



THE CSU/AT&T ROAD TO COLLEGE TOUR 2010

April 12 to May 14, 2010

- AT&T will fund the CSU Foundation \$500,000 for the second annual CSU/AT&T Road to College Tour.
- The goals of the program are:
 - to increase awareness of the importance of early academic preparation
 - to increase access for underserved students
 - to ultimately build a pipeline of workforce professionals for AT&T
- This is a statewide education and college preparation campaign centered on improving underserved student access to the CSU. The target audiences for this campaign are 6th-10th grade students, parents, teachers, counselors, legislators and business and community leaders.
- CSU students and representatives, along with AT&T representatives, will travel on a highly visual, youth-oriented biodiesel tour bus to underserved communities throughout California to educate and inform students about college preparation, financial aid and academic success.
- The college tour will stop at middle schools, high schools and community and CSU campus events in nearly every CSU campus service area.
- The tour will emphasize to students the importance of early preparation for college including the required coursework and rigor needed to enter and succeed at the CSU.
- The tour offers an opportunity to bring in legislators, city and state officials, local dignitaries, alums, celebrities and others to raise awareness and draw media.
- Students will participate in an interactive, hands-on experience on the bus, working on Mac laptops to explore:
 - Career interests, majors and courses of study at CSU's campuses
 - Campus information and college life
 - Financial aid and scholarship information
- CSU student volunteers will be on hand at each location to serve as ambassadors and assist students with questions and information.