

**College Board National Recognition Program**

**2024 Communications Toolkit for Schools and Districts**

Every student accomplishes a unique set of achievements during high school worth celebrating. Doing the work is the hard part. Being recognized for it should be easy. That’s why College Board wants to help you celebrate your students and their academic accomplishments this school year.

In August 2024, College Board awarded thousands of students from across the country with academic honors through the annual [**National Recognition Programs**](https://bigfuture.collegeboard.org/communities-events/national-recognition-programs)**,** available to students on BigFuture.org. The programs celebrate underrepresented students who excel academically on College Board assessments, including PSAT/NMSQT®, PSAT™ 10, and AP® Exams. The awards aren’t only a chance for school communities to celebrate. Many colleges intentionally recruit awardees through College Board’s Student Search Service™.

High-achieving students from all 50 states and U.S. territories were eligible for the five programs: National African American Recognition Program, National Hispanic Recognition Program, National Indigenous Recognition Program, National Rural and Small Town Recognition Program, and for the first time, the National First-Generation Recognition Program.

**How to use this toolkit:** Use or adapt the language below to share the news about awardees at your school and recognize the success of your community. With thousands of students eligible every year, your partnership can encourage more students to submit for recognition in early 2025.

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**Additional tools:** Our [flyer](https://teams.microsoft.com/l/message/19%3Aa6fd4c67d6ac4990bed719666990d744%40thread.v2/1723223772233?context=%7B%22contextType%22%3A%22chat%22%7D) can help you share the news with other educators and remind your students to download their certificates by logging in [here](https://bigfuture.collegeboard.org/profile#bf-profile-app-nrp-section).

*For questions about the communications toolkit and media outreach:* ***communications@collegeboard.org***

*For questions about the awards:****recognition@collegeboard.org***

## Press Release Template

*Customize the media release below to share the news with state and local media outlets.*

**For Immediate Release: [Date]**

**[District/School Name] Celebrates Students Awarded with Academic Honors from**

**College Board National Recognition Program**

*Program recognizes over 90,000 high-performing students to help open opportunities for their future*

[City, State] – Students at [School Name] earned academic honors from the College Board [Specific Program] National Recognition Program. The programs celebrate the hard work of thousands of high school students nationwide to help them showcase their strong academic performance.

For the first time, the academic honors recognize first-generation students, in addition to rural and small town, Black, Indigenous, and Hispanic/or Latino students. The program opens college access for more students because many institutions use the awards for their recruitment efforts.

[At SCHOOL NAME, X students were awarded. *Add student(s) specific information and which award*.]

“We’re thrilled to celebrate our students and recognize them for the great work they’ve been doing. We’re proud of their strong academic performance in the classroom and on College Board assessments like the PSAT/NMSQT®, PSAT™ 10, and AP® Exams,” said [school leadership]. “There’s so much that makes our students unique, and this honor reinforces their individuality and achievements as assets for their future.”

Eligible students must meet the following criteria to qualify:

* Earn a GPA of B+ (equal to at least 3.3 or 87%-89%) or higher.
* PSAT/NMSQT or PSAT 10 assessment scores that are within the top 10% of assessment takers in each state for each award program or earned a score of 3 or higher on 2 or more AP Exams by the end of 10th grade.
* Attend school in a rural area or small town, or identify as African American/Black, Hispanic American/Latino, Indigenous/Native American, or a first-generation college student.

[add a student quote]

The program expanded this year to include a fifth award. Over 35,000 students nationwide received the inaugural National First-Generation Recognition Program Award.

Every year, students can verify their eligibility on [BigFuture](https://www.bigfuture.org)® during their sophomore or junior year. At the start of the next school year, students receive their awards for their communities to celebrate them and colleges to recruit them as they head back to school for their junior or senior year. Thousands of nonprofit colleges and organizations using College Board’s [Student Search Service](https://bigfuture.collegeboard.org/student-search-service)™ can connect with awardees during the recruitment process to share more about their postsecondary programs.

“This year, the National Recognition Programs are recognizing more students than ever so that the outstanding academic abilities of more than 90,000 deserving students are not overlooked as they plan for their future,” said Amy Reitz, senior vice president of BigFuture at College Board. “We’re proud to support colleges and universities that are committed to supporting all students, and our program offers one way they can strengthen their recruitment efforts to students that will thrive on their campus.”

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**About [Name] School District**

**[Insert boilerplate paragraph about your district here]**

## Social Media Posts

*Use the sample language and images below to post on social media platforms.*

**Tag us and we’ll help share the good news:** Instagram: @BigFuture.Official / TikTok: @BigFuture / Facebook: @MyBigFuture / X: @MyBigFuture

* Click here to download images for [social media stories](https://secure-media.collegeboard.org/digitalServices/bigfuture/nrp-story-social-graphics.zip) (Zip file, 3,000 KB)
* Click here to download images for [social media feeds](https://secure-media.collegeboard.org/digitalServices/bigfuture/nrp-feed-social-graphics.zip) (Zip file, 10,000 KB)

Recommended for X and Instagram

* Congrats to our @CollegeBoard National Recognition Program awardees! Our students are being recognized for their academic excellence and hard work in high school, and that’s a cause to celebrate. [link to press release or blog]
* [#] students at [DISTRICT/SCHOOL] earned academic honors from @CollegeBoard National Recognition Program—confirmation of their hard work that they can showcase to colleges. [link to press release or blog]
* Every year, students like [NAME] from [LOCATION/SCHOOL] can earn academic recognition for their work in class and on @CollegeBoard assessments: <https://www.bigfuture.org/nrp>

Recommended for Facebook and LinkedIn

* Congrats to [NAME], a [grade] at [SCHOOL] for receiving an academic honor from @CollegeBoard National [PROGRAM NAME] Recognition Program via @MyBigFuture. We believe there’s so much that makes our students unique and an asset to colleges, and with this award, we can help more students celebrate that.
* [NAME] from [LOCATION/SCHOOL] earned an academic honor from the National [PROGRAM NAME] Recognition Program for their strong performance on @CollegeBoard assessments and hard work in class. Doing the work is the hard part. Being recognized for it should be easy. Sophomores/juniors: Find out how you can submit next year on @MyBigFuture: <https://www.bigfuture.org/nrp>
* Join us in celebrating the hard work of our students. [#] students have received academic honors from the @CollegeBoard National Recognition Program for their strong performance in school and on assessments. We’re celebrating students who have shown outstanding academic abilities and deserve to be recognized. [link to press release or blog]
* [SCHOOL NAME] students were just recognized by @CollegeBoard National Recognition Program for their academic achievements. Doing the work is the hard part. Being recognized for it should be easy. That’s why the programs offer students planning for life after high school an opportunity to be recognized by colleges that are actively recruiting for deserving talent. [add in student or school leader quote]

## Newsletter/Article/Blog

*Tell your school community about the great news by incorporating the content below into a newsletter or blog.*

We’re celebrating [STUDENT NAME], one of more than 90,000 students from across the country who earned academic honors from College Board’s National Recognition Program! They received an award from the [SPECIFIC PROGRAM NAME]. The National Recognition Programs honor the strong academic achievements of underrepresented students and are a great way for students to showcase their hard work in high school.

The programs not only benefit students, but they also help nonprofit colleges and scholarship providers looking to recruit talented students.

[INSERT STUDENT’S SCHOOL/PERSONAL INFORMATION/QUOTE]

There’s so much that makes students like [STUDENT NAME] unique and should be an asset to colleges and postsecondary programs. Through the National Recognition Programs, students like [STUDENT NAME] can verify their eligibility every year on [BigFuture](https://www.bigfuture.org)®: GPA of B+ (equal to at least 3.3 or 87%-89%) or higher; top 10% of PSAT/NMSQT® or PSAT™ 10 assessment takers in each state for each program or have earned a score of 3 or higher on two or more AP® Exams by the end of 10th grade; attend school in a rural area or small town, or identify as African American/Black, Hispanic/Latino, Indigenous/Native American, or a first-generation college student.

Students can submit during their sophomore or junior year and are awarded at the beginning of the next school year.

Congratulations, [STUDENT]!

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## School Assembly or Event

*Celebrate your student awardee(s) at an upcoming school assembly or event.*

Our [customizable presentation](https://bigfuture.collegeboard.org/communities-events/for-educators/national-recognition-programs) makes it easier for you to share the good news with your school community. Access the slide deck to present information about the National Recognition Programs and spotlight any student awardees.