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## Prominent CEOs, University President Call For States to Report College Proficiency by High School

*CEOs of PepsiCo, Google, Deloitte, the Dallas Mavericks and Princeton University  
President issue support for Administration's measure*

WASHINGTON—September 10, 2009—The CEOs of PepsiCo, Google, Deloitte LLP, the Dallas Mavericks, and the President of Princeton University all submitted letters to the U.S. Department of Education to support a measure that would help the nation remain globally competitive.

The leaders wrote of their support for Secretary of Education Arne Duncan's decision to include "College Proficiency Reporting" as one of the measures states report on to demonstrate their progress in "improving both teaching and learning through higher standards and rigorous assessments." Secretary Duncan has proposed that reporting the number of students by school who graduate high school and go on to complete at least one year of college be a condition of receiving the State Fiscalization Stabilization Funds included in the stimulus package.

In her letter, PepsiCo's Chairman and Chief Executive Indra K. Nooyi writes, "I know my organization's metrics: profit, loss, employee recruitment and retention, corporate citizenship, and the overall achievement of our corporate goals. With quality and meaningful data, I can understand what strategies are working and what strategies are not working. Increasing the nation's output of college-educated workers begins with improving the quality and transparency of our nation's reporting on college enrollment, college proficiency, and college success."

"The purpose of high school must shift beyond graduation to college and the workforce," said J.B. Schramm, Founder and CEO of College Summit, the national nonprofit that brought together the coalition and is the Official Representative of the various leaders in their submissions to the federal government. "Just as data enables these executives and leaders to drive progress at their respective organizations, our high schools must be empowered to drive a college- and career-focused future for all students."

Dr. Eric Schmidt, Chairman and CEO of Google, writes that, "This reporting requirement measures what really matters: how well high schools are preparing students to enroll in and graduate from college."

In a speech last November to the U.S. Chamber of Commerce, Deloitte CEO Barry Salzberg, a member of College Summit's National Board of Directors, called for business leaders to take an active leadership role in education, arguing that it is in their best interest to help fill the shortage of 10 million U.S. "knowledge" workers projected for 2015.

Accordingly, all leaders acknowledged how critical this proposed reporting requirement is for the United States to remain prosperous. Dr. Shirley M. Tilghman, President of

Princeton University, writes in her letter, “For our nation to remain competitive in the global arena in the future, the U.S. workforce will need to be well educated, and that increasingly will mean at least some postsecondary education. College Proficiency Reporting is a step in that direction.”

Beginning in 2005, and culminating with the enactment of the Higher Education Opportunity Act in 2008, College Summit worked with congressional allies to create the first federal statute asking the government to make available college enrollment data by high school. Earlier in 2009, the Obama administration introduced the concept of “college proficiency reporting” by proposing that states receiving stimulus resources to report “the number and percentage of students by school who graduate high school and go on to complete at least one year’s worth of college credit, as applicable to a degree, within two years.”

President Obama highlighted the significance of college to the future workforce when, in February, 2009, he called upon all Americans to complete at least one year of postsecondary training.

“The concept of reporting college proficiency is less about the metric and more about ensuring every high school is focused on post-secondary success for all students,” said Schramm. “Students are more likely to graduate and succeed if they connect the dots between their high school success and future success.”

For the 2009-2010 school year, College Summit is partnered with 165 high schools across 12 states, working to increase college enrollment rates for nearly 30,000 students

The letters submitted were from Indra Nooyi, Chair and CEO, PepsiCo; Eric Schmidt, Chair and CEO, Google; Shirley Tilghman, President, Princeton University; Barry Salzberg, CEO, Deloitte LLP; Terdema Ussery, President and CEO, Dallas Mavericks; Douglas McNally, Principal of Taconic High School in Pittsfield, Massachusetts; and J.B. Schramm, Founder and CEO of College Summit. They are available for review at <http://www.collegesummit.org/aboutus/public-affairs>.

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*College Summit is a national nonprofit organization that helps high schools raise their college-enrollment rates by providing students with a course in post-secondary planning, training teachers and counselors to build college-ready culture, equipping the most influential students in the school to help their peers apply to college, and helping school leaders track results. You can learn out more at [www.collegesummit.org](http://www.collegesummit.org).*