

**College Board National Recognition Programs**

**2023 Communications Toolkit for Schools and Districts**

Every student’s profile is unique, and it comes to life through their efforts and achievements during high school. 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 2023, College Board awarded thousands of students from across the country with academic honors through our annual [**National Recognition Programs**](https://bigfuture.collegeboard.org/communities-events/national-recognition-programs)**,** available to students on BigFuture. The programs celebrate underrepresented students who excel academically on College Board assessments, including PSAT/NMSQT®, PSAT™ 10, and AP® exams. Students can include this academic honor on their college applications, and 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 to apply to four programs: National African American Recognition Program, National Hispanic Recognition Program, National Indigenous Recognition Program, and/or National Rural/Small Town Recognition Program.

**How to use this toolkit:** We want to help you celebrate! Use this toolkit to share the news about the awardees in your community to recognize the success of these students. And with so many students eligible, we hope you’ll encourage more students to complete the application process when it becomes available (winter 2024).

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

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

**Press Release Template**

*The media release below can be customized and shared with state and local media outlets.*

**For Immediate Release: [Date]**

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

**College Board National Recognition Programs**

*Awards recognize high-performing students and help them stand out to colleges*

[City, State] – Students at [School Name] earned academic honors from the [College Board National Recognition Programs](https://collegereadiness.collegeboard.org/psat-nmsqt-psat-10/scholarships-and-recognition/recognition-programs). These programs celebrate students' hard work in high school and showcase their strong academic performance. The academic honors for rural area, Black, Indigenous, and/or Latino students are an opportunity for students to share their strong academic achievements with colleges and scholarship programs that are seeking to recruit diverse talent.

[At SCHOOL NAME, X students received the academic honor. *Add student(s) specific information/quotes*.]

“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 receiving this honor reinforces this as an asset for their future.”

The criteria for eligible students include:

* GPA of 3.5 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 in 9th and 10th grade.
* Attend school in a rural area or small town, or identify as African American/Black, Hispanic American/Latino, or Indigenous/Native.

Eligible students are invited to apply on [BigFuture](https://www.bigfuture.org) during their sophomore or junior year and are awarded at the start of the next school year in time to share their achievements in high school as they plan for the future. At the same time, colleges and organizations using College Board’s [Student Search Service](https://bigfuture.collegeboard.org/student-search-service)™ can connect directly with awardees during the recruitment process.

“It’s becoming increasingly hard for students to be ‘seen’ during the college recruitment process. We’re exceptionally proud of the National Recognition Programs for celebrating students who are at times overlooked but have shown their outstanding academic abilities,” said Tarlin Ray, senior vice president of BigFuture® at College Board. “This is a benefit not only for students but also for colleges and universities committed to recruiting diverse and talented students.”

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**About [Name] School District**

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

**Social Media Posts**

*Celebrate the awards with your community by using the sample language and image below to post on social media platforms.*



**Tag us so we can share the news:**Instagram: @BigFuture.Official / TikTok: @BigFuture / Facebook: @MyBigFuture / Twitter: @MyBigFuture

[Download: Social media image for a story](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsecure-media.collegeboard.org%2Fsocial-media%2Fnrp-awardees-school-use-story.png&data=05%7C01%7Ccaherrera%40collegeboard.org%7C5d7d4986f1664c620bc808db9e5c8c5b%7C7530bdedfd6e4f58b5d2ea681eb07663%7C0%7C0%7C638277892580274641%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=dEq93BRwKoHok38E0Zdg2X03CN7sFYQ8R8%2FjP8YF%2BDs%3D&reserved=0)

[Download: Social media image for your feed](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsecure-media.collegeboard.org%2Fsocial-media%2Fnrp-awardees-school-use-feed.png&data=05%7C01%7Ccaherrera%40collegeboard.org%7C5d7d4986f1664c620bc808db9e5c8c5b%7C7530bdedfd6e4f58b5d2ea681eb07663%7C0%7C0%7C638277892580274641%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=o29p1rTJxaTWfnO6OKwt0Wd4s6%2FDuwz0Cq2YrkDbrkw%3D&reserved=0)

Congrats to the 2023 @CollegeBoard’s National Recognition Program awardees! The honor recognizes their academic excellence and hard work in high school, and that’s a cause for celebration. [link to press release]

[#] students at [DISTRICT/SCHOOL] earned academic honors from @CollegeBoard’s National Recognition Programs. The award is an easy way to showcase their hard work with colleges. [link to press release]

Find out how [NAME] from [LOCATION/SCHOOL] earned academic recognition for their hard work in class and on @CollegeBoard assessments: <https://www.bigfuture.org/nrp>

Congrats to [NAME], a [grade level] at [SCHOOL] for receiving an academic honor from @CollegeBoard National [PROGRAM NAME] Recognition Program. We believe there’s so much that makes our students unique and that’s an asset to colleges and scholarship programs. With this award, we can help more students celebrate that. [link to press release]

[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 apply (winter 2024): <https://www.bigfuture.org/nrp>

[NAME]’s hard work in high school to prepare for college paid off. They’ve been given academic honors from the @CollegeBoard National Recognition Programs for their strong performance on assessments and in their classrooms. At a time when it’s becoming increasingly hard for students to be “seen” during the college recruitment process, we’re celebrating our students who are at times overlooked but have shown outstanding academic abilities. [link to press release]

[SCHOOL NAME] students were just recognized by @CollegeBoard National Recognition Programs for academic achievements in school and on assessments. We’re proud to celebrate our students and their hard work in high school. Doing the work is the hard part. Being recognized for it should be easy. And for students planning for life after high school, the award is an opportunity to get recognized by colleges that are actively looking for diverse talent. [add in student or school leader quote] [link to press release]

**Newsletter/Article/Blog**

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

We’re celebrating our own [STUDENT NAME], one of 72,000 students from across the country who earned academic honors from College Board’s National Recognition Programs! They received an award from the [SPECIFIC PROGRAM NAME]. The National Recognition Programs honor the strong academic achievements of underrepresented students. They’re an easy way for students to showcase their hard work in high school. The programs not only benefit students. They also benefit colleges looking to recruit diverse, talented students.

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

There’s so much that makes students like [STUDENT NAME] unique. That’s an asset to colleges and programs. The National Recognition Programs help students like [STUDENT NAME] find ways to celebrate that. Eligible students apply on [BigFuture](https://www.bigfuture.org). They have a GPA of 3.5 or higher. They’re the 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. They either attend school in a rural area or small town, or identify as African American/Black, Hispanic/Latino, or Indigenous/Native. They’re invited to apply during their sophomore or junior year. Students who are awarded recognition will be notified at the beginning of the next school year.

Congratulations, [STUDENT]!