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FOR IMMEDIATE RELEASE

## **P-16 COUNCIL TO UNVEIL NEW NAME AND BRANDING AT ANNUAL MEETING**

**Council to Award Five \$1000 Youth Scholarships at Name Change Celebration,  
Brand Identity Boosts New Programs that Empower Families with Education and Jobs**

Corpus Christi, Texas (April 9, 2013) – The region’s state-supported P-16 Council, Coastal Bend Partners for College & Career Readiness, will soon get a new name and brand identity. At its Annual Meeting this month, the six-year-old organization plans to roll out a new name and logo, **Education 2 Employment Partners (E2E)**, to an audience of 100+ members who represent the region’s top education and workforce institutions. To celebrate the occasion, the Council will also award five youth with \$1000 college scholarships.

The unveiling will take place at **11:30 a.m. on Wednesday, April 17 at the Education Service Center** in downtown Corpus Christi (209 N. Water St). A luncheon and name change celebration is planned with special presentations and guests including Mayor Nelda Martinez.

“Our new name better reflects what the P-16 Council does on a daily basis, that is, working with the area’s key leaders and institutions to mobilize education and workforce resources in order to create and sustain a dynamic economic engine benefiting all citizens in Coastal Bend,” said Dr. Janet Cunningham, Executive Director of the P-16 Council.

Cunningham says the old name was hard to remember and cumbersome. Given that the Council has a slate of new programs underway, the name change was necessary to position the community’s participation and to generate increased awareness and fundraising with partners and stakeholders.

Several of the P-16 Council’s new programs to be highlighted at its Annual Meeting include:

- **Coastal Compass**: Plans are underway to open a one-stop resource center at La Palmera Mall that will offer hands-on education and jobs assistance to individuals of all ages and backgrounds. When it opens its doors, Coastal Compass will become one of only a few resource centers of its kind in the nation.
- **Males Achieving Success Alliance (MAS)**: A new regional taskforce has formed to explore why young males in Coastal Bend achieve the lowest post-secondary participation rates than any other group. The P-16 Council will host a luncheon on Thursday, April 18 with Dr. Victor Saenz, a top researcher on the subject.

(more)

## P-16 COUNCIL TO EMERGE WITH NEW NAME ‘EDUCATION 2 EMPLOYMENT PARTNERS’ – ADD ONE

- (continued) The MAS taskforce is working with educators and employers to address young male underachievement and its potential to further widen the workforce gaps for promising companies expanding and relocating to Coastal Bend.
- **Ready for College & Career Conference** (R4C2): In just a year’s time, the R4C2 conference has already helped hundreds of “undeclared” high school seniors who would have graduated high school with no clear path to college or a career. Working with numerous educational and workforce partners, R4C2 Conference remains the only convening of its kind in the region to mobilize the marginalized high school senior.

Aiming to become a household name when it comes to education and workforce opportunities, the P-16 Council plans to brand its abbreviation, “E2E,” in materials, multimedia, social networks, and on a new website that will launch on April 17.

“It’s all about Education and Jobs. That’s E2E’s focus and that’s the message we want all educators, all schools, all parents, and all students to know,” added Cunningham.

### **About the P-16 Council**

The P-16 Council is the region’s Texas Higher Education Coordinating Board P-16 Council serving South Texas school districts within 11 counties of the Education Service Center, Region 2. P-16 stands for pre-kindergarten through the fourth year of postsecondary education: “Grade 16.” The mission of the P-16 Council is to act as one voice in promoting a seamless educational continuum for all learners in the Coastal Bend pre-kindergarten through postsecondary education that ensures college and career readiness. The Council defines and inspires educational change, organizes the business, civic, and educational communities to address needs, and supports effective initiatives. The Citizens for Educational Excellence, a local nonprofit education organization, partners with and serves as the fiscal agent for the Council. For more information, visit the Council’s interim website at [www.http://p16.tamucc.edu](http://p16.tamucc.edu).

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