



Oct. 6, 2014 - May 8, 2015

CAPITAL ONE BANK NYC COLLEGE CHALLENGE

"I love the Get Schooled program! It is a great way to engage students in the college process in a way that is very innovative and current."

High School College Counselor
Irvington High School, CA

WHAT IS IT?

A fun, friendly and FREE competition designed to increase college readiness skills, college application submissions, and FAFSA completions. The College Challenges have a proven track record: 66% of schools have posted an increase in FAFSA completion rates.

HOW DOES IT WORK?

Schools compete to earn points by engaging the entire school in online activities that connect students to college preparation tools AND by having seniors submit their college applications and FAFSAs. To participate, each school must have a dedicated staff member who will oversee the Challenge, along with a group of 3 - 5 Student Ambassadors. Get Schooled will provide leadership training to the Ambassadors to empower them to rally their peers in the Challenge.

WHAT CAN SCHOOLS AND STUDENTS WIN?

FOR SCHOOLS: Schools that earn the most points have the opportunity to win weekly prizes and a celebration event with a celebrity. Previous celebrities have included Glee's Naya Rivera, Trey Songz, Kendrick Lamar, and James Harden.

FOR STUDENTS: Students can earn points for the Get Schooled Rewards Store when they participate online. Rewards Store prizes include PS4s, Monster DNA headphones, signed celeb swag, and more! The highest point earning seniors will also win a recognition event at the end of the year.

BENEFITS TO PARTICIPATING SCHOOLS

- Supports your college readiness and counseling initiatives
- Offers an innovative way to motivate students
- Creates a **shared goal** for students and staff to rally around
- Rewards effort with **amazing prizing and public recognition**
- Empowers students to lead school-based efforts

HOW DO WE JOIN?

If you are interested in joining the College Challenge, please contact Fiona Yung at (212) 846-6485 or fiona.yung@getschooled.com. **The deadline to join is Friday, September 5th. Spots are limited, so sign up today!**

WHAT ARE YOU WAITING FOR?

► **GO TO GETSCHOOLED.COM!**

Get Schooled is a non-profit organization dedicated to using media, technology and popular culture to motivate young people to improve high school graduation rates and empower them to succeed in college. Everything we do combines the sizzle that students desire (celebrity appeal, recognition, gamification) with the substance they need to be successful in their education. Join with us – we're free, fun and accessible for your students. To learn more go to www.getschooled.com. To sign up, e-mail info@getschooled.com.



Trey Songz, Naya Rivera, and James Harden
Get Schooled Celebrity Ambassadors