



January 4, 2016

Dear Superintendent,

While the Fisher Case is being debated at the Supreme Court, we have the opportunity to showcase diverse students who thrive in the fast lane of Advanced Placement. Together, your district, along with the College Board, ETS and the Council of Great City Schools, can shine a light on exceptional African American, Latino and Native American students to ensure that they take the opportunities they have earned.

We are challenging ourselves and a core set of districts to enroll as many of these students as possible who are ready for AP into advanced courses and to make sure they take the corresponding exam in 2016-17. Our aim is that they are ALL IN.

We have selected your district because you educate a significant number of underrepresented students who demonstrate the potential to succeed in AP. You may have worked with us on our ALL IN campaign before, but we feel the work takes on a special urgency this year.

As you know, many diverse students who demonstrate they can succeed in advanced courses don't get the chance. Haunting data confirm this. The College Board has found that PSAT scores are a reliable way to identify students with potential to thrive in AP. Using this tool, AP Potential, for the graduating class of 2015, we identified over 52,000 African-American, Latino, and Native American kids nationally who had a 60% chance of passing an AP but didn't enroll in a single matched AP course and exam.

The "fast lane" of Advanced Placement can transform all students' futures, and it is an especially powerful accelerator for diverse students. For example, underrepresented students who pass an AP STEM course are 2-4 times more likely to major and persist in STEM in college, one of the most demanding fields. That is precisely why we need your help to ensure that all underrepresented kids in your district have a chance to shine in AP.

As part of the ALL IN challenge, we will work with your district in January and February to use your PSAT data to identify the African American, Latino and Native American students who are ready for AP. We will then work together to ensure that all of these students enroll in AP courses.

The timing is critical: we have just a few months during which course enrollment decisions are being made. Without focused attention now, many of these students will miss the chance to participate in the AP opportunities they deserve.

Amy Holiday from the College Board President's office will help coordinate this effort, guided by Amy Wilkins, Senior Fellow for Social Justice and Steve Colón, Vice President of Access to Opportunity. Mike Nettles, the Senior Vice President, Policy Evaluation and Research Center at ETS, and Michael Casserly, the Executive Director of the Council of Great City Schools, will also help College Board drive this work forward.

***If you decide to sign on, we ask that you select one person in your office to coordinate this effort and that you connect that individual to Amy Holiday no later than January 8.***

We will provide data, tools and ideas on what works in the field – for example, one thing we've seen in the most successful districts is they employ an opt-out approach where students have to affirmatively choose *not* to take AP – but the real work relies on you and your leadership. This will require your attention and follow up with your principals, and so we completely understand if this is not a good time for you and your



team to take this on.

We know that sometimes the barriers are hard to overcome. Some students in your district may attend schools that do not offer AP courses, and we can work with you to prioritize those places where adding new AP courses will expand opportunity the most. But let's first make sure that all those underrepresented students who do have the opportunity to take these courses do so.

We also know that not every student takes the PSAT. So let's work together to challenge every high school to use whatever means they have available to identify promising students to take AP.

Our data make it very clear that students thrive when challenged with the most rigorous coursework. We have the opportunity to ensure many more underrepresented students take these courses. Only in partnership with you can we identify these students and show our country how much is at stake in giving them the opportunity they have earned.

Thank you.

David Coleman  
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**College Board**

Walt McDonald  
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Michael Casserly  
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**Council of Great City Schools**