2020 Media Coverage Highlights
**ONLINE READERSHIP**
The monthly total of the sitewide visits from all the online publications where coverage has been achieved.

*Data sourced from SimilarWeb.*

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**ESTIMATED COVERAGE VIEWS**
Not everyone who visits a website will look at every page. This is an article-level estimation of how many of the total visitors are likely to have viewed the coverage for as long as it’s available online.

*This is a proprietary algorithm from CoverageBook and factors in data from SimilarWeb and social shares.*

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**SOCIAL SHARES**
Number of times the online articles have been shared on Facebook, Twitter and Pinterest.

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**LINKS FROM COVERAGE**
The number of links (follow and no follow) from the coverage to any page of your website.

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**AVERAGE DOMAIN AUTHORITY (DA)**
The average DA score from all the sites where coverage has been achieved. Higher DA sites are generally more influential and rank higher in search engines. A higher average DA score indicates an increased chance the coverage is getting more visibility in search engines.

*Provided by Moz and out of 100 (with 100 being the highest).*
College Track's Darwin Velasquez was interviewed for Oprah's Book Club on Apple TV+ to discuss the novel "American Dirt" and share his story of migrating to the US.
Mexican immigrant graduate: "Don't let society limit where you can go"

CNN's Jake Tapper shares the story of i.am College Track (Boyle Heights) high school senior, Amanda Zetina as a first-generation college student.
OPINION: What I wish all educators understood about the Supreme Court’s DACA decision

With many challenges remaining, here’s how we can advocate for undocumented students

by DARWIN VELASQUEZ  September 22, 2020

College Track's Darwin Velasquez contributed this op-ed to the Hechinger Report about challenges facing Dreamer students and how to best advocate for them.
‘I’ve never seen the campus’: What it’s like to attend Harvard from your childhood bedroom

OAKLAND, Calif. — It was 3:30 a.m. on a Monday during a typical all-night cram session, full of procrastination and random life stories.

Her long, dark hair pulled back into a messy bun, Josie Chen worked...
College Track Oakland student, Josie Chen, 18 is profiled as she shares her journey through freshman year at Harvard University. Includes commentary from Josie's CCA, Tomas Rodriguez, as her advisor.
4 Tips for Applying to College During the Coronavirus Pandemic

Here’s what admissions experts are looking for this year and how to help your high schooler ace the process.

CT Chief Program Officer, Mike Woodward was interviewed by Good Housekeeping magazine to share his advice on navigating the college admissions process during COVID-19.

In March, when the COVID-19 pandemic sent schools online and forced students into social isolation, counselors and educators knew college admissions metrics would have to change too. Traditionally, enrollment
An hour-long interview with Elissa on the importance of social mobility and first-generation graduates, for the Grow Kinder podcast of The Committee for Children.
The Chronicle of Philanthropy profiles College Track with a particular focus on how we continued to serve students during the pandemic.

MacKenzie Scott Supports College Success Program

By Nicole Wallace | AUGUST 25, 2020

College Track’s mission is to help students of color as well as low-income and first-generation college students earn undergraduate degrees. The Oakland, Calif., charity starts working with young people in ninth grade to help them prepare. Then, when they get into college, the group provides advisory services, scholarships, and other support.

“We’re not just looking at one barrier that keeps our students from succeeding,” says Elissa Salas, CEO of College Track. “We understand that there are systemic barriers that have been put in place that prevent our students from being successful.”
Beyond The Degree: A Movement To Diversify The American Workforce

Elissa Salas contributed this piece to Giving Compass, an online community of high net worth donors, on the impact of College Track's program, and how creating talent pipelines can help to create a more socially just nation.

It may have taken the triple pandemic of a lethal virus, sharp economic downturn, and the national awakening to the injustices of systemic racism for many to finally realize it's not enough to talk about equality. We have to actively do something about it.

This summer’s uprisings were followed by public statements from well-meaning philanthropies, businesses, and nonprofit organizations, each claiming a renewed commitment to anti-racism work and to embracing diversity, equity, and inclusion within their ranks. These overdue realizations are welcome, but we know it is easy for an organization to verbalize a commitment and much harder to follow through. Many are unsure where to begin.
What Happens When Philanthropists Begin to Practice Anti-Racism?

Money is starting to flow from people who believe that leaders with lived experiences of inequity are the most qualified to design solutions.

By Morgan Russell Williams

November 16, 2020

Photo by Tella Herman

One Day magazine, TFA's publication for alumni and features College Track CEO and TFA alumna, Elissa Salas. She discusses the impact of the MacKenzie Scott gift and how it aided CT in fulfilling its $150M fundraising campaign.
Making Waves conducted an interview with CEO, Elissa Salas. The interview frames College Track's work as an accelerator of educational equity and shares some of our learnings from the pandemic.
Laurene Powell Jobs Is Putting Her Own Dent in the Universe

An interview with the 35th-richest person in the world, who is funding efforts on immigration, education and independent media, including how College Track works to support undocumented students.

The New York Times profiles College Track co-founder, Laurene Powell Jobs and her work in immigration, education, and independent media, including how College Track works to support undocumented students.
Malcolm Jenkins surprises the College Track New Orleans Class of 2020 during a virtual Launch to College ceremony and announces a gift of 20 scholarships.
Malcolm Jenkins surprises the College Track New Orleans Class of 2020 during a virtual Launch to College ceremony and announces a gift of 20 scholarships.
Six HBCUs Receive Gifts Totaling More Than $100 Million From MacKenzie Scott

Michael T. Nietzel | Senior Contributor

I am a former university president who writes about higher education.

MacKenzie Scott, the ex-wife of Amazon co-founder Jeff Bezos, announced on Tuesday that she had donated almost $1.7 billion in the past several months to more than one hundred nonprofit entities. Included among the recipients are six Historically Black College and Universities (HBCUs) along with several educational advocacy groups and scholarships funds.

In a post Tuesday on Medium, Scott, who also revealed that she had officially changed her last name from Bezos, listed the 116 organizations receiving the money.

Howard University is one of six HBCUs to receive gifts totaling more than $100 million From ...
'Exceedingly Painful': Why Fewer Out-of-State and International Students Could Hurt Everyone on Campus

EVERYDAY MONEY › COLLEGE

BY CHARLOTTE WEST | JULY 31, 2020

As a high school senior, Alex Semere applied and was accepted to colleges across the country, ranging from Alabama to Pennsylvania. Then the coronavirus hit.

Now he's accepted a full-ride scholarship to study business and computer science at Colorado State University in Fort Collins, just an hour’s drive north on I-25 from where he grew up in Aurora, Colorado.

College Track student Alex Semere is featured in Money Magazine as a student who reevaluated attending college out of state due to Covid.
Los Angeles high school senior Arely Valencia already has collected an impressive bunch of acceptance letters to universities in California and elsewhere and is awaiting decisions from a few more. But she is uncertain and worried about what will happen next on her path to college because of the coronavirus crisis.

EdSource features College Track student Arley Valencia and her journey to college during the pandemic.
NBC's Sacramento station profiles College Track's local center, students, and staff.
Philanthropist MacKenzie Scott donates tens of millions to HBCUs

By Jeremy Bauer-Wolf
Published July 29, 2020

Dive Brief:
• Philanthropist MacKenzie Scott announced this week she donated tens of millions of dollars to historically Black colleges and universities across the U.S.
116 Organizations Driving Change

Last year I pledged to give the majority of my wealth back to the society that helped generate it, to do it thoughtfully, to get started soon, and to keep at it until the safe is empty. There’s no question in my mind that anyone’s personal wealth is the product of a collective effort, and of social structures which present opportunities to some people, and obstacles to countless others.

Like many, I watched the first half of 2020 with a mixture of heartbreak and horror. Life will never stop finding fresh ways to expose inequities in our systems; or waking us up to the fact that a civilization this imbalanced is not only unjust, but also unstable. What fills me with hope is the thought of what will come if each of us reflects on what we can offer. Opportunities that flowed from the mere chance of skin color, sexual orientation, gender, or zip code may have yielded resources that can be powerful levers for change. People troubled by recent events can make new connections between privileges they’ve enjoyed and benefits they’ve taken for granted. From there, many will choose to share some of what they have with people whose equal participation is essential to the construction of a better world.
After a six-year stint with the Philadelphia Eagles, safety Malcolm Jenkins has returned to his original team, the New Orleans Saints. Back in 2009, the Saints selected the former Buckeyes star in the first round of the draft with the No. 14 overall pick. In five seasons in New Orleans, Jenkins posted 359 tackles, 37 pass deflections, six interceptions, six forced fumbles, and a touchdown.

His fourth year in the Crescent City, Jenkins founded the Malcolm Jenkins Foundation to assist youth in underserved communities. The foundation has a longstanding relationship with the College Track -- a college completion program working with students from ninth grade through college. When Jenkins left for Philadelphia in 2014 he kept his charitable work in New Orleans, expanding his foundation services to New Jersey, Ohio, Pennsylvania, and Louisiana.

Since 2012, the Malcolm Jenkins Foundation has awarded more than $150,000 in scholarships to New Orleans seniors participating in the College Track program. More than 70-percent of this year's scholarship recipients would be first-generation college students.

Malcolm Jenkins surprises the College Track New Orleans Class of 2020 during a virtual Launch to College ceremony and announces a gift of 20 scholarships.
The Hamsa Fund is an all-teen Jewish philanthropy board that teaches East Bay teens how to fundraise, research nonprofits and make decisions about giving. The Fund has selected College Track as a grant recipient.

PHILANTHROPY

Covid-19 can’t stop these East Bay Jewish teen fund raisers

BY MAYA MIRSKY | JUNE 4, 2020

When 15 or so teens gathered last fall at a synagogue in Walnut Creek to discuss philanthropy, they didn’t know that social distancing was going to throw a wrench into their fundraising plans.

“It’s been really hard,” said Sam Benabou, a junior at College Park High School in Pleasant Hill. “There’s a lot of job insecurity right now. It’s tough to ask people to donate.”
Howard University announces largest single-endowment from philanthropist MacKenzie Scott

A $40 million donation from philanthropist MacKenzie Scott is Howard University's largest gift from a single donor. (Evelyn Hockstein/For The Washington Post)

By Lauren Lumpkin
July 28, 2020 at 4:37 p.m. PDT

Author and philanthropist MacKenzie Scott on Tuesday announced $1.7 billion in donations, including $40 million to Howard University — the largest gift from a single donor in the school's 153-year history.

Scott pledged last year to donate the majority of her wealth and said in a Medium post Tuesday that she

"College Track is included in this Washington Post story detailing MacKenzie Scott's first round of giving."
EPA student, Karla Vasquez, is one of 67 recipients of a scholarship awarded by the Peninsula College Fund. She mentions College Track and thanks her mentors for contributing to her success.

Of the 67 scholarships the Peninsula College Fund awarded this year, two are graduates from Menlo-Atherton High School, Karla Vasquez (pictured top) and Crystal Woods (below right).

Menlo Park resident Karla is headed to UC Santa Cruz where she plans to major in Robotics Engineering. "When I first visited the campus, I loved the nature and the beach and that there was a robotics program," she said.
Hollywood agency CAA has launched CAA Scholars, a new initiative that will provide scholarships, fellowships and mentorship to underrepresented students.

Formed through the agency’s charitable foundation, the program will target individuals attending college, university, or trade institutes, CAA said in an announcement.
Players' Corner: The NBA's Top Emerging Givers

Ade Adeniji

The National Basketball Association has been front and center in the two defining stories of this historic moment. Recall back in March—way back in the Paleolithic period by 2020 standards—the NBA became a sort of ground zero for fully understanding the seriousness of the pandemic in the United States after Utah Jazz center Rudy Gobert tested positive for COVID-19; soon after, the season came to an abrupt halt.

Kevin Durant is featured in this roundup of top philanthropists among NBA players. Includes mention of College Track at the Durant Center.
Black Eyed Peas and Jennifer Hudson Join Forces with George Floyd and Breonna Taylor’s Families + Activists in Call to Action

Respect features “The LOVE,” a music video featuring The Black Eyed Peas, Jennifer Hudson, and an array of activists including CT EPA alumna Mayra.
The Golden State Warriors and Chase announced a $250,000 donation to College Track as part of the final session of the Financial Gameplan: Small Business Impact Series. Over the course of seven weeks, the series led Bay Area students through an educational program to build a business plan for Ahmed’s Moving Express, a locally-owned Chase small business client.

Warriors guard Stephen Curry presented the $250,000 donation and congratulated the students for completing the series.
Rams players award $750,000 to social justice programs

AP
Published 11:37 a.m. ET Dec. 4, 2020

This week, Los Angeles Rams players took part in awarding $750,000 to 25 nonprofits focused on social justice across the greater Los Angeles region.

Following the deaths of Breonna Taylor, George Floyd and others, Rams players focused on long-term, systemic change and decided to pool resources to financially support organizations who are doing such work.

“In my 15 years in the NFL, this has definitely been one of the most inspiring things that I have had the opportunity to be part of,” standout tackle Andrew Whitworth says. “It was an amazing process that allowed us to learn about a variety of nonprofits working across Los Angeles to positively impact lives and advance social justice. The chance to hear directly from them on how we could help left us both humbled and motivated.
Golden State Warriors Community Work Goes Beyond Traditional Giving

Patrick Murray  Senior Contributor  @  
SportsMoney
I focus on the strategy, salary cap and business side of the Warriors.

The Golden State Warriors are well-known in the NBA community for their leading efforts off the court, with the Warriors Community Foundation having given away $12 million since it’s inception in 2012. This year, in the midst of the coronavirus pandemic, the Warriors set up a $1 million disaster relief fund for Chase Center employees after they were forced to shut down their new arena complex. During this festive season they’ve got plenty of activity going on, including donating trees, toys, and food to local communities impacted by the pandemic.

"This article highlights the Golden State Warriors' philanthropic efforts, including a partnership with Chase, BUILD, and College Track to develop the new program, "Financial Gameplan: Small Business Impact Series."

Main facade with Christmas tree and jumbotron at Chase Center, the new home of the Golden State Warriors. Credit: Gado via Getty Images
Water, Public Health & Environmental Justice — Hear from our next generation of sustainability leaders

Carolyn Duong and Xiaolin Luo, Imagine H2O’s 2020 Fall Associates, joined us through the Emerson Collective FirstGen Intern Program, connecting College Track college students from underserved communities to internships at California-based companies and non-profits.

Carolyn is a senior majoring in Environmental Studies at UC Santa Barbara. Her experience growing up in a food desert as a first-generation Asian American woman inspired her to pursue her studies and now a career in
MacKenzie Scott, a writer, philanthropist and ex-wife of Amazon founder Jeff Bezos, on Tuesday announced charitable gifts of about $4.2 billion to 384 organizations, including more than 30 colleges.

Many of the gifts, which were made over the last four months, went to historically Black colleges or universities, tribal colleges, or community colleges. Among the beneficiaries are Prairie View A&M University, an HBCU in Texas, which described Scott's $50 million gift as the largest ever gift in the college's history. Other HBCUs reported receiving record-breaking gifts from Scott in the tens of millions: Morgan State University, in Baltimore, reported a gift of $40 million; Winston-Salem State University, in North Carolina, reported a gift of $30 million; and Delaware State University and the University of Maryland Eastern Shore reported gifts of $20 million each.

Gothamist reported that two City University of New York campuses, Lehman College in the Bronx and Borough of Manhattan Community College, received donations of $30 million each.

In addition to the gifts to colleges, Scott also announced gifts to a wide array of other charitable organizations, including food banks, United Way and YMCA chapters, among many others.

Scott previously announced in July about $1.7 billion in donations to 116 organizations, including organizations that grant scholarships or provide college advising to minority or low-income students -- beneficiaries included the American Indian Graduate Center, College Track, the Hispanic Scholarship Fund, the Posse Foundation, TheDream.US, the Thurgood Marshall Scholarship Fund and the United Negro College Fund -- as well as to multiple HBCUs, including Hampton, Howard and Tuskegee Universities; Morehouse and Spelman Colleges; and Xavier University of Louisiana.
The Durant Center

News4’s Tracee Wilkins profiled the Durant Center, home of college track in Prince George’s County and the headquarters for all Kevin Durant Charity Foundation programs. She also spoke with Kevin Durant’s mother, Wanda.

The first coach of many athletes is often their mother, who shows them the path toward their promise and teaches them that their successes are bigger than them. News4’s Tracee Wilkins spoke to Wanda Durant, mother... Read more