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January 2, 2025

Dear Friends,

We've got some exciting news to share! Beginning in January 2025, **CollegeReady will no longer use the name 'NEW Scholars' for our after-school program that prepares students for college. We will now simply call it our college readiness program.** We wanted you, our supporters and friends, to hear this news straight from us.

We feel this change will enhance the overall awareness of our nonprofit organization and promote a greater understanding of the services we provide – scholarships and college readiness.

### We think this change will help clear up some confusion...

- First, NEW Scholars is not a separate organization, it is part of CollegeReady!
- Second, the term 'NEW' is confusing.
  - The program is not new – it has been around for over ten years.
  - Our students are not new – many have attended for several years.
  - 'NEW' also refers to Northeast Wisconsin, but the program only serves Green Bay area students.

### What does this mean?

The NEW Scholars program will now be called our college readiness program.

- When students head to programming, they will be 'going to CollegeReady.'
- When asked what program they are in, students will say, "I'm in CollegeReady."
- When people donate money to help students prepare for college, they will be 'giving to our college readiness program.'
- Students in the program will be called 'CollegeReady participants' or 'CollegeReady scholars.'

### What else is changing?

Nothing! We are just dropping the name NEW Scholars when describing our college readiness program, which you can [learn more about here](#). Our students and families will continue to receive uninterrupted support from CollegeReady and our staff toward college and scholarship success.

We are grateful for your trust and look forward to our continued partnership as we support and connect local youth with opportunities to learn and grow, succeed in school, and prepare for college!

Sincerely,

Brent Roubal  
Executive Director

Angel Klingert  
College Readiness Director