

7november inc.



TAVIS SMILEY

Weekdays 9AM-12N

Rams and College Track inspire students to believe they influence their own future

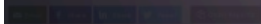


On Friday, July 16, the Rams partnered with College Track to provide a select group of 20 high school and college students a day-long virtual corporate residency experience with front office staff.

"The students felt the Rams employees gave a great look into their roles and their industry," said Farah Noor, College Track Regional Partnership Director. "When you go to college and you're the first generation in your family to go, you don't have the relatives or the friends that have connections in fields you're interested in. It's been really helpful for them to talk to people, get to know people, understand how they got there, and hear the different diverse stories so they can see themselves working for a sports team."

CORPORATE PHILANTHROPY

When the crowds were sent home, the Warriors stepped up

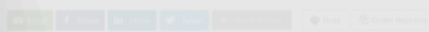


On March 11, 2020, it was announced that the Golden State Warriors would play for following day's game against the Brooklyn Nets without the benefit of live fans in an attempt to curb the spread of COVID-19. This game was ultimately canceled when the NBA suspended the season. The Warriors stepped up to support the community during this difficult time. The Warriors were able to provide support to the community through various initiatives, including the Warriors Foundation and the Warriors Foundation's COVID-19 relief efforts.

BEST PLACES TO WORK

Check out the 2021 Best Places to Work in the Bay Area (midsize companies)

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RECOMMENDED

U.S. Bank Foundation invests \$1 million to support emerging leaders and community-led solutions to address economic disparities



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Warriors Community Foundation Awarded Corporate Philanthropy "Beyond The Checkbook" Award

Warriors Community Foundation has been honored with the Corporate Philanthropy "Beyond The Checkbook" award from the San Francisco Business Times, it was announced today. The Foundation is recognized for its leadership impact and investment in corporate philanthropic strategy to support community-led solutions to address economic disparities.

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Crenshaw's 3DE Program Promotes Integrative Learning

By Amanda Scurlock, Published May 20, 2021



Crenshaw's 3DE Program Promotes Integrative Learning



Crenshaw's 3DE Program Promotes Integrative Learning

Crenshaw's 3DE Program Promotes Integrative Learning

Malcolm Jenkins Receives Big Ten's Dungy-Thompson Humanitarian Award

New Orleans Saints veteran safety Malcolm Jenkins received the Dungy-Thompson Humanitarian Award from the Big Ten.

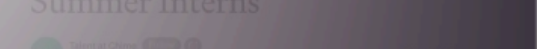
New Orleans Saints veteran safety Malcolm Jenkins received the Dungy-Thompson Humanitarian Award from the Big Ten.

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Column: She became a citizen of the day and graduated near the top of her high school class the next



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After Winning a Scholarship, You Need to Keep It

After Winning a Scholarship, You Need to Keep It

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College Track



2021 Media Coverage Highlights

29

PIECES OF COVERAGE:

953M

ONLINE READERSHIP:

1.02M

ESTIMATED COVERAGE VIEWS:

27K

SOCIAL SHARES:

5

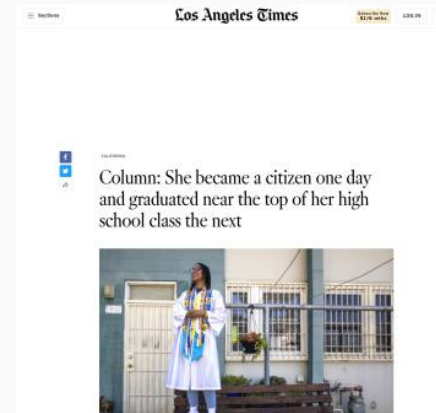
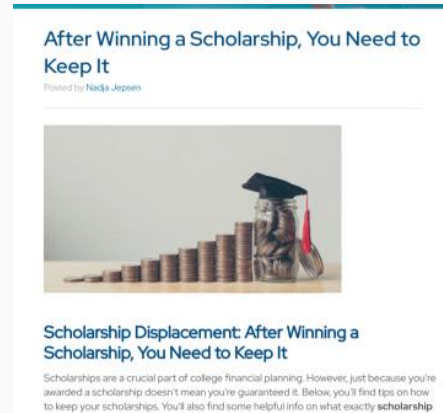
LINKS FROM COVERAGE:

76

AVERAGE DOMAIN AUTHORITY:

73

TOTAL MEDIA HITS:



College Track Thought Leadership

Our expert commentary in national media stories, and in articles we write, place and share.

SHARE THIS

EDUCATION



Too Many Qualified Students, Too Few Seats At UC, CSU

By [Jill Replegle](#)

Published Dec 16, 2021 11:13 AM



Graduates of UC Irvine at their commencement ceremony.
(Kevork Djansezian / Getty Images North America)

(EST.) MONTHLY VISITS: **1.1M**

(EST.) COVERAGE VIEWS: **4.68K**

DOMAIN AUTHORITY: **76**

LINKS FROM COVERAGE: **1**

700

13

“ John Lee, regional executive director for College Track in Los Angeles, voices support for test-optional policies which have encouraged CT students to apply (and gain admission) to colleges they otherwise would not have considered.

Many companies featured on Money advertise with us. Opinions are our own, but compensation and in-depth research determine where and how companies may appear. [Learn more](#) about how we make money.

FAMILY FINANCE > COLLEGE

Colleges and Applicants Brace for an Unpredictable End to the Pandemic Admissions Season

By [Charlotte West](#)
April 19, 2021

SHARE



Getty Images

Call it the college admissions season of contradictions.

At some selective campuses, plummeting admit rates during the 2021-22 college admissions cycle have made students' **chances even more unpredictable**. At the same time, many smaller colleges and public institutions desperately want more applicants, worrying they won't attract enough students to fill their class.

Neither colleges nor students are entirely sure what fall 2021 is going to look

(EST.) MONTHLY VISITS: **1.72M**

(EST.) COVERAGE VIEWS: **6.63K**

DOMAIN AUTHORITY: **73**

f t p
35 **24** **1**

“ Elissa Salas lends insights into the impact of test-optional admissions policies and Covid on college applications and admissions in this Money Magazine feature story.

The Higher Ed Shift

A higher education podcast focused on student financial success as the catalyst for eliminating barriers that delay and derail college completion. Co-hosted by Amy Glynn, Chris Chumley, and Carlo Salerno.

▶ Play

Subscribe for updates

(EST.) MONTHLY VISITS: **357K**

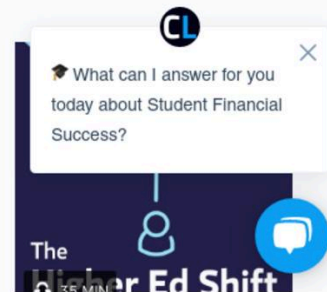
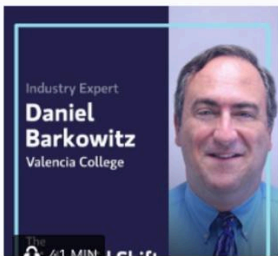
(EST.) COVERAGE VIEWS: **25.5K**

DOMAIN AUTHORITY: **42**



39

“ College Track's Nadja Jepsen joins this podcast to discuss scholarship displacement, its impact on students, and the ability for external scholarship providers to fulfill their mission.



After Winning a Scholarship, You Need to Keep It

Posted by Nadja Jepsen



Scholarship Displacement: After Winning a Scholarship, You Need to Keep It

Scholarships are a crucial part of college financial planning. However, just because you're awarded a scholarship doesn't mean you're guaranteed it. Below, you'll find tips on how to keep your scholarships. You'll also find some helpful info on what exactly **scholarship**

(EST.) MONTHLY VISITS: **151K**

(EST.) COVERAGE VIEWS: **1.01K**

DOMAIN AUTHORITY: **54**



24

“ College Track's scholarship lead Nadja Jepsen authors a piece on how to retain scholarships throughout college.

Hidden Gems Podcast

OCT 20, 2021

HIDDEN GEMS TUESDAY



“ CT San Francisco site director Katherine DeVinna is interviewed on the "Both Sides of the Conversation" podcast about College Track's work in the Bay Area.

Student Stories

The authentic voices of our student and alumni.



NUTHAWUT SOMSUK

Politics

Student Financial Aid Packages Don't Account for Pandemic's Economic Blow

But there's a way to ask for more.



BY JACQUI GERMAIN

MAY 6, 2021

(EST.) MONTHLY VISITS: 5.52M

(EST.) COVERAGE VIEWS: 11.1K

DOMAIN AUTHORITY: 86



37



29

“ CT NOLA student Shania Winchester is featured in this Teen Vogue story on students appealing their financial aid packages due to Covid related changes to family income.



CALIFORNIA

Column: She became a citizen one day and graduated near the top of her high school class the next



(EST.) MONTHLY VISITS: **41.6M**

(EST.) COVERAGE VIEWS: **67.5K**

DOMAIN AUTHORITY: **93**

f
19K

t
78

“ College Track Watts student Pilar Diaz Bombino is profiled in this LA Times column about her journey to enrolling at UCLA.



LATINO LIFE

Column: She became a citizen one day and graduated near the top of her high school class the next



San Diego Union-Tribune

JUN 26, 2021

(EST.) MONTHLY VISITS: **4.35M**

(EST.) COVERAGE VIEWS: **10.5K**

DOMAIN AUTHORITY: **83**



1

“ The San Diego Union-Tribune runs the LA Times story on CT Watts student Pilar Diaz Bombino.



Sections

99¢ every four weeks

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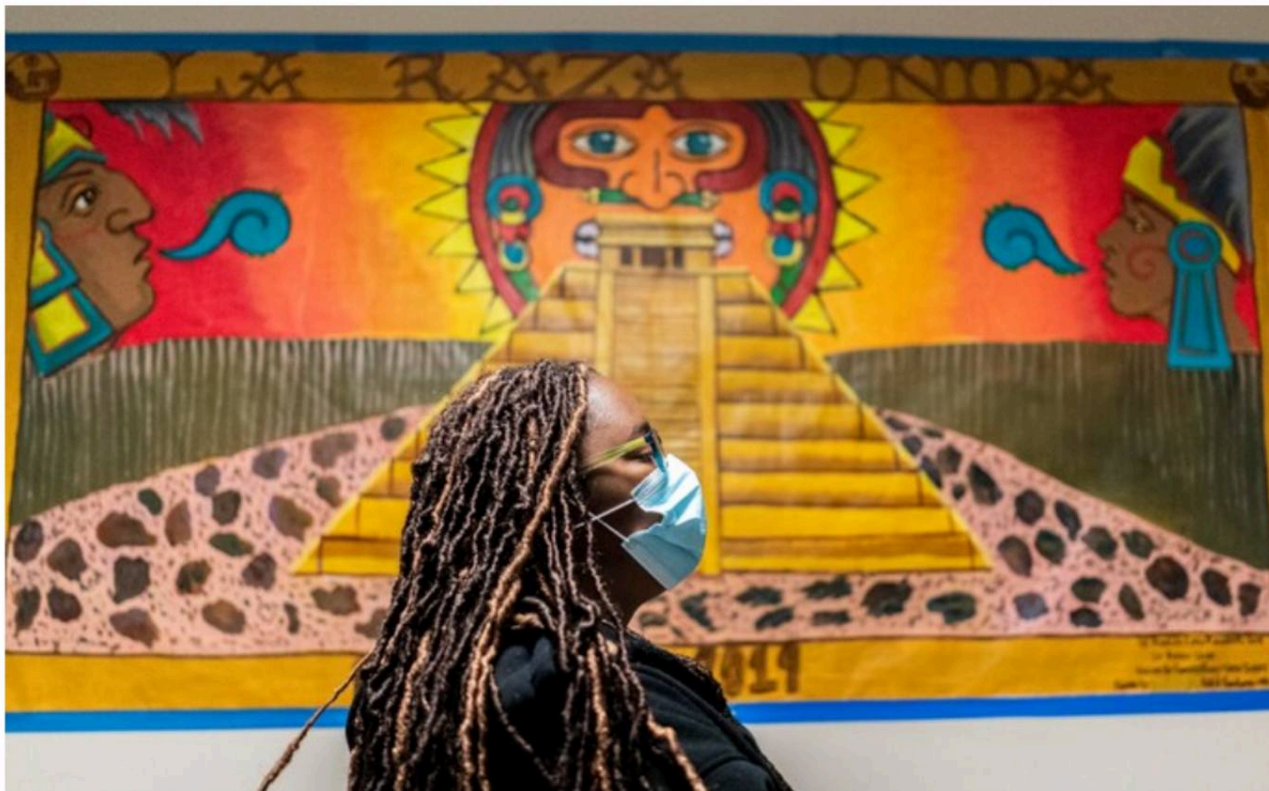
Education Higher education Local Education The Answer Sheet Jay Mathews

DEC 02, 2021

Education

In a San Francisco high school, the scars of remote schooling linger

The joy of being back in-person collides with the trauma and setbacks brought on by the pandemic and virtual schooling



Now back to school in person after a year of remote learning, proud senior Am'Brianna Daniels walks through the hallways of Burton High School on Oct. 20. (Melina Mara/The Washington Post)

By Laura Meckler

December 2, 2021 at 3:23 p.m. EST



(EST.) MONTHLY VISITS: **145M**

(EST.) COVERAGE VIEWS: **129K**

DOMAIN AUTHORITY: **94**

LINKS FROM COVERAGE: **1**



1.4K



250

“ The Washington Post details how the pandemic has impacted Burton High School Students, including College Track student Jonathan Tran and his family.

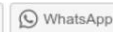
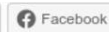
HIGHER EDUCATION

How some college counselors are fighting back against pandemic-induced enrollment decline



BY CHARLOTTE WEST AND ANGEL FABRE

JUNE 16, 2021



(EST.) MONTHLY VISITS: **661K**

(EST.) COVERAGE VIEWS: **3.65K**

DOMAIN AUTHORITY: **67**



180



210

“ CT Oakland student, Andres Martin, who took a gap year before enrolling at UC Santa Cruz, shares the story of his journey to college during Covid.

IN SUMMARY

Thousands of California high school graduates didn't go to college last year due to

It's a Chimed Life: Meet Vivian Wu and Emily Liang, Chime Summer Interns



Talent at Chime

Follow



Sep 24 · 5 min read



“ Two CT Bay Area students, Emily Liang and Vivian Wu were featured in an article about their Emerson Collective First Gen internship at Chime.



This summer, we welcomed our first class of Chime interns and brought on our first University Recruiting Manager. As we kick off the university season and start visiting campuses across the country, we wanted to shine a spotlight on two of our summer interns.

FEATURE

Graduation Is Coming. The Jobs Aren't.

April 23, 2021 | Finn Dobkin



(EST.) MONTHLY VISITS:

59.1K

(EST.) COVERAGE VIEWS:

427

DOMAIN AUTHORITY:

61



38



31



1

“ College Track Aurora alum Kofi Assabil is featured in this story about recent college graduates' challenges finding employment during the pandemic.



Emotions run high at the Olin College of Engineering "Fauxmencement" for senior students. (Photo by John Tlumacki/The Boston Globe via Getty Images)

As the estimated **four million** college graduates of the class of 2021 prepare to enter post-graduate life, they will face a job market that has lost **8.4 million jobs** between February 2020 and March 2021. Despite their newly-earned credentials, the most recent batch of college students are uniquely disadvantaged in the coronavirus job



Giving Day: Nuestra Casa

KTVU's Sal Castaneda talks with the Executive Director of Nuestra Casa, a non-profit organization that provides safety net services for immigrant and low income families in East Palo Alto.

Posted October 6

(EST.) MONTHLY VISITS: **2.26M**

(EST.) COVERAGE VIEWS: **7.67K**

DOMAIN AUTHORITY: **76**



16



3

“ KTVU talks with Miriam Yupanqui, College Track alumna and Executive Director of Nuestra Casa, a non-profit organization that provides safety net services for immigrant and low-income families in East Palo Alto.

Regional Wins

Stories from the leaders and students in College Track's centers.

BUILDING A BETTER BAY AREA

5 Bay Area nonprofits win \$1 million in Google.org Impact Challenge

By Julian Glover
Saturday, November 20, 2021



EMBED <-> MORE VIDEOS ▶

In a year when many nonprofits have struggled to raise money, five Bay Area nonprofits received a huge boost from the Google.org Impact Challenge.

SAN FRANCISCO (KGO) -- In a year when many nonprofits have struggled to raise money, citing donor fatigue, five Bay Area nonprofits received a huge boost from the Google.org Impact Challenge.

Google.org, the philanthropic arm of Silicon Valley-based Google, sifted through more than 700 applicants of local nonprofits to find the most innovative ideas making an impact.

(EST.) MONTHLY VISITS: **2.83M**

(EST.) COVERAGE VIEWS: **7.47K**

DOMAIN AUTHORITY: **82**

LINKS FROM COVERAGE: **1**



180



17

“ ABC7 News covers College Track's \$1 million Public Choice Award won by securing the most votes in an online poll. Marshall Lott, College Track's Northern California regional executive director, is quoted.

Google asking you to vote for ideas on how to improve Bay Area



Young Women's Freedom Center / Google.org

(EST.) MONTHLY VISITS: **2.63M**

(EST.) COVERAGE VIEWS: **7.8K**

DOMAIN AUTHORITY: **79**



4



4

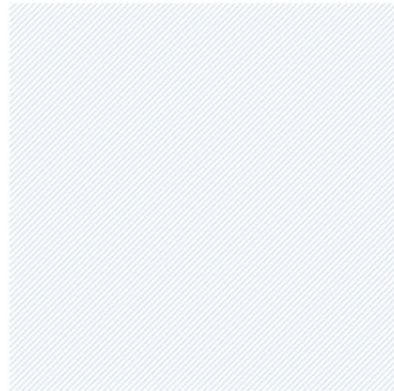
“ College Track is featured in this story about the 10 finalists for the 2021 Google Impact Challenge.

On Track for College



Learn about a college completion nonprofit that empowers students from underserved communities to graduate from college.

Author: abc10.com
Published: 10:49 AM PDT September 20, 2021
Updated: 10:49 AM PDT September 20, 2021



(EST.) MONTHLY VISITS: **1.36M**

(EST.) COVERAGE VIEWS: **4.02K**

DOMAIN AUTHORITY: **79**



2

“ College Track and Sac SD Louisiana Victoria are featured on ABC-10 for their partnership with and grant from US Bank.



- Jobs
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- Privacy Policy
- Ad Choices
- EEO Public File Report
- FCC Online Public Inspection File
- Closed Caption Procedures
- Do Not Sell My Personal Information

Career & Workplace · Best Places to Work

Check out the 2021 Best Places to Work in the Bay Area (midsize companies)

Email Share LinkedIn Share Tweet Share Article Print Order Reprints



RECOMMENDED

Here are the 2021 Bay Area Best Places to Work in the Midsize company category.

JASON BAUM | SAN FRANCISCO BUSINESS TIMES

By Julia Cooper – Researcher, San Francisco Business Times

May 6, 2021 **Updated** May 7, 2021, 12:29pm PDT

(EST.) MONTHLY VISITS: 10.6M

(EST.) COVERAGE VIEWS: 13.8K

DOMAIN AUTHORITY: 91

“ College Track is named one of the Best Places to Work in the Bay Area by the San Francisco Business Times and Silicon Valley Business Journal!

Summer program gives Belle Haven teens valuable life skills – and a paycheck

InMenlo

AUG 06, 2021

by Susan Erhart on August 6, 2021



(EST.) MONTHLY VISITS: **14.6K**

(EST.) COVERAGE VIEWS: **54**

DOMAIN AUTHORITY: **50**

LINKS FROM COVERAGE: **1**

“ The Summer Employment Program run by One East Palo Alto is featured, including a mention of College Track EPA's support.

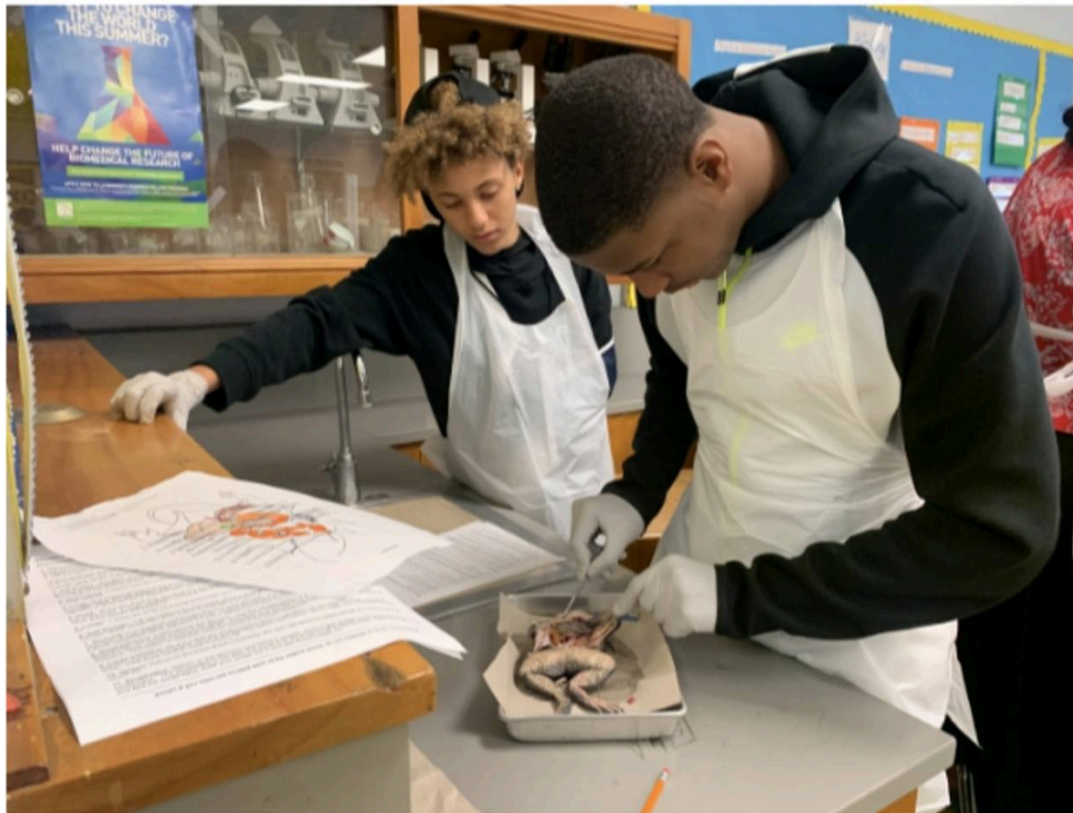
Helen Fehoko can't wait until she turns 18 at the end of this month when she will happily enlist in the Marines and head to San Diego for training for the next phase of her life.

Crenshaw's 3DE Program Promotes Integrative Learning

Los Angeles Sentinel

MAY 20, 2021

By Amanda Scurlock,
Published May 20, 2021



The 3DE program will be available for ninth graders in the Fall of 2021 (Courtesy photo)

Starting in Fall 2021, Crenshaw High School will be implementing a new educational program that helps students apply academic subjects into real-life. The program is called 3DE, it is an interdisciplinary program that is in conjunction with Junior Achievement.

Crenshaw also offers students the College Track program, that is a resource to students during their high school and college years.

(EST.) MONTHLY VISITS: **200K**

(EST.) COVERAGE VIEWS: **1.01K**

DOMAIN AUTHORITY: **64**

f 1 t 1

“ College Track partners with Crenshaw High School to support students on their college journeys along with an interdisciplinary program for ninth graders called, 3DE.

HOME » ON AIR » TAVIS SMILEY



TAVIS SMILEY

Weekdays 9AM-12N

Insightful conversations with thought leaders, opinion makers, celebrities

Tavis Smiley | KBLA

JUL 30, 2021

(EST.) MONTHLY VISITS: **1.44K**

(EST.) COVERAGE VIEWS: **436**

DOMAIN AUTHORITY: **25**

f
91

t
9

“ College Track LA is featured for a full hour on the Tavis Smiley show. John Lee, Winton McNeel and three CT alumni were interviewed.

Warriors Community Foundation Awarded Corporate Philanthropy “Beyond The Check” Award

Warriors Community Foundation Recognized in the Community Impact Category for Philanthropic Strategy

Posted: Jul 29, 2021



The Warriors Community Foundation has been honored with the Corporate Philanthropy “Beyond the Check” award from the San Francisco Business Times, it was announced today. The Foundation was recognized for leadership impact and investment in corporate philanthropic strategy to support Bay Area education equity efforts, centered around various community initiatives over the last year.

The Warriors were nominated in the “Community Impact” category for engaging all employees in volunteerism and philanthropy efforts, which included the following initiatives:

- [Warriors Financial Gameplan](#), in partnership with Chase, serving students from College Track, a comprehensive college completion program that equipped students confronting systemic barriers. Over 150 College Track students were led through a seven-week educational program to build a business plan for Ahmed’s Moving Express, a locally-owned Chase small business client. College Track has been a beneficiary of the Warriors Community Foundation since 2014.

Golden State Warriors

JUL 29, 2021

(EST.) MONTHLY VISITS: **12M**

(EST.) COVERAGE VIEWS: **54.9K**

DOMAIN AUTHORITY: **92**

“ The Warriors were recognized for their community impact by the San Francisco Business Times, including their partnership with College Track.

UPDATED: NOV 29, 2021 · ORIGINAL: NOV 29, 2021

Saints' Malcolm Jenkins Receives Big Ten's Dungy-Thompson Humanitarian Award

New Orleans Saints veteran safety Malcolm Jenkins, received the Dungy-Thompson Humanitarian Award from the Big Ten

KYLE T. MOSLEY



New Orleans Saints veteran safety Malcolm Jenkins received the Dungy-Thompson Humanitarian Award from the Big Ten.

Malcolm Jenkins was a standout collegiate player at Ohio State before the New Orleans Saints selected him with the fourteenth pick.

Sports Illustrated New Orleans Saints News, Analysis and More

NOV 29, 2021

(EST.) MONTHLY VISITS: **40.6M**

(EST.) COVERAGE VIEWS: **48.5K**

DOMAIN AUTHORITY: **92**



1.1K



5

“ Malcolm Jenkins of The Malcolm Jenkins Foundation and the New Orleans Saints receives Humanitarian Award. The story mentions Jenkins' nine-year partnership with College Track, which has awarded more than \$150,000 in scholarships to CT students.

Programs aim to help teach youth about building wealth

Stephen Williams TRIBUNE STAFF WRITER Nov 16, 2021 0



Malcolm Jenkins, above center, wants to open bank accounts for 1,000 students in Philadelphia, New Jersey, Ohio and Louisiana. Jenkins said he has called each of these states home. —TRIBUNE PHOTO/ABDUL R. SULAYMAN

Former Philadelphia Eagles safety Malcolm Jenkins said research shows that children who have bank accounts are more likely to go to college and more likely to own stocks when they become young adults.



The Philadelphia Tribune

Nov 16, 2021

(EST.) MONTHLY VISITS: **369K**

(EST.) COVERAGE VIEWS: **1.66K**

DOMAIN AUTHORITY: **69**



25



9

“ The Philadelphia Tribune profiles College Track partner The Malcolm Jenkins Foundation and its goal to open 1,000 bank accounts for students in Philadelphia, New Jersey, Ohio, and Louisiana and references the CT Project REWARDS program.

When the crowds were sent home, the Warriors stepped up

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By Jeff Howe
Jul 30, 2021

Editor's note: This story highlights one of three Beyond the Check award winners. The awards, given annually as part of our Corporate Philanthropy Awards & Summit, honor companies that go to great lengths to share time, talent and technology with nonprofit partners in addition to robust financial support.

On March 11, 2020, it was announced that the Golden State Warriors would play the following day's game against the Brooklyn Nets without the cheering of live fans in an attempt to curb the spread of Covid-19.

That game was ultimately canceled when the NBA suspended the season hours before tip-off. Less than seven months into its inaugural season as the Warriors home arena, Chase Center was left empty.

But when the billion-dollar cathedral of sports and entertainment was forced to shutter its doors, the Warriors – and Chase – got to work.

(EST.) MONTHLY VISITS: 10.6M

(EST.) COVERAGE VIEWS: 13.8K

DOMAIN AUTHORITY: 91

“ This story highlights the Golden State Warriors as one of three Beyond the Check award winners. The Warrior's partnership with College Track is described in the story.

U.S. Bank Foundation invests \$1 million to support emerging leaders and community-led solutions to address economic disparities

July 28, 2021 · 4 min read



Annual Market Impact Fund to support 20 organizations and their leaders

MINNEAPOLIS, July 28, 2021--(BUSINESS WIRE)--U.S. Bank Foundation today announced a \$1 million investment to 20 nonprofit organizations driven by a diverse group of exceptional emerging leaders who are focused on creating effective community-led solutions to the increasing economic disparities.

Organizations are in both rural and metro communities and are focused on support for entrepreneurs and small business owners, workforce development programs and financial inclusion efforts for individuals and families as solutions to wealth building.

"We are dedicated to empowering our communities by listening to those with lived

Quote Lookup

Related Quotes

Symbol	Last Price	Chang
USB U.S. Bancorp	56.75	+0.0
USB-PH U.S. Bancorp	24.58	+0.0
USB-PM U.S. Bancorp	25.39	+0.0
USB-PP U.S. Bancorp	26.83	+0.0

(EST.) MONTHLY VISITS: **252M**

(EST.) COVERAGE VIEWS: **256K**

DOMAIN AUTHORITY: **93**



4



2

“ CT Sacramento Site Director, Luisana Victorica was honored as a recipient of U.S. Bank’s Annual Impact Fund for more than doubling the rate of bachelor’s degrees for first-generation students from low-income communities.

Rams and College Track inspire students to believe they influence their own future

Jul 22, 2021 at 07:00 AM



Tatum Texada



On Friday, July 16, the Rams partnered with [College Track](#) to provide a select group of 20 high school and college students a day-long virtual corporate residency experience with front office staff.

"The students felt the Rams employees gave a great look into their roles and their industry," said Farah Noor, College Track Regional Partnership Director. "When you go to college and you're the first generation in your family to go, you don't have the relatives or the friends that have connections in fields you're interested in. It's been really helpful for them to talk to people, get to know people, understand how they got there, and hear the different diverse stories so they can see themselves working for a sports team."

Rams and College Track inspire students to believe they influence their own future

JUL 22, 2021

(EST.) MONTHLY VISITS:	247K
(EST.) COVERAGE VIEWS:	2.12K
DOMAIN AUTHORITY:	68
LINKS FROM COVERAGE:	1

“ Press release announcing the Rams corporate residency program, serving 20 College Track students. Farah Noor is quoted.

Our Founder and Partners

Profiles of our investors and their deep connections to College Track.

Premium TECH

10 years after Steve Jobs' death, his widow, Laurene Powell Jobs, has multiplied her fortune and power by acting nothing like him (most of the time)



(EST.) MONTHLY VISITS: **99.4M**

(EST.) COVERAGE VIEWS: **91.8K**

DOMAIN AUTHORITY: **94**

		
3.2K	250	2

“ An extensive profile of LPJ and Emerson Collective. College Track is mentioned as one of her early investments.

TRUE COLORS

Vanity Fair

SEP 03, 2021



True Colors: Laurene Powell Jobs, Daniel Humm, and a Closer Look at a Burgeoning Art World Power Couple

This week: a look at the union between the mega benefactor and chef-collector; details on Drake x Damien Hirst; rising tides at The Odeon; and more.

BY NATE FREEMAN

SEPTEMBER 3, 2021

(EST.) MONTHLY VISITS:

10.5M

(EST.) COVERAGE VIEWS:

13.8K

DOMAIN AUTHORITY:

91



120



26

“ CT alumna Mayra's art installation at the southern border, and LPJ's connection to College Track, are included in this profile of Emerson's work in the arts.



Kevin Durant and (Possibly) the Greatest Basketball Team of All Time

The Brooklyn Nets were built to be an unbeatable superteam of eccentric basketball superstars. Will they dominate the N.B.A. playoffs?



New York Times Magazine

JUN 02, 2021

(EST.) MONTHLY VISITS: **317M**

(EST.) COVERAGE VIEWS: **234K**

DOMAIN AUTHORITY: **95**

“ Kevin Durant and his startup, Thirty Five Ventures are featured in this NYT Magazine piece. It mentions Durant's investment in his hometown of Prince George's County, Maryland and the founding of College Track at the Durant Center.