

September 15th Orientation

Toolkit Addendum

Press releases:

All press releases generated by your organization regarding the Early College High School Initiative must be sent to Nicole Adams at the Center for Native Education at least four business days before submitting them to the press. Press releases are required to be sent to Jobs for the Future to be reviewed for accuracy and consistency of message and will then be forwarded to our funders. In most cases, JFF will respond within 48 hours. In some cases, JFF may have to consult with our funder's press officers, which may take a bit longer.

Funder acknowledgement:

Please acknowledge all funders in any press release discussing the Early College High School Initiative. The funders are the Bill & Melinda Gates Foundation, the Carnegie Corporation of New York, the Ford Foundation, the W.K. Kellogg Foundation and College Spark Washington.

If possible, please also acknowledge the Center for Native Education. If your school provides New Path programming, please acknowledge Lumina Foundation for Education. (Note: There is no "The" before "Lumina Foundation for Education.")

Additional key talking points about the Early College High School Initiative include:

- Through the Early College High School Initiative, 13 partner organizations are creating or redesigning more than 250 small schools for disadvantaged and low-income young people and neighborhoods. Jobs for the Future coordinates and supports the partners and the effort as a whole.
- The Center for Native Education is one of the eleven partners. The CNE has a unique goal of serving Native American students and communities.
- The mission of the Center for Native Education is, "Creating paths to academic success for Native American students."
- Early Colleges for Native Youth offer an integrated curriculum of:
 1. Standards-based, basic education high school program
 2. Associates of arts transfer degree requirements of tribal and/or community colleges

3. Local, culturally-relevant Native American emphasis

- The CNE is hoping to grow its network of early colleges throughout all of Indian Country.
- The CNE provides grant funding and technical assistance to schools within its network, which now includes 12 schools in five states.
- Early colleges are working together to make higher education the norm for Native Americans in a single generation.
- Early colleges are culturally relevant, academically rigorous high schools. Students can take up to two years of college classes free of charge while completing high school requirements.
- Early colleges are created by tribal, college, and high school personnel who work together to increase the goals and success of Native students.
- Early colleges are working. Since Early College High Schools were established, test scores, attendance, the earning of college credit during high school and graduation rates have all increased at Early Colleges. Partnerships between secondary, post-secondary and tribal stakeholders are key to this success.
- Early college high schools promise to make higher education more accessible and more affordable for Native students.

Other Tips:

- Remember, our students are the story. When reaching out to the media, be prepared to direct them to speak with 2-3 of your students about the role of early college in their life. All students and contacts with the media should be prepped and permission from parents or guardians secured prior to speaking with the media.
- Use facts and statistics on improvements in graduation rates, attendance, college credits earned and college going rates to compliment the personal side of the story provided by personal interviews.
- Each early college community has its own story to tell. Be willing to share the unique cultural components and activities that make up your school community. Invite the media to your events and, if appropriate, ceremonies including your students. These are the elements of a story that make it unique and “newsworthy.”