

Celebrating 10 Years
1999 - 2009

Academic Advancement

California Reading and Literature Project (CRLP)

California State Summer School for Mathematics and Science (COSMOS)

Early Academic Outreach Program (EAOP)

GEAR UP Partnerships - North Monterey County, Pajaro Valley & South Monterey County

Girls in Engineering

Mathematics, Engineering, Science Achievement Schools Program (MESA)

San Jose California Student Opportunity and Access Program (San Jose Cal-SOAP)

Transfer Partnerships Program (TPP)

MEDIA ADVISORY

Friday, April 3, 2009

FOR IMMEDIATE RELEASE
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APRIL IS "COLLEGE AWARENESS MONTH" IN SANTA CRUZ, LIVE OAK

Month of College Prep Activities Planned for Students, Families; Special Kick Off Event on Friday, April 3 at Boys and Girls Club of Santa Cruz

(SANTA CRUZ) – April is the first annual College Awareness Month in Santa Cruz and Live Oak, featuring a variety of activities to increase access and opportunity to postsecondary education for all students and families. Events throughout the month range from college fairs and career days to financial aid workshops, campus tours, and house meetings on education to help youth and families prepare for college and build a roadmap to achieve their education and career goals. City of Santa Cruz Mayor Cynthia Mathews has issued a proclamation about College Awareness Month and joins other education CEOs and community leaders at the kick off event on Friday, April 3.

WHO: Cynthia Mathews, Mayor, City of Santa Cruz
George Blumenthal, Chancellor, UC Santa Cruz
Michael Watkins, Santa Cruz County Superintendent of Schools
Steve Reed, Assoc. Vice President for External Relations, CSU Monterey Bay
Alan Pagano, Superintendent, Santa Cruz City Schools District
Felicia McGinty, Vice Chancellor for Student Affairs, UC Santa Cruz
Margery Regalado-Rodriguez, Dean of Instruct. Development, Cabrillo College
Karen Edmonds, Principal, Santa Cruz High School
Tony Madrigal, Santa Cruz Councilmember

WHAT: College Awareness Month Kick Off

WHERE: Boys and Girls Club of Santa Cruz
543 Center Street, Santa Cruz (corner of Center and Lincoln Streets)

WHEN: Friday, April 3, 2009, 3:00 p.m. – 4:00 p.m.
Speakers begin at 3:15 p.m. with an informal reception immediately following

WHY: Schools and districts, area colleges and universities, community organizations, and businesses are joining the Santa Cruz/Live Oak Education Collaborative to sponsor this community-wide effort to raise college awareness and create a "buzz" about higher education.

VISUALS: Speakers on front steps, students, college pennants, community members at reception

In addition to the College Awareness Month Kick Off event on April 3, there will many other activities:

- April 3 and April 24 are “Wear Your College Colors” day throughout the community for everyone to celebrate and promote college.
- Learn about college through programs at the Boys and Girls Club of Santa Cruz, such as Career Launch, Goals for Graduation, and Project Learn. Open to youth ages 11-14 years.
- Bay Federal Credit Union presents “The Magic of Saving” at branch locations throughout the county. Learn about saving for college, free financial literacy and college financing materials, and bilingual resources on saving and paying for college. In the Youth Savings Challenge, all youth who make a deposit toward college savings will be entered into a raffle to win prizes and cash. Bay Federal will also offer two \$500 student scholarships and host a coloring page contest about college awareness.
- Tour the Cabrillo College and UC Santa Cruz campuses or attend a transfer student workshop with the UCSC Office of Admissions.
- The Live Oak Family Resource Center is hosting house meetings on education and college to focus on sharing obstacles and solutions in education to help identify issues or successes for further action. There will be a special reconvening and celebration of College Awareness Month on April 28.
- On April 16, the “Getting Ready for College” information night at Branciforte Middle School will present information for middle school parents and families, covering a range of topics about preparing students for college such as A-G courses, four- and two-year college options, career tech training, and more.
- Santa Cruz High School AVID is hosting a College Awareness Day on April 18, including a mock SAT test, presentations from local colleges and universities, undergraduate student panel, and financing college workshop (presented by Bay Federal).
- April 19 is Day of the Child/Dia del Nino with the Beach Flats Community Center, recognizing children, highlighting the value of education, promoting college awareness, and encouraging bilingual literacy.
- Pacific Collegiate School is hosting a special seminar on April 21 on “What if Your Child is Unprepared for College?” and the Digital Bridge Academy at Cabrillo College.
- There will be a free Cash for College financial aid workshop at Soquel High School on April 23, presented by CSU Monterey Bay financial aid counselors.

For a complete calendar of activities, go to <http://epc.ucsc.edu/cam2009>. For more information about College Awareness Month or other media inquiries, please contact JAIMIE VARGAS, director of development and communication, at (831) 239-9130 or jevargas@ucsc.edu.

About UC Santa Cruz Educational Partnership Center

Established in 1999, the Educational Partnership Center (EPC) coordinates academic preparation efforts on behalf of UC Santa Cruz with the goal of increasing access and opportunity to higher education for students across the Monterey Bay and San Jose/Silicon Valley regions. EPC is a research- and data-driven, umbrella organization for an array of integrated programs, serving students, teachers, families, and schools from kindergarten through college. The mission of the Educational Partnership Center is to create college-bound communities that improve student learning and increase college-going rates among students from low-income and traditionally non-college-going families in collaboration with school, college, business, and community partners. In January 2009, EPC celebrated its 10th anniversary.