2021 Media Coverage Highlights

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

- **Crenshaw’s 3D Program Promotes Integrative Learning**
  - By Antonio Izzard
  - Published May 20, 2021

- **True Colors: L Powell Jobs, I Humm, and a Clocking Power耦**
  - By Jake Sherman
  - Published May 3, 2021

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

- **After Winning a Scholarship, You Need to Keep It**
  - By Mike Jepsen

- **Rams and College Track inspire students to believe they influence their own future**
  - By Kevin Stank

- **5. Bank Foundation invests $7 million to emerging leaders and community to address economic disparities**

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

- **Errors Community Foundation Awarded Corporate Philanthropy “Beyond The Check”**
  - When the crowds were sent home, the Warriors step up
SUMMARY

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

After Winning a Scholarship, You Need to Keep It

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

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

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

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

TAVIS SMILEY
Weekdays 9AM-12N
College Track Thought Leadership

Our expert commentary in national media stories, and in articles we write, place and share.
Too Many Qualified Students, Too Few Seats At UC, CSU

By Jill Reisoglo
Published Dec 16, 2021 11:13 AM

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

By Charlotte West
April 19, 2021

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 like.

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.
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.
College Track’s scholarship lead Nadja Jepsen authors a piece on how to retain scholarships throughout college.
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.
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.
Column: She became a citizen one day and graduated near the top of her high school class the next

"College Track Watts student Pilar Diaz Bombino is profiled in this LA Times column about her journey to enrolling at UCLA."
Column: She became a citizen one day and graduated near the top of her high school class the next.

The San Diego Union-Tribune runs the LA Times story on CT Watts student Pilar Diaz Bombino.
The Washington Post details how the pandemic has impacted Burton High School Students, including College Track student Jonathan Tran and his family.
How some college counselors are fighting back against pandemic-induced enrollment decline

BY CHARLOTTE WEST AND ANGEL FABRE  
JUNE 16, 2021

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.
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.
Graduation Is Coming. The Jobs Aren’t.

April 23, 2021 | Finn Dobkin

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.
Regional Wins

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

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

College Track is featured in this story about the 10 finalists for the 2021 Google Impact Challenge.
College Track and Sac SD Louisana Victoria are featured on ABC-10 for their partnership with and grant from US Bank.
Check out the 2021 Best Places to Work in the Bay Area (midsize companies)

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

by Susan Erhart on August 6, 2021

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.

"The Summer Employment Program run by One East Palo Alto is featured, including a mention of College Track EPA's support."
Crenshaw’s 3DE Program Promotes Integrative Learning

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.

College Track partners with Crenshaw High School to support students on their college journeys along with an interdisciplinary program for ninth graders called, 3DE.
College Track LA is featured for a full hour on the Tavis Smiley show. John Lee, Wintor 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

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

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

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."
Our Founder and Partners

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

An extensive profile of LPJ and Emerson Collective. College Track is mentioned as one of her early investments.
True Colors: Laurene Powell Jobs, Daniel Humm, and a Closer Look at a Bourgeoning 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.

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.

BY HATE FREEMAN
SEPTEMBER 3, 2021

(EST.) MONTHLY VISITS: 10.5M
(EST.) COVERAGE VIEWS: 13.8K
DOMAIN AUTHORITY: 91
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.