

news release

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**STUDENTS' ACHIEVEMENT PAYS OFF
WITH ONE MILLION DOLLARS IN SCHOLARSHIPS**

***New national education prize rewards students and their school districts
for dramatic improvements in student academic performance***

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Washington, DC -- U.S. Secretary of Education Rod Paige and Broad Foundation founder Eli Broad announced today that Houston Independent School District is America's top performing school district and the winner of the inaugural Broad Prize for Urban Education.

In a written statement, President George W. Bush said: "Congratulations to the students, parents, teachers, administrators and community leaders of the Houston Independent School District for winning the first annual Broad Prize for Urban Education. Despite facing many challenges, HISD has shown all of us how innovative leadership, hard work, and high academic standards can help ensure that no child is left behind."

Paige and Broad were joined at the news conference by Senators Edward Kennedy, Judd Gregg, John Edwards, Hillary Clinton, John Kerry, Kay Bailey Hutchison, Paul Sarbanes, Barbara Boxer and Representatives Dick Armey, John Boehner, George Miller, Nancy Pelosi, John Lewis, Nita Lowey, Jane Harman, Tom Petri, Ed Royce and Johnny Isakson.


The Broad Prize for Urban Education is an annual \$1 million award that was created by The Broad Foundation to honor urban school districts that are making the greatest overall improvement in student achievement while at the same time closing achievement gaps across ethnic groups and between high and low income students.

Eli Broad, founder of The Broad Foundation, stated: "Ensuring achievement in America's urban public schools is the most important civil rights issue of the new century. Inner city public school children will realize their college dreams with these scholarships, and our country will share in their success and prosperity as a whole."

The Broad Prize for Urban Education is designed to:

- **Regain the American public's confidence** in public schools by spotlighting a district that is making significant gains in student achievement.
- **Create an incentive** to dramatically increase student achievement in our nation's largest urban school districts.

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 **Reward public school systems** that are successfully using creative, results-oriented approaches and techniques to better educate children.

The \$1 million cash award will fund scholarships for students in the winning school districts to attend college or other post-secondary training. The winning district - Houston - will receive \$500,000 in scholarships. The four finalists will each receive \$125,000 in scholarships. The finalists are: Atlanta Public Schools, Boston Public Schools, Garden Grove Unified School District and Long Beach Unified School District.

In addition to the cash award, the winner and finalists will be showcased nationwide over the next year. The districts' best instruction and management practices will be spotlighted so that other urban school systems can learn about and be inspired by their success.

The selection process that determined finalists included an analysis of quantitative data (e.g. standardized test scores, attendance rates) and qualitative data (e.g. clear academic objectives, accountability systems) by a Review Board of prominent leaders in education.

A Selection Jury of national leaders from business, government, education and nonprofit sectors selected the winner. The Selection Jury includes: **Lamar Alexander**, Former US Secretary of Education; **Henry Cisneros**, Chairman and CEO of American City Vista; **Phil Condit**, Chairman and CEO of The Boeing Company; **Marian Wright Edelman**, Founder and President of the Children's Defense Fund; **John Engler**, Governor of Michigan; **Richard D. Parsons**, CEO of AOL Time Warner; **Paul Patton**, Governor of Kentucky and Chairman of the National Governors Association; **Hugh Price**, President and CEO of the National Urban League; **Richard Riley**, Former US Secretary of Education and **Andrew L. Stern**, President of the Service Employees International Union.

Richard D. Parsons, CEO of AOL Time Warner and a member of the Jury, said: "Our future in the global economy depends on a growing supply of educated, motivated men and women who are comfortable with change. By highlighting the struggle of our urban schools to ensure that their students have what they need to participate and compete, the Broad Prize for Education is helping point the way for our entire nation.

Thanks to the Broad Prize, we are better able to reward and replicate the most innovative and effective practices in urban school districts, thus extending their example and impact. The Broad Prize amplifies as well as honors the effort to give all America's children, whoever they are, wherever they live, an equal chance to succeed. It represents the best and most enduring parts of the American Dream."

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The Broad Prize

The process to select the winner of The Broad Prize for Urban Education involved four steps:

- (1) 108 US urban school districts were identified as eligible candidates. (A complete list is on our website at www.broadfoundation.org.)
- (2) A Review Board comprised of 18 prominent education leaders from across the country -- with the help of the National Center for Educational Accountability -- analyzed extensive quantitative data and used their collective knowledge and experience to determine the finalists. (A complete list is on our website at www.broadfoundation.org.)
- (3) A team of experienced researchers and practitioners conducted site visits to each finalist district to gather additional quantitative and qualitative data and met with the districts' school board, superintendent and union leaders.
- (4) The Selection Jury met to review the information collected on the site visits and information considered by the Review Board to select Houston Independent School District as the winner of the inaugural Broad Prize for Urban Education.

A fact sheet is attached that outlines why the Selection Jury chose Houston as the winner of the Prize.

Secretary of Education Rod Paige, Senate Majority Leader Tom Daschle, Senator Ted Kennedy, Senator Tim Hutchinson, Senator Paul Sarbanes and The Broad Foundation's founder, Eli Broad, announced the creation of this prize on March 15, 2002 at the United States Capitol.

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The Broad Foundation's mission is to dramatically improve K-12 urban public education through better governance, management and labor relations. The Foundation's other major initiatives include The Broad Center for Superintendents, a national organization focused on identifying, training, and supporting outstanding leaders to become successful urban school superintendents and The Broad Institute for School Boards, an annual training program for newly elected school board members that is designed to increase student achievement through improved governance.