

## For Immediate Release

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### [SCHOOL NAME] RECOGNIZED FOR SUPPORTING FIRST-GENERATION, LOW-INCOME, MINORITY COLLEGE-BOUND STUDENTS: FEATURED IN NEW “COLLEGE ACCESS & OPPORTUNITY GUIDE”

[Date]—[City], [State]—In acknowledgement of its outstanding efforts to serve and support students from first-generation, low-income, and otherwise underserved backgrounds, [School Name] has been selected for inclusion in the inaugural *College Access & Opportunity Guide*, the first comprehensive college guidebook dedicated to promoting college opportunity for the traditionally underserved.

The Guide, produced by Center for Student Opportunity, a 501(c)(3) nonprofit organization that supports the higher education aspirations of underserved college-bound students, credits [School Name] for its [name and description of specific programs highlighted in the school’s profile...can add a brief second paragraph with more info on the programs if warranted].

[Quote from College President and/or Dean of Admission such as “[School Name] is committed to offering programs and services that can help all our students reach their full potential, and so we are very proud be profiled in the *College Access & Opportunity Guide*. This is the kind of information families and prospective students need to know when considering which college is right for them.”]

Over 225 colleges and universities nationwide are featured in the Guide, published by Kendall/Hunt Publishing Company. They were selected for inclusion by a national independent advisory committee comprised of college presidents and chief administrators, college access and community-based organization leaders, and higher education association officials. Each is profiled in light of the programs and opportunities it presents for first-generation, low-income, and minority college-bound students in three categories:

- **Access** – Community outreach initiatives serving pre-college students with academic enrichment, mentoring, college preparation, and college guidance
- **Opportunity** – Financial assistance (scholarships, financial aid incentives), informational (open houses, fly-in programs), and acceptance (conditional admissions) programs
- **Success** – Academic assistance, student support services, and retention initiatives geared to help students persist to graduation

“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 the 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.”

Furthering its mission to serve first-generation, low-income and minority college-bound students, [School Name] is sponsoring a free distribution of the *College Access & Opportunity Guide* to high schools and community organizations nationwide, along with other colleges and universities featured in the Guide and partner foundations and associations. The book also is available for sale through Center for Student Opportunity’s website ([www.CSOppportunity.org](http://www.CSOppportunity.org)) and other national booksellers.

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.”

All of the colleges and universities in the *College Access & Opportunity Guide* are also featured on Center for Student Opportunity’s College Center website ([www.CSOcollegecenter.org](http://www.CSOcollegecenter.org)), an online clearinghouse of college programs and admissions information serving first-generation and historically underserved college-bound students. Students, families, and counselors can use CSO’s College Center to gain valuable insight and advice throughout the college application process, further their research on available college programs aimed to serve students like them, and register an academic profile to send to colleges and universities of interest.

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**About [School Name]**  
[Insert paragraph]

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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.CSOopportunity.org](http://www.CSOopportunity.org).

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### **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](http://KnowHow2GO.org).

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### **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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