



FOR IMMEDIATE RELEASE

NIKE, INC. SELECTS ADVANCEMENT VIA INDIVIDUAL DETERMINATION (AVID) AS PARTNER IN \$1.5 MILLION GRANT

80 Oregon Schools participating to accelerate college and career readiness for students

San Diego, CA (March 17, 2015): AVID (Advancement Via Individual Determination) <http://www.avid.org>, a San Diego based non-profit, proven, college readiness system, announced today that the NIKE School Innovation Fund (NSIF) http://www.nike.com/us/en_us/c/gci/nike-school-innovation-fund will provide \$1.5 million in direct grants to public high schools and school districts across the state of Oregon to accelerate college and career readiness and identified AVID to provide many facets of the training and system implementation.

Schools were selected based upon readiness. This was evidenced by demonstrated support from the individual schools and district leadership. Participating schools will receive the following through AVID as a result of the grants:

- Support for rigorous instruction and programming for all students with coaching and support from AVID (Advancement via Individual Determination)
- Grants to support best practice training at a professional development AVID Summer Institute for at least eight teachers, counselors and principals
- School leadership training

Through a unique partnership between the James F. and Marion L. Miller Foundation, 30 middle schools will also receive support to implement or expand AVID school wide and to create strong feeder patterns of schools which promote college-going cultures across districts so that all students benefit.

“Public education impacts everyone in our community and our state. At NIKE, we want to help build a team of amazing teachers, counselors and principals across this state who can support each other, and more importantly, support Oregon’s kids,” said Keith Houlemard, executive sponsor of NSIF, VP and GM of the Olympics at NIKE, Inc., and Beaverton parent.

Sandy Husk, PhD and CEO of AVID stated, “NIKE’s commitment to the improvement of public education is remarkable and we are proud to be the provider of AVID strategies through these dedicated educators so they may further accelerate the performance of all students in order to succeed in college, career and life.” She added, “The additional support from The Miller Foundation only expands the opportunity to touch more students, which we appreciate.”

ABOUT AVID

AVID is a non-profit, proven college readiness system that closes the achievement gap. Today, AVID is implemented in approximately 5,000 schools in 44 states, the District of Columbia, and 16 countries/territories and impacts more than 800,000 students in grades K–12 and in 43 post-secondary institutions. The AVID College Readiness System transforms a school's academic culture to increase the number of students who enroll in four-year colleges and succeed in higher education. www.AVID.org

ABOUT NSIF

NIKE School Innovation Fund's mission is to fuel excellence in education through innovation. Since 2007, NSIF has provided \$9 million to support early learning and school leadership development in the Beaverton School District, Hillsboro School District and Portland Public Schools. NSIF has since expanded to support schools statewide. The NSIF College and Career Readiness Program aims to increase the number of students who graduate on time and prepare all students to succeed in high school and beyond.

ABOUT THE JAMES F. AND MARION L. MILLER FOUNDATION

The James F. and Marion L. Miller Foundation is committed to fulfilling Mr. Miller's legacy by supporting the arts and education throughout the state of Oregon. James F. "Jimmy" Miller was born in a small community outside of Portland, Oregon in 1905 and was passionate about learning; studying languages, history, mythology, literature, ballet, music, the arts, and other cultures. It was his hope that his legacy would serve as an example of what is possible given commitment, hard work, and the gift of time.

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