

news release

the**bro**adfoundation



**LONG BEACH UNIFIED SCHOOL DISTRICT WINNER OF
THE \$1 MILLION BROAD PRIZE FOR URBAN EDUCATION**

***State Officials, Community Leaders, Educators and Students Celebrate
Today at Wilson High School***

FOR IMMEDIATE RELEASE
October 29, 2003

CONTACTS:
Melissa Ratcliff (Broad)
310/429-2778
Dick Van der Laan (LBUSD)
562/997-8250

Long Beach, CA -- California's Superintendent of Public Instruction **Jack O'Connell**, Long Beach Mayor **Beverly O'Neill**, and Former Los Angeles Mayor **Richard J. Riordan** joined with Broad Foundation founder **Eli Broad** to celebrate Long Beach Unified School District's (LBUSD) selection as America's top performing school district and winner of the 2003 Broad Prize for Urban Education. Over 4,000 people gathered at Wilson High School for the celebration.

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

"Ensuring achievement in America's urban public schools is the most important civil rights issue of the new century," said Eli Broad, founder of The Broad Foundation. "Every school district in the nation can learn from and be inspired by Long Beach's dramatic success. Students in Long Beach will realize their college dreams with these scholarships, and our country will share in their success and prosperity in the future."

The \$1 million cash award will fund scholarships for students to attend college or other post-secondary training. Students in LBUSD will receive \$500,000 in scholarships. Students in four finalist districts will receive \$125,000 in scholarships. The finalists are: Boston Public Schools (MA), Garden Grove Unified School District (CA), Jefferson County Public Schools (Louisville, KY), and Norfolk Public Schools (VA).

The Broad Prize, created by The Broad Foundation, combines the spirit of the Pulitzer Prize and the reward of the Nobel Prize by serving as an incentive for excellence and reward for achievement. It is designed to:

- **Regain the American public's confidence** in public schools by spotlighting districts making gains in student achievement.
- **Create an incentive** to dramatically increase student achievement in the nation's largest urban school districts.
- **Reward public school systems** that are successfully using creative, results-

oriented approaches and techniques to better educate children.

In addition to the \$1 million award, Long Beach and the finalist districts will be showcased nationwide over the next year. Long Beach's best instruction and management practices will be spotlighted so that other urban school systems can learn about and adopt successful practices.

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

1. Over 100 U.S. urban school districts were identified as eligible candidates.
2. A Review Board comprised of 20 prominent education leaders from across the country -- with the help of the National Center for Educational Accountability (NCEA) -- analyzed extensive quantitative data and used their collective knowledge and experience to determine the finalists.
3. Under NCEA's guidance, a team of researchers and practitioners conducted extensive site visits to each finalist district to gather additional quantitative and qualitative data, and met with each district's school board, superintendent and union leaders.
4. The Selection Jury reviewed the information collected on the site visits and information considered by the Review Board to select one district as the winner of the annual Broad Prize for Urban Education.

The Selection Jury was comprised of leaders in business, government and philanthropy. The jury included: **Jeb Bush**, Governor of Florida, **Henry Cisneros**, CEO of American CityVista; **Phil Condit**, CEO of The Boeing Company; **Marian Wright Edelman**, President of the Children's Defense Fund; **John Engler**, Former Governor of Michigan; **Jim Hunt**, Former Governor of North Carolina; **Richard Parsons**, CEO of Time Warner, Inc.; **Hugh Price**, Former President of the National Urban League; **Richard Riley**, Former U.S. Secretary of Education; **Judith Rodin**, President of The University of Pennsylvania; **Andrew Stern**, President of the Service Employees International Union; and **Jack Welch**, Former CEO of General Electric.

The 2002 inaugural Broad Prize was awarded to Houston Independent School District. Long Beach was one of four finalists that received \$125,000 in scholarships. Scholarship recipients from Houston, Long Beach and the other 2002 finalist districts were announced in May 2003. Students who attend two-year colleges or other post-secondary training institutions receive \$2,500 scholarships; students who attend four-year institutions receive \$10,000 scholarships.

During today's program, Mr. Broad presented LBUSD with a bronze sculpture designed by world-renowned artist Tom Otterness. The district's name will be engraved on an identical sculpture permanently on display in the Secretary of Education's reception area at the U.S. Department of Education in Washington, DC.

#

The Broad Foundation is a Los Angeles-based entrepreneurial grant-making organization, established in 1999 by Eli and Edythe Broad. The Foundation's mission is to dramatically improve K-12 urban public education through better governance, management and labor relations.