



The Higher Learning Challenge

Go. Grow. Graduate.

ABOUT THE BOOK

Higher Learning: Maximizing Your College Experience, from Chance22 Publishing, is a comprehensive, 240-page guide for college students, providing a wealth of tips and strategies to help them successfully complete their undergraduate degrees. FOCUS – Fundamentals of Collective Undergraduate Success – is the book’s cornerstone, helping students create personalized goals and management plans to follow each semester, based on the ten strategies covered in the book. Students are encouraged to become a part of collaborative support clusters called “FOCUS Groups,” via peer networks or student organizations, to fully engage the FOCUS program. *Higher Learning* covers the total campus experience – study techniques and academic skills, time management, student activities, peer relationships and dating, selecting the right major, personal finance and scholarship support, career and grad school preparation, and much more. College should be a time of personal growth and enrichment, not disappointment and regret. *Higher Learning* shows students how to maximize the moment and take confident strides toward the finish line.

OUR OBJECTIVE

Post-secondary education has reached a critical juncture. Today’s professions rely more heavily on a college-educated population, but presently, as the Lumina Foundation and others have outlined, over the past four decades, only 39% of U.S. adults have earned college degrees. Moving forward, as the nation’s demographics shift, the college completion challenge becomes even greater. More low-income and first-generation students will be entering colleges and universities. Many of them will not be sufficiently prepared. *Higher Learning* provides a simple, cost-effective, and ongoing strategy to help these and other college students become informed self-agents on campus, ready to leverage the many resources and opportunities available to them. Our goal is to distribute *Higher Learning* as widely as possible, in partnership with schools, programs, foundations, and sponsors, annually helping tens of thousands of traditional and nontraditional students reach their dreams.

THE HIGHER LEARNING CHALLENGE

In *Higher Learning's* pilot year, 2010-11, we seek to distribute a minimum of **25,000 books** to high schools, college access programs, campuses, and student organizations, at no cost to them. To support this effort, we are reaching out to foundations, corporations, entertainers, philanthropists, and others, creating a national call to action. A \$5000 scholarship can partially cover a year of tuition and expenses for a single student, or, through The Higher Learning Challenge, it can empower 1000 students with a copy of *Higher Learning*, motivating them to excel academically and opening up a world of additional scholarship and funding possibilities. Challenge funders can make an open donation, servicing programs and schools with a particular focus on low-income, first-generation, and/or minority populations, or they may designate their funds to provide books to specific programs or geographic regions. Challenge contributions are processed by *Higher Learning's* 501(c)(3) partner, Lion's Story, Inc., and are thus tax-deductible.

RESEARCH & RESULTS

Higher Learning is based on several research models, theories, and policy recommendations for creating student engagement, nurturing academic excellence, and developing twenty-first century learning and leadership skills. Lion's Story Inc., in partnership with students and faculty at the University of Pennsylvania, will coordinate a longitudinal study assessing the book's impact on individual students, organizations, and campuses. Periodic reports will be produced from the longitudinal data, generating best-practices updates for college support practitioners, educational foundations, and other interested agencies. Additionally, via the book's website, learnhigher.com, and other popular social networking platforms such as Facebook and Twitter, *Higher Learning* will provide extended content, features, and interactive opportunities for current and future undergraduates.

The Higher Learning Project combines the straightforward intuitiveness of a "how-to" guide with a modern-day steady stream of online interaction. Furthermore, by partnering with schools and organizations to encourage students to utilize their social networks in a way that provides greater academic and personal support, *Higher Learning* moves from being "just another book" to become a catalyst for true change on campus. The Higher Learning Challenge creates an exciting opportunity to broaden the project's reach and generate a substantial buzz. Our ongoing research and reporting will further drive this effort, demonstrating the tremendous upside and far-reaching impact.

AUTHOR

Brian Peterson is the author of three other books, including *The African American Student's Guide to Excellence in College*. He is also the founding CEO of Lion's Story, Inc. and a co-founder of the Philadelphia-based academic and cultural enrichment program, Ase Academy. A graduate of the University of Pennsylvania, Peterson is presently completing his doctoral studies at Penn's Graduate School of Education.

THE HIGHER LEARNING CHALLENGE

(You may complete and return this form or do the online version,
www.learnhigher.com/challenge).

Name _____

Organization _____

E-mail _____

Phone _____

Challenge Sponsorship Level

___ \$50,000 (Supports 10,000 students)

___ \$25,000 (Supports 5000 students)

___ \$10,000 (Supports 2000 students)

___ \$5,000 (Supports 1000 students)

___ \$2,500 (Supports 450 students)

___ \$1,000 (Supports 150 students)

Other Amount (please write) _____

___ I am making an open sponsorship to provide copies of Higher Learning to target schools and programs (low-income, first generation college, minority, underfunded programs, etc.)

___ I would like my sponsorship to fund copies of Higher Learning for particular schools, programs, or regions. (We will e-mail you to get the specific information).

___ I prefer to make my sponsorship anonymous, rather than being identified by my name and/or organization.

Checks should be made payable to Lion's Story, Inc., PO BOX 30717, Philadelphia, PA, 19104. Sponsored books for the 2010-11 Challenge will be distributed between July 30, 2010 and June 30, 2011. Unless otherwise indicated, sponsors will be listed by name and/or organization on The Higher Learning Challenge web page and other promotional/reporting materials. A representative of Lion's Story will confirm sponsorship details with all sponsors. For additional information please contact Nikita Hamilton, nikita@lionsstory.org, 877-734-1479.