booksellers.

“Center for Student Opportunity wants to show students and families that the opportunity for college is there,” Rubinoff said. “The *College Access & Opportunity Guide* is a special resource that helps students evaluate colleges and universities by what is in it for them—the programs and opportunities they would benefit from—at a particular institution.”

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About the 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.

About Kendall/Hunt Publishing Company

With over 50 years of experience in the publishing industry, and over 6,000 titles in print, Kendall/Hunt Publishing Company offers expertise at all levels of education publishing, from kindergarten through college, and on to continuing medical and professional education. Kendall/Hunt combines author service, innovation, and a pledge of quality to provide advantages that are unparalleled in the publishing industry.

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