NEWS RELEASE

Achieving the Dream Announces “DREAM Big for College and Your Future” Video Challenge

Community college students across the U.S. can win scholarships in 3-minute video challenge

Silver Spring, MD (September 25, 2012) - Achieving the Dream (www.achievingthedream.org), in partnership with GOOD (www.good.is) and GOOD Maker (www.maker.good.is), challenges community college students enrolled in Achieving the Dream Institutions nationwide to tell their stories, in three minutes or less, for the chance to win one of three scholarships - $1500, $1000, and $500 respectively.

The video challenge asks students: “What is your dream job and how is your college helping you get there?” and encourages students at participating Achieving the Dream Colleges to submit informal videos that tell their inspirational stories of how they are ultimately achieving their career goals.

“By 2018, our country will be at least 3 million college degrees short of filling the 62% of American jobs that will require at least a bachelor’s degree. Those are serious numbers, and the best way for us to learn about how to keep students in college and on track to their ultimate dream job is to hear the stories from current students,” said Lauren Lewis, Associate Director of Communications at Achieving the Dream. “Whether their career goals can be achieved through a community college, four year institution, or graduate school, this challenge will help us to understand the obstacles our students are facing and how colleges can best support the students as they work toward their goals.”

With nearly 200 Achieving the Dream Institutions in the United States, contest organizers expect to be moved by the creative and compelling short videos that students will produce on campuses, in shared apartments, family homes, and workplaces. The challenge welcomes all students attending Achieving the Dream Community Colleges who are working toward achieving their dream job through education. It’s a chance to hear from students regardless of age, economic background, ethnicity, culture, and history about what’s driving them and keeping them on track to their dream job.
“We’re excited to be partnering with Achieving the Dream to challenge community college student around the country to dream big. We’re big believers in the power of storytelling and it’s ability to drive social impact and there’s no better way to capture inspiring stories on education than from students themselves,” said Rei Wang, Strategic Partnerships Manager at GOOD.

Interested students should go to http://dreambig.maker.good.is/ for contest rules, eligibility guidelines, and submission instructions. Submission Deadline is Noon PST, Tuesday, November 13, 2012.

DREAM Big for College and Your Future, Call for Student Video Entries is part of a larger Achieving the Dream student-centered campaign that includes a previous video contest and T-shirt contest in early 2012, followed by other exciting student-oriented calls for action. DREAM Big for College, is a property of Achieving the Dream.

Achieving the Dream, Inc.
Achieving the Dream, Inc. is a national nonprofit that is dedicated to helping more community college students, particularly low-income students and students of color, stay in school and earn a college certificate or degree. Evidence-based, student-centered, and built on the values of equity and excellence, Achieving the Dream is closing achievement gaps and accelerating student success nationwide by: 1) guiding evidence-based institutional improvement, 2) leading policy change, 3) generating knowledge, and 4) engaging the public. Conceived as an initiative in 2004 by Lumina Foundation and seven founding partner organizations, today, Achieving the Dream is leading the most comprehensive non-governmental reform network for student success in higher education history. With nearly 200 colleges, more than 100 coaches and advisors, and 15 state policy teams - working throughout 32 states and the District of Columbia – the Achieving the Dream National Reform Network helps 3.75 million community college students have a better chance of realizing greater economic opportunity and achieving their dreams. To learn more, visit www.AchievingtheDream.org.

GOOD
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