

the Higher Achievement brand



BRANDING GUIDELINES and GRAPHIC STANDARDS



the power of the whole

The best brands mean something. They interact with us rationally and emotionally. They give a product or company a personality, and build deep relationships resulting in awareness, preference and loyalty.

Higher Achievement is a brand. It is not selling soft drinks or sneakers. It is selling a mission, set of values and program that we can believe in passionately. But passion alone does not create an effective brand. To break through in today's cluttered marketplace of organizations and ideas, it is essential to be focused and consistent.

Whenever someone comes into contact with Higher Achievement in any way, we have the opportunity to communicate a message and to build a relationship. Without a big budget for marketing, it becomes even more important that we make the most of every one of these opportunities.

This guide has been developed to provide the basic building blocks and tools to help us all work together to create a single clear and compelling voice, a voice that adds up to a whole greater than the sum of its parts — an effective Higher Achievement Brand.

ONE RULE

These are only guidelines. They are not absolute “do’s and don’ts”. They provide a correct way of doing things to build a strong and consistent brand. But, they are not meant to stifle the enormous talent and creativity of our staff. If you have any creative ideas that extend beyond or conflict with these guidelines and best practices, it is only required that you contact the Director of Communications for approval before you begin production.

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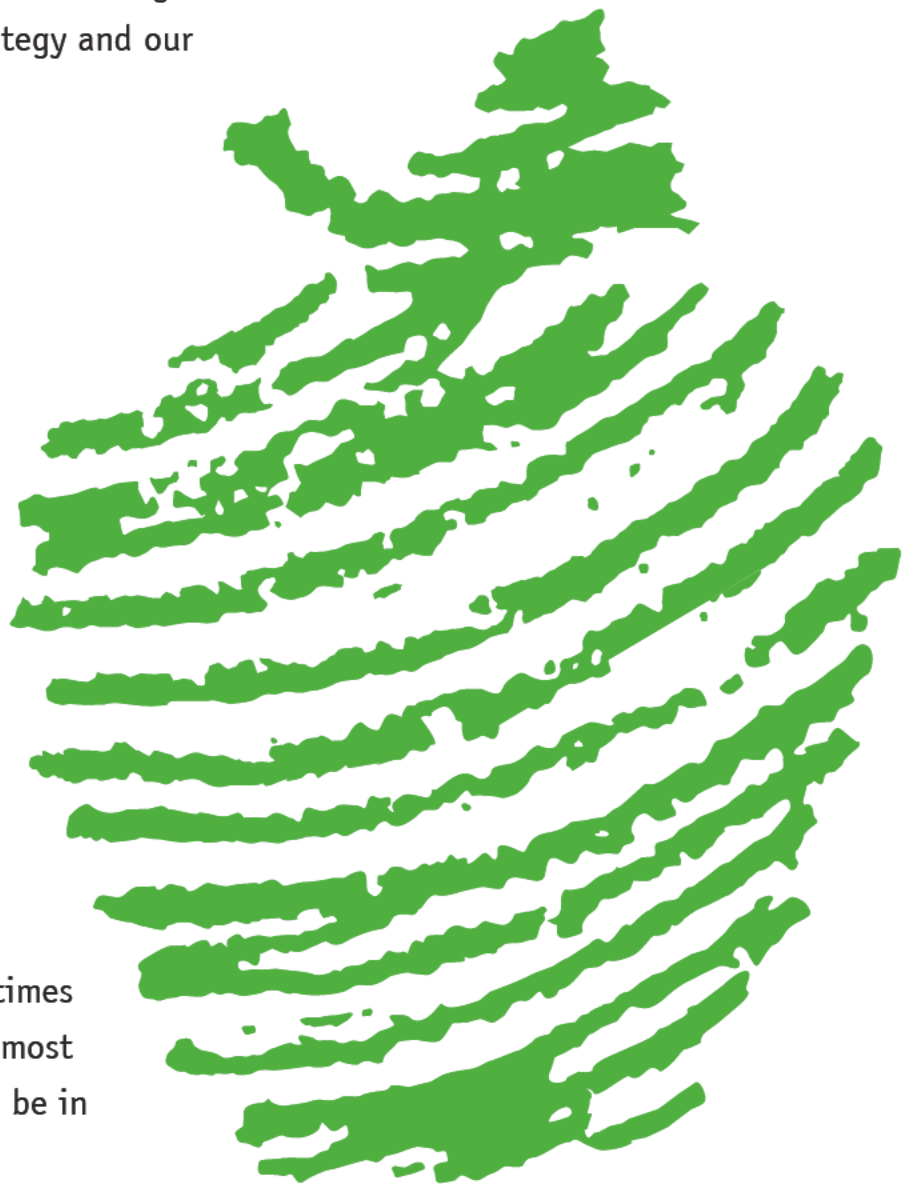
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THE HIGHER ACHIEVEMENT BRAND

We are all representatives and messengers of the Higher Achievement brand. That means we all have the opportunity, through everything we do and say, to be part of a powerful, collective voice that helps to further Higher Achievement's goals. To do this we must all share a common understanding of our driving purpose, our unique strategy and our underlying values.

For impact, the apple can sometimes be used on its own, but for the most part Higher Achievement should be in black to the right of the apple.



VISION

Talent is everywhere, but opportunity isn't. We envision a world where every student's potential and promise is realized, regardless of their circumstances.

MISSION

Higher Achievement closes the opportunity gap during the pivotal middle school years. By leveraging the power of communities, Higher Achievement's proven model provides a rigorous year-round learning environment, caring role models, and a culture of high expectations, resulting in college-bound scholars with the character, confidence, and skills to succeed.

IMPACT

Higher Achievement creates lasting change – putting individual students on a path to success, breaking the cycle of poverty for families, and strengthening the social fabric of communities:

- **Scholars** go on to high school, college, and careers – becoming engaged citizens, active leaders, and change agents in their school and communities
- **Families** are given the knowledge and tools to advocate for their children – making their voices heard in their schools, challenging the status quo in their communities, and changing the education landscape for all children
- **Mentors** build awareness about education and middle school youth and mobilize networks of people – from corporations to individuals – who otherwise would not be involved in education issues
- **Schools** are impacted by scholar success in the classroom – Higher Achievement scholars “raise the bar” for academics, behavior, and social skills among their peers
- **Communities** embrace a dramatic shift – a culture where high achievement is the norm and anything less is unacceptable

TERMINOLOGY and NOMENCLATURE

Here is a list of commonly used terms and names at Higher Achievement, again, to make sure we are always clear and consistent in how we talk about who we are and what we do. Please note which are considered “proper nouns” or “titles” and which, as a result, are capitalized.

achievement centers

The individual centers that make up an affiliate, usually named (Neighborhood) Achievement Center, e.g. Alexandria Achievement Center (may be referred to as the Alexandria Center, when appropriate). Each achievement center is headed by a Center Director referred to as the Center Director, (Name of Center).

Note:

- *The phrase achievement center is only capitalized when it is used as a formal name for a specific center (e.g. Higher Achievement’s Ward 8 Achievement Center).*
- *In all other cases, achievement center is lower case (e.g. Higher Achievement has six achievement centers in Washington, DC).*
- *The word center is always lower case (e.g. Please join us at center this Thursday for an open house). The only exception is when it’s used in a proper title along with achievement (Alexandria Achievement Center), or in a job title (Center Director).*

affiliates

The city offices, referred to as Higher Achievement (City), representing the group of centers within that city (e.g. Higher Achievement DC Metro, Higher Achievement Baltimore). Each affiliate is headed by an Executive Director, referred to as the Executive Director (City/Area – e.g. Executive Director, DC Metro). The affiliates may be referred to as “the DC Metro affiliate” – with affiliate written lowercase.

afterschool

The portion of a student’s day that starts at the end of the formal school day. After-school is not used.

alumni

The coed group of former scholars who have successfully completed the program. Alumna is feminine, whose plural is Alumnae. Alumnus is masculine, whose plural is Alumni. If referring to a group of graduates, both female and male, it is “alumni.”

Board of Directors

The national governing board of Higher Achievement.

Note: *Try to avoid abbreviating, but can be referred to internally as the Board.*

curriculum

Higher Achievement’s education program. Can be made plural as curricula or curriculums.

enrollment

The recruiting and admitting of scholars.

Higher Achievement

Refers to national and all affiliates – the overarching organization.

Note: *Never abbreviated, like “HA,” in speaking or writing. Never called “Higher Achievement Program” or “HAP”*

Higher Achievement

(Name of affiliate or national)

Used in affiliate-specific communications and materials, e.g. Higher Achievement DC Metro, Higher Achievement Baltimore, Higher Achievement Richmond, Higher Achievement National.

Note: *Logo associated with affiliates is always the Higher Achievement logo – not an affiliate-specific logo.*

mentors

Our volunteers who teach our curricula during Afterschool Academy.

Note: *Not referred to as teachers, instructors, or educators. May be referred to as “teaching mentors” in situations or contexts when the work of our volunteers might be confused with the traditional concept of “mentoring.”*

Note: *mentors should not be capitalized*

national office

The physical office in Washington, DC. Includes all organizational management for Higher Achievement, including communications, development, finance, training, and curriculum.

Note: *The national office or the Higher Achievement national office should not be referred to with other nicknames like the Central Office, the Main Office or the Washington, DC Office. National is only capitalized when used in a proper name, such as Higher Achievement National. In all other cases, national or national office should be lowercase.*

out-of-school time

(n) Our “field” or “category.” (adj) Pertaining to our “field” or “category.” Encompasses summer and afterschool learning time.

Note: *Not referred to as “afterschool.”*

parts of a center day

These are the official terminology for how the days at centers are segmented: study hall, electives, community meeting, mentoring time, gathering time, classes.

Note: *Do not capitalize. Electives should not be referred to as “studio.”*

President’s Council

A non-fiduciary body of major individual donors supporting Higher Achievement at or above an established monetary level, serving in a fundraising and advisory capacity.

programs

The three components of a scholar’s time with Higher Achievement:

- Summer Academy
- Afterschool Academy
- High School Placement Program (not Follow-Through Program)

Note: *Abbreviations for these programs (SA, AFSA and HSP) should only be used sparingly and strictly internally.*

underserved, under-resourced, or at-risk neighborhoods or communities

The communities we serve.

Note: *Please avoid referring to the scholars themselves as underserved or at-risk – these terms should only refer to neighborhoods or communities*

scholars

The young people we serve – middle school aged students.

Note: *Not referred to as kids, teens, children, or adolescents. In some messaging, it is acceptable to use students, youth, or young people.*

MASTER BRAND LOGOTYPE

A strong, consistent symbol can be of great value to build awareness and communicate and reinforce the essence of any company. Higher Achievement is no different. For as long as anyone can remember, the green apple has served as our calling card. As an icon, the apple connotes education. Yet the strong, unexpected color communicates that our approach is unique. As our logo, it has substantial brand equity in terms of awareness and it drives communication activities such as our “Green Apple Awards”. The following provides approved uses of the Higher Achievement logo to ensure that we get the most impact in terms of boldness and strength, regardless of size.



HIGHER ACHIEVEMENT

This mark and logotype is available as an Illustrator eps file. It is preferable to use this whenever possible so that the file can be scaled up or down to any size without loss of clarity. PDF and jpeg versions are available as well.

Proper usage



Standard color usage



Grayscale: apple at 40% black



Preferred knockout usage



Single color knockout usage



When knocking the mark and logotype out of a color, choose from one of the colors in the secondary color palette.

Improper usage



Never use the apple in any color other than PMS 368, white or 40% black.



Never change the relationship between the apple and the logotype.



Never use a different font for the logotype.



Never confine the brand in a shape.



Never condense or stretch the apple or logotype.



COLOR APPLICATIONS

Like the logo, consistent use of colors can go a long way to help reinforce our visual identity. Our primary green color has been selected because it is vibrant and distinct and, like the apple logo, it already has significant equity. It translates well, remaining consistent, across color formats. The black is used as our secondary color because it offsets the green nicely and makes it “pop” even more. We have also identified a “secondary palette” that includes complementary orange and blue colors to be used along with the green and black in 3-or-4 color production like flyers or web graphics.

primary colors



PMS 368 coated or uncoated

CMYK: 63%C, 0%M, 97%Y, 0%K
RGB: 34R, 73G, 18B
HEX: #62BB46



BLACK

CMYK: 20%C, 20%M, 20%Y, 100%K
RGB: 10R, 10G, 10B
HEX: #000000

secondary colors



PMS 7469 coated or uncoated

CMYK: 100%C, 20%M, 0%Y, 40%K
RGB: 0R, 101G, 149B
HEX: #006595



PMS 138 coated or uncoated

CMYK: 0%C, 42%M, 100%Y, 1%K
RGB: 245R, 160G, 26B
HEX: #F5A01A

preferred usage

Be bold! Use large shapes and be decisive. On green, type can be in black or you can knock it out to white. You can even use tints of the green if you think it works.

Green or white type looks great on the black.

Green or black type looks great on large areas of white.

try to avoid...



There may be times when it is beneficial to use tints of the green or black, but try to avoid this whenever possible.

Our green does not look good on tints of black.

You can hardly see it on a 40% tint.

FONT GUIDELINES

External Use

Primary Font: Officina Sans

Applies to:

- All printed communications/marketing materials
- All documents distributed externally
- Any online document where the font is available

Higher Achievement was founded in 1975 by Greg Gannon, a teacher at Gonzaga College High School in Washington, DC. Gannon believed the program would address a serious and underappreciated community problem: the gap in opportunity between his Gonzaga students and the youth in the housing project across the street from the school. He founded Higher Achievement to create learning opportunities for underserved youth — so they could have equal access to success, both in school and beyond.

Secondary Font: Helvetica

Applies to:

- Anywhere Officina Sana is not available – typically, HTML email body
- If it's not possible to use Officina in an email body but is possible to use it in the headline, please do so – then use Helvetica for the email body

Higher Achievement was founded in 1975 by Greg Gannon, a teacher at Gonzaga College High School in Washington, DC. Gannon believed the program would address a serious and underappreciated community problem: the gap in opportunity between his Gonzaga students and the youth in the housing project across the street from the school. He founded Higher Achievement to create learning opportunities for underserved youth — so they could have equal access to success, both in school and beyond.

FONT GUIDELINES

Internal Use

Primary Font: Calibri (MS default font)

Applies to:

- Email
- Internal documents

Higher Achievement was founded in 1975 by Greg Gannon, a teacher at Gonzaga College High School in Washington, DC. Gannon believed the program would address a serious and underappreciated community problem: the gap in opportunity between his Gonzaga students and the youth in the housing project across the street from the school. He founded Higher Achievement to create learning opportunities for underserved youth — so they could have equal access to success, both in school and beyond.

Preferred usage

Body copy should generally be set in the Officina Sans Book font for print and external use (substitute the replacement fonts as needed). A good place to start is at 12 point for the text on a 18-point leading. From there you can decide if you need to make the text or leading larger or smaller for your needs.

When starting a new paragraph, try to have a space of at least half of the leading between paragraphs.

Try not to indent copy if at all possible. It may seem like a subtle thing, but when styles are followed consistently, branding is reinforced.

Do not allow words to break across lines. Do not allow widows/orphans (a single word on a line by itself.)

Try to avoid...



You may think that this does not look so bad. What is wrong with indenting copy, having it on a tighter leading or with justifying the text left and right?

This text is set at 10 point on 14-point leading. It is a little small for everyone to read. The spacing between the paragraphs is also too large, and any changes in font size within a block of text needs to serve a purpose.

When you justify the text, some lines can get really tight as a result, while other lines can leave spaces between the words that can make it look as though you could drive a truck between them.

Lastly, but not least of the list, breaking words over two lines is just awkward and you should always avoid leaving a single word (a widow) at the closing of a paragraph. The word always ends up looking so sad and lonely.

HEADLINES

Preferred usage

A HEADLINE COULD LOOK LIKE THIS

It could also look like this
this isn't bad.

Perhaps it could
be on two lines

MIXED CASES and **color accents** also work well

LETTERSPACING MAKES AN IMPACT WITHOUT BOLD

Try to avoid...



STAY AWAY FROM ITALICS IN HEADLINES

Outlines? Yuck!

lowercase letterspacing

Avoid underlining.

It seems simple. Elementary, even. But the most important way to communicate clearly is to have a consistent visual and verbal hierarchy that makes it easy for the reader to follow:

**If text styles on page 1
look like this...**

OUTLINE

Head

Explanatory subhead

Body copy body copy, body
cop and body copy-body copy.
Body copy body copy, body
cop and body copy-body copy.
Body copy body copy, body
cop and body copy-body copy.
Body copy body copy, body
cop and body copy-body copy.
Body copy body copy, body
cop and body copy-body copy.
Body copy body copy, body
cop and body copy-body copy.

**...then the text styles on
page 2 should look like this.**

OUTLINE

Title

More to the point

Words, words and more words.
And another thing. Words
words and more words. And
another thing. Words words
and more words. And another
thing. Words words and more
words. And another thing.
Words words and more words.
And another thing. Words
words and more words. And
another thing. Words words
and more words.

LOGOTYPE SIZE, PLACEMENT and EXCEPTIONS

Whenever possible, the Higher Achievement logo should be placed in the bottom eighth of the cover of any brochure, ad, poster, etc. with enough white space so that the apple and logotype have some room to “breathe.”



LOGOTYPE and ADDRESS SPECIFICATIONS



**HIGHER
ACHIEVEMENT**

1701 K Street, NW
Suite 625
Washington, DC 20006

www.higherachievement.org

phone 202.544.3633

fax 202.544.3644

The apple should always “hang” to the left of the logotype and any copy should start flush left with the logotype.

letterhead



**HIGHER
ACHIEVEMENT**
1701 K Street, NW
Suite 625
Washington, DC 20006

5" x 7" envelope



**HIGHER
ACHIEVEMENT**
1701 K Street, NW
Suite 625
Washington, DC 20006

#10 envelope

GENERAL COLLATERAL



HIGHER ACHIEVEMENT

**closing the opportunity gap
for middle school youth**

TALENT IS EVERYWHERE

The 6th Annual
**Literary Love
Poetry Performance**

Poetry by
Aspiring Scholar Poets

OPPORTUNITIES MATTER



HIGHER ACHIEVEMENT

www.higherachievement.org

ACADEMIC RIGOR
From 5th grade through 8th grade, Higher Achievement scholars spend more than 650 hours a year learning an advanced curriculum that is aligned to state standards. This commitment is in addition to attending the standard 900 hours of school.

STRATEGIC TIMING
For all students, middle school is a time of extraordinary challenge. Students experience significant social and emotional changes as academic expectations increase — on average, grades and test scores plummet during the transition to middle school and continue to decline through 8th grade. These challenges are exacerbated in at-risk communities, where students are more likely to lack quality schools, quality out-of-school time activities, and positive role models.

CRITICAL OPPORTUNITIES
Higher Achievement showers scholars with opportunity — their mentors, annual college trips, academic contests, engaging lessons, field trips, a positive peer network, and more. By combining academics, social skills, and leadership, Higher Achievement prepares scholars to succeed in school, careers, and in life.

Higher Achievement's research-based program dramatically improves the achievement of our scholars. On average, scholars who complete the program:

- Increase at least one grade point
- Graduate with a B average
- Show improved school attendance
- 95 percent of scholars advance to top academic high schools
- 93 percent go on to college

CONTRIBUTE!
Now, more than ever, Higher Achievement needs your support. Please consider donating and connecting us with your network. Every dollar counts — an investment in our scholars is truly an investment in the future of our community. Contact us to learn how to make a difference.

VOLUNTEER!
Higher Achievement is looking for committed individuals to be mentors. We provide the training and support that you need; you simply provide your commitment and love of learning. It only takes two hours a week to change a life.

WORK!
Higher Achievement is hiring talented, committed staff to teach in our summer academy, expand our program, and provide instruction in electives. If you have knowledge to share and a passion for helping your community, Higher Achievement is looking for you!

www.higherachievement.org

**DC METRO
SUMMER
FUNDRAISER**

You're Invited to serve on the Host Committee for Higher Achievement's SUMMER FUNDRAISER!

This event will be a salute to summer featuring good food, good friends and lots of fun! The first Higher Achievement fundraiser of its kind, this extended happy hour is the perfect way to kick off a Friday night in the District.

Your responsibilities as a Host Committee member:

- Get at least 10 people to buy tickets to the event
- Solicit sponsorships and donor prizes if you are able
- Have fun!

There will be a prize for the Host Committee member that brings the most guests!

Dates: Friday, June 3, 2011
Time: 7:00 pm – 10:00 pm
Location: STROGA Studios
In the heart of Adams Morgan at 18th & Columbia Streets, NW
Ticket cost: \$50

Two-thirds of a child's will provide ten scholars overnight online

ABOUT HIGHER ACHIEVEMENT
Higher Achievement's rigorous after-school and summer academic program gives youth opportunities their best opportunity to succeed in middle school — and in college. The program challenges middle school students to meet their full potential in key areas: academics, social skills, and leadership. When students get the support they need to invest in their own success, they discover that they can. On average, 95% of Higher Achievement scholars who complete the program advance to top academic high schools and 93% advance to college. Higher Achievement operates achievement centers in Washington, DC, Alexandria, VA, and Richmond, VA.

THE PROGRAM
Higher Achievement is a rigorous, 6th through 8th grade, Higher Achievement scholars spend more than 650 hours per year learning an advanced curriculum that is aligned to state standards. This commitment is in addition to attending school, typically 900 hours of school.

The year-round program combines high expectations with high support — scholars only engage in rigorous activities are combined with mentoring, individualized student achievement plans, and other support critical to helping students succeed in school and in life.

ELIGIBILITY
Higher Achievement is an open-enrollment program.

HOW TO ENROLL

1. Carefully review the three components of our program.
2. Submit an application online, via fax, or through the mail.
3. Schedule an interview. This is an opportunity to engage the student and their family fully understand the program.

Consideration for Higher Achievement is not based on standardized test scores and grades; rather, commitment to our rigorous, multi-year program is the most important factor. On average, 60% of our incoming scholars test proficient and above on standardized tests, and 50% test basic and below.

HIGHER ACHIEVEMENT
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Fax: 202.246.2044
Email: info@higherachievement.org
www.higherachievement.org

HIGHER ACHIEVEMENT
Higher Achievement
Guia de Inscripción

SCHOLAR RECRUITMENT TOOLKIT

Higher Achievement is looking for 4th and 5th grade students for its year-round academic enrichment program.



ENROLLMENT IS UNDERWAY
and as easy as 1, 2, 3!

1. Review our program's components
2. Apply
3. Schedule an interview

Higher Achievement's year-round program consists of two academies:

SUMMER ACADEMY

This six-week summer program operates from 8:00 a.m. - 4:00 p.m. five days a week. Students take courses in literature, science, mathematics, and social studies, with one elective course. Further, students participate in weekly field trips and travel on one overnight college trip.

AFTER-SCHOOL ACADEMY

The 25-week program offers academic enrichment activities three days a week during the school year. Students receive homework assistance, participate in elective classes, and receive rigorous instruction in literature, mathematics, and technology.

INTERESTED?

Visit us online at www.higherachievement.org and click "ENROLL"
or email info@higherachievement.org



Higher Achievement is looking for 4th and 5th grade students for its year-round academic enrichment program.



ENROLLMENT IS UNDERWAY
and is as easy as 1, 2, 3!

1. Review our program's components
2. Apply
3. Schedule an interview

ABOUT HIGHER ACHIEVEMENT

Higher Achievement's rigorous after-school and summer academic program gives youth from at-risk communities their best opportunity to succeed in middle school — and in life. Our research-based program challenges middle school students to meet their full potential in three key areas: academics, social skills, and leadership. When students get the skills and support they need to invest in their own success, they discover that they can be scholars. On average, 99% of Higher Achievement scholars who complete the program advance to top academic high schools and 93% advance to college.

Founded in 1975, Higher Achievement currently serves more than 500 scholars per year and, in partnership with local schools, operates achievement centers in Washington, DC; Alexandria, VA; Baltimore, MD and soon, Richmond, VA. Higher Achievement is funded by support from foundations, businesses, government, and individuals. The organization has been honored with numerous national and local awards.



"At Higher Achievement, I discovered all of the things I am capable of doing. It changed me. It made me proud of me."

Sara B.
Aluma

THE PROGRAM

Higher Achievement is rigorous. From 5th through 8th grade, Higher Achievement scholars spend more than 650 hours per year learning an advanced curriculum that is aligned to state standards. This commitment is in addition to attending approximately 900 hours of school.

The year-round program combines high expectations with high support — academically rigorous activities are combined with mentoring, individual student achievement plans, and other support critical to helping students succeed in school and in life.

Summer Academy

- June - August 2011
Monday - Friday 8:00am - 4:00pm
- Includes classes in math, literature, social studies and science, an elective, meals, weekly field trips and a 3-day college trip

After-School Academy

- October 2011 - May 2012
Monday, Tuesday, Thursday
3:00pm - 7:30pm
- Includes homework coaching, an elective, dinner, and academic mentoring in math, literature and seminar

High School Placement

In the seventh grade, we begin helping scholars and their families identify and pursue accelerated high school programs that will continue to keep them on track for college and career success.

COST

Higher Achievement is valued at approximately \$4,500 per year per student. Thanks to public and private funding resources, there is no financial cost for families to participate.

ELIGIBILITY

Higher Achievement is an open-enrollment program.

Students must simply:

- Be willing to commit 650 hours per year for 3-4 years
- Be in 4th or 5th grade currently
- Live or attend school in DC Metro



"My son has a lot of energy and a big personality; he used to get in trouble a lot. I am proud to say, however, that he is nowhere near that trouble now, and I attribute that success to Higher Achievement. It has kept Chris grounded, off the streets, out of the wrong company, and excelling academically."

Nechi F.
Parent

HOW TO ENROLL

1. Carefully review the three components of our program.
2. Submit an application online, via fax, or through the mail.
3. Schedule an interview. This is an opportunity to ensure that the student and their family fully understand the program.

Before applying, it is critical that every family and student understand all three elements of Higher Achievement — Summer Academy, After-School Academy, and High School Placement — because participation in all three is required.

Consideration for Higher Achievement is not based on standardized test scores and grades; rather, commitment to our rigorous, multi-year program is the most important factor. On average, 50% of our incoming scholars test proficient and above on standardized tests, and 50% test basic and below.

Higher Achievement
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Higher Achievement
Enrollment Guide



ONLINE TOOLKIT



volunteer • donate • apply • work

Green Apple Monthly

August 2011

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Richmond Unite-We Need Your Vote Today!

Higher Achievement is thrilled to be in the second round of the Richmond Unite effort to raise dollars for organizations that directly improve the future of Richmond youth. In order to continue moving through the process, we need your help! **We must receive 500 votes by September 8th. [Click here to vote](#) - and come back tomorrow! You can vote once a day, every day until September 8th.**

VIDEO: Olympics of the Mind!

For Higher Achievement scholars, school might've ended in June - but the hard work of academic learning continued all the way through August. Click below to watch our scholars in action at [Olympics of the Mind](#), a full day of high-energy academic competition featuring field games, chant and dance performances, and more.



Baltimore Scholars visit Ober|Kaler Law Offices



Over the summer, sixth grade scholars studied the Bill of Rights as a part of Higher Achievement's social studies curriculum - afterward, they were able to see the law in action at a tour of the Ober|Kaler law offices. [Click to read more.](#) (LINK TO COME)

Higher Achievement Scholars visit Pennsylvania State University

This month, Higher Achievement scholars visited multiple colleges across the region for our annual college trip - the culmination of Summer Academy. [Click to read more and see pics from our visit to Pennsylvania State University](#), where scholars learned about meteorology, turf grass science, the science of golf, farming, robotics and micro bacteria. (LINK TO COME)

Connect with Us!
www.higherachievement.org



2011 Green Apple Awards:


Above and Beyond

Date:
May 12th, 2011

Time:
6:30-8:30pm

Location:
The Lincoln Theater
1215 U Street Northwest
Washington D.C., 20009

Honoring Noblis and Douglas Jordan



Higher Achievement and GreatSchools DC invite you to the

2011 DC High School Admissions Fair

Save the Date!

Higher Achievement and GreatSchools DC invite you to the
2011 DC High School Admissions Fair
 Saturday, October 22, 2011

More info to come!

Follow us on [Facebook](#) and [Twitter](#) for the latest news and updates.

Questions? Contact Christie Lerro at clerro@higherachievement.org

