

College Board Opportunity Scholarships

School Engagement Guide

Your school can take steps right away and throughout the year to ensure all your juniors and seniors have the opportunity to earn scholarships, ranging from \$500 to \$40,000, that recognize the work they're already doing to prepare for college. The College Board Opportunity Scholarships program guides students through six essential steps to prepare, plan, and pay for college. For each action they take, students become eligible to earn money for two- or four-year colleges.

This starter resource includes sample strategies and tools that you can use to launch the scholarship program, spread the word throughout your school, and ensure that all students sign up. Many schools around the country set aside time during the school day for students to sign up and complete the steps to be eligible for scholarships.

Table of Contents and Resources

STRATEGIES

	Page		Page
▪ Assembly, Pep Rally, or Special Event.....	1	▪ Connections to PSAT/NMSQT.....	5
▪ Half-Hour for Opportunity.....	1	▪ Scholarship Station in Common Area.....	6
▪ Lesson Opening or Closing.....	2	▪ Promotion at School Events.....	6
▪ Morning Announcements.....	2	▪ Class and School Competitions.....	7
▪ Faculty and Staff Outreach.....	3	▪ Partnerships with Community Student Advocates.....	7
▪ Family Outreach.....	3	▪ Student Opportunity Ambassadors.....	8
▪ Athletics/Extracurricular Coaches and Advisers.....	4	▪ Computer Labs or Stations.....	8
▪ SAT Practice in the Classroom.....	4	▪ Extra Credit.....	9
▪ Connections to SAT During the School Day.....	5	▪ Ongoing Student Recognition.....	9

RESOURCES

OUTREACH TOOLS AND TEMPLATES

- [Student flyer](#)
 - [Educator flyer](#)
 - [Educator Guide](#)
 - [Program Overview presentation](#)
 - [Overview General Poster](#)
 - [Overview Poster with Scholarship Steps](#)
- All resources above are also available in Spanish [here](#).*
- [Sample Social Media Posts](#)
 - [General Press Release Template](#)
 - [Scholarship Winner\(s\) Press Release Template](#)
 - [Newsletter Inserts](#)
 - [Parent Communication](#)
 - [Student Communication](#)
 - [Auto Call Scripts](#)
 - [Announcements Scripts](#)
 - [Web Banner Graphics](#)

STUDENT ENGAGEMENT TOOLS

- [Classroom Action Plan](#)
- [Student Progress Tracker](#)
- [Account Linking flyer](#)
- [Official SAT Practice flyer](#)
- [SAT Practice Coaching Tools](#)
- [Introductory video](#)
- [Winner video](#)
- [Scholarship tip video: Build Your College List](#)
- [Scholarship tip video: Practice for the SAT](#)
- [Scholarship tip video: Improve your Score](#)
- [Scholarship tip video: Strengthen Your College List](#)
- [Scholarship tip video: Complete the FAFSA](#)
- [Scholarship tip video: Apply to Colleges](#)

WEBSITES

- College Board Opportunity Scholarships homepage: [cb.org/opportunity](https://collegeboard.org/opportunity)
- Outreach resources: [cb.org/opportunityoutreach](https://collegeboard.org/opportunityoutreach)
- Implementation tools for each scholarship step: [cb.org/opportunityscholarshipsresources](https://collegeboard.org/opportunityscholarshipsresources)
- Official SAT Practice on Khan Academy: satpractice.org
- Opportunity Student Ambassadors: collegeboard.org/ambassadors

Assembly, Pep Rally, or Special Event

ACTIVITY Schedule a short assembly or pep rally to introduce all juniors to the College Board Opportunity Scholarships program and inspire students to sign up. Work with 11th-grade teachers to set aside time for students to log in and sign up for the program later that day or the following morning (e.g., in English or another class that all juniors take). At your event, make explicit connections between the scholarship program and your school's college and career readiness vision and goals. If any students in your school won a College Board Opportunity Scholarships in the past, consider recognizing or including them in the event.

GOAL/OUTCOMES All juniors sign up for College Board Opportunity Scholarships within one day of the special kickoff event

KEY PLAYER(S) Counselors and teachers for juniors

TIMING During or after school

**OUTREACH
RESOURCES**

For event:

- Student flyers (in English and Spanish)
- Program Overview presentation
- Introductory video
- Winner video

For follow-up in the classroom:

- Classroom Action Plan
- Educator Guide

Half-Hour for Opportunity

ACTIVITY In many schools, Hour of Code has inspired students to explore computer science. Schedule a Half-Hour for Opportunity session. Students and educators love events that rally collective participation. Set up a day and time for all juniors in your school to sign up for College Board Opportunity Scholarships and to complete the first step, Build Your College List, to be eligible for a \$500 scholarship.

GOAL/OUTCOMES All juniors in your school sign up for the program and build a college list

KEY PLAYER(S) All teachers of your junior class

TIMING You pick the day and time; we recommend holding this in December or January

**OUTREACH
RESOURCES**

- Student flyers (in Spanish and English)
- Educator flyer
- Classroom Action Plan
- Build Your College List video

Lesson Opening or Closing

ACTIVITY Allocate 15–20 minutes for signup at the beginning or end of a class that all juniors take, such as English, advisory period, or homeroom. Encourage all students to sign up and, time permitting, complete the first step of the program, Build Your College List, as an activator, exit ticket, or requirement to get credit for being in class that day.

Alternatively, at the end of students' junior year, make signing up for the scholarship program and completing the first step (Build Your College List) the last homework assignment of the year to set them on the path to explore and prepare for college over the summer.

GOAL/OUTCOMES Every junior in your school signs up for College Board Opportunity Scholarships and builds a college list to become eligible for \$500 Build scholarships

KEY PLAYER(S) One department of junior class teachers

TIMING Between December and June during the first or last 15–20 minutes of class

OUTREACH RESOURCES

- Student flyers (in Spanish and English)
- Classroom Action Plan
- Build Your College List video
- Educator Guide

Morning Announcements

ACTIVITY During morning announcements, consistently communicate that all juniors and seniors are eligible to earn scholarships, ranging from \$500 to \$40,000. Use initial announcements to motivate students to sign up for College Board Opportunity Scholarships. As the program continues throughout the year, use morning announcements to remind students of the deadlines for critical steps in the program, such as building a college list and submitting the FAFSA® form for federal financial aid. If your school has video announcements, consider broadcasting a series of YouTube videos about the scholarship program.

GOAL/OUTCOMES Ensure that every junior and senior signs up for College Board Opportunity Scholarships and stays engaged

KEY PLAYER(S) Principal, assistant principal, and/or journalism class

TIMING Morning announcements

OUTREACH RESOURCES

- Announcements Scripts
- Educator flyer

Faculty and Staff Outreach

ACTIVITY Inform all faculty and staff about the College Board Opportunity Scholarships. Introduce the program at your next faculty meeting and post flyers on your school's learning management system, in teacher lounges, near mailboxes, and in other common faculty areas.

GOAL/OUTCOMES All faculty and staff motivate students to sign up for the program and complete steps to earn chances to win scholarships

KEY PLAYER(S) Faculty and staff

TIMING 10 or more minutes at a faculty meeting

OUTREACH RESOURCES

- Educator flyer
- Program Overview presentation
- Introductory video
- Winner video
- Web Banner Graphics

Family Outreach

ACTIVITY Stay engaged with families about College Board Opportunity Scholarships through nonemergency automated phone calls, text alerts, emails, or letters. In addition, feature the scholarship program on your school's website, post the student flyer to your student portal or learning management system, and consider including links to videos about the program. Inform families about the scholarship program and the upcoming deadlines to be eligible for each step in the program.

GOAL/OUTCOMES Make families aware of all students' eligibility and key deadlines for College Board Opportunity Scholarships

KEY PLAYER(S) Parents of juniors and seniors

TIMING Ongoing

OUTREACH RESOURCES

- Parent Communication
- Auto Call Scripts
- Web Banner Graphics
- Student flyer
- Newsletter insert
- Winner video
- Introductory video

Athletics/Extracurricular Coaches and Advisers

ACTIVITY Rally coaches of athletic teams and leaders of extracurricular groups to prioritize College Board Opportunity Scholarships among their students. Coaches and club sponsors can set aside study halls or team time to use Official SAT Practice on Khan Academy®, build and strengthen college lists, and complete other steps in the program. Coaches and extracurricular advisers who take this **pledge** to connect students to scholarships will receive a toolkit, which includes lessons and a tracking pad to monitor student progress.

GOAL/OUTCOMES Work through coaches and club sponsors to connect all athletes and club members with College Board Opportunity Scholarships

KEY PLAYER(S) Coaches and club sponsors

TIMING During study halls or other designated team time—30–60 minutes per week

OUTREACH RESOURCES

- SAT Practice flyer
- Introductory video
- Videos about Build, Practice, Improve, and Strengthen scholarships

SAT Practice in the Classroom

ACTIVITY Designate one or more days of the week for students to use Official SAT Practice on Khan Academy during study hall, advisory period, or other classes to become eligible for the Practice for the SAT and the Improve Your Score scholarships. In addition to using personalized study plans, online practice tests are a helpful way to prepare and improve. Teachers can use the platform’s coaching tools to monitor student usage.

GOAL/OUTCOMES Provide dedicated time for students to consistently work through SAT practice questions, view video tutorials, or take a practice test

KEY PLAYER(S) Teachers who facilitate study hall or advisory periods for juniors

TIMING During study hall, advisory periods, English/Language Arts or math classes

OUTREACH RESOURCES

- SAT Practice flyer
- Teacher/Coach Implementation Guide

Connections to SAT During the School Day

ACTIVITY If you offer SAT to 11th and 12th graders during the school day, ensure that every student signs up for College Board Opportunity Scholarships prior to the test administration. In the weeks prior to test days, set aside time during the school day for students to use Official SAT Practice on Khan Academy. Not only will students be more prepared, they will be eligible for Practice for the SAT and Improve Your Score scholarships.

GOAL/OUTCOMES Be sure that students sign up for College Board Opportunity Scholarships and use satpractice.org during the school day to prepare for the SAT and earn chances to earn scholarships

KEY PLAYER(S) Testing coordinator and 11th- and 12th-grade English/Language Arts and math teachers

TIMING Three to six months in advance of your SAT School Day administration

OUTREACH RESOURCES

- SAT Practice flyer
- Teacher/Coach Implementation Guide

Connections to PSAT/NMSQT

ACTIVITY If you offer the PSAT/NMSQT to 10th or 11th graders, seize the opportunity to make connections to the scholarships program. Before students take the test and after they receive their scores, tell them they will be able to sign up for the scholarships program in December of their junior year. In addition, tell them that they will be eligible to earn \$2,000 Improve Your Score scholarships when they practice for 12 hours on Official SAT Practice on Khan Academy and improve their scores by 100 points, from PSAT/NMSQT to SAT or from one SAT to another SAT.

GOAL/OUTCOMES Be sure that students sign up for College Board Opportunity Scholarships and use satpractice.org during the school day to prepare for the SAT

KEY PLAYER(S) Testing coordinator and 11th-grade English/Language Arts and math teachers

TIMING Before or on the day of PSAT/NMSQT exam or score distribution

OUTREACH RESOURCES

- SAT Practice flyer

Scholarship Station in Common Area

ACTIVITY	In your cafeteria, library, or other common area, set up an Opportunity Scholarships Station—a designated area for information about the program. Your students can also use this space to work on any of the scholarship steps. Any staff that work with students, including media specialists or lunch monitors, can take this pledge to support students and receive a poster and other resources on the program.
GOAL/OUTCOMES	Make College Board Opportunity Scholarships consistently visible and provide space, consistent reminders, and encouragement to complete the program's college planning steps
KEY PLAYER(S)	Lunch monitors, librarians, and/or rotating staff who supervise the station, help students, or reinforce messages about the program
TIMING	During breakfast or lunch, before or after school
OUTREACH RESOURCES	<ul style="list-style-type: none">▪ Student flyers (in English and Spanish)▪ Overview Posters

Promotion at School Events

ACTIVITY	Set up an information table and spotlight College Board Opportunity Scholarships at already scheduled school events, such as college fairs, career days, college planning days, award ceremonies, or back-to-school night.
GOAL/OUTCOMES	Make parents aware of the program and be sure that students sign up for the program and take steps to be eligible for scholarships
KEY PLAYER(S)	Administrators or counselors
TIMING	Whenever major school events occur
OUTREACH RESOURCES	<ul style="list-style-type: none">▪ Student flyers (in English and Spanish)▪ Program Overview presentation

Class and School Competitions

ACTIVITY Nothing drives participation like a friendly competition. Run a competition among teachers of juniors and award prizes for the teachers with the most students who have signed up for the program, completed the first step (Build a College List), or practiced the most hours on Official SAT Practice.

GOAL/OUTCOMES Recognize teachers whose students sign up for the scholarships and take action

KEY PLAYER(S) All junior class English or homeroom teachers

TIMING During the spring semester of students' junior year (Note: The deadline to become eligible for the Build Your College List scholarship is the end of July; the deadline for the Practice for the SAT scholarship is the end of October)

OUTREACH RESOURCES

- Educator Guide (explains how to verify a student's scholarship completion)
- Student Progress Tracker

Partnerships with Community Student Advocates

ACTIVITY Involve leaders from your wider community to build an awareness of College Board Opportunity Scholarships among parents and students. Introduce the program at an upcoming community meeting, ask leaders to brainstorm outreach activities, and make plans to act. Encourage community members to share news about the scholarships program on social media.

GOAL/OUTCOMES Using parent and community leaders to raise awareness of the scholarship program among families, juniors, and seniors

KEY PLAYER(S) PTO or PTA leaders, booster club leaders, leaders of religious and community organizations, civic clubs

TIMING Anytime

OUTREACH RESOURCES

- Program Overview presentation
- Educator Guide
- Educator flyers (in Spanish and English)
- Sample Social Media Posts

Student Opportunity Ambassadors

ACTIVITY Empower a group of students to run a schoolwide campaign that motivates juniors and seniors to sign up and begin completing the six steps to be eligible for College Board Opportunity Scholarships. They can hold events, promote the program on social media, make announcements, and post information throughout the school. Ensuring that ambassadors have completed some or most of the steps will position them to speak compellingly about the program. They can launch their outreach to students in December when juniors become eligible to sign up for the program.

GOAL/OUTCOMES Build a community of student leaders who motivate peers to take action to prepare, plan, and pay for college

KEY PLAYER(S) Student leaders

TIMING Identify student ambassadors at the end of their junior year or the beginning of their senior year; tell them to start student outreach by December when the program is launched for the next class of juniors

OUTREACH RESOURCES

- [Opportunity Student Ambassador Toolkit](#)

Computer Labs or Stations

ACTIVITY In computer labs or wherever students are already online, post flyers or miniposters about the scholarship program at every computer station. Whether they sign up during a few minutes before the beginning of class or they use computers after school to complete steps of the program, visible reminders will nudge them to take action.

GOAL/OUTCOMES Reinforce the importance of signing up and completing steps whenever and wherever students use computers in the school

KEY PLAYER(S) Any educator or tech lead

TIMING Anytime

OUTREACH RESOURCES

- Overview Posters
- Student flyer

Extra Credit

ACTIVITY Coordinate with administrators, departments, or grade-level teams to develop extra credit incentives that recognize completion of some or all of the steps in the scholarships program. For example, teachers could provide an extra point on a test for signing up and completing the first step, Build Your College List. Teachers could potentially award points toward final grades for completing all of the steps. Alternatively, any student who signs up and completes at least one of the six scholarship steps could earn two bonus points on the final exam of their choosing.

GOAL/OUTCOMES Incentivize juniors and seniors with extra credit when they sign up and complete steps in the scholarships program

KEY PLAYER(S) Administrators and/or department chairs

TIMING End of the semester or school year

OUTREACH RESOURCES

- Educator Guide
- Student Progress Tracker

Ongoing Student Recognition

ACTIVITY Students can track their progress toward completion of the program's six college planning steps on My Action Plan. Set aside time for students to show advisory or homeroom teachers their progress in the program. Teachers and counselors can use the progress tracker to identify, recognize, and submit names of juniors and seniors who complete specific steps. At points during the year, hold an ice cream or pizza party for students who took all possible actions.

GOAL/OUTCOMES Track student progress in individual classes; recognize any juniors or seniors who have completed steps of the program with ice cream or pizza

KEY PLAYER(S) Counselors and teachers for juniors

TIMING

Monthly: Progress monitoring during class

Spring: Recognize all juniors who completed Build Your College List and Practice for the SAT

Fall: Recognize all seniors who completed Improve Your Score and Strengthen Your College List

Winter: Recognize seniors who completed Complete the FAFSA and Apply to Colleges

OUTREACH RESOURCES

- Educator Guide
- Student Progress Tracker