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**WINNER OF THE 2003 BROAD PRIZE FOR URBAN EDUCATION  
-- LARGEST NATIONAL EDUCATION AWARD IN OUR NATION'S HISTORY --  
ANNOUNCED TODAY**

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***Business Leader Eli Broad Awarded \$1 Million in College Scholarships to the Most Outstanding Urban Public School Districts and was Joined by U.S. Secretary of Education Rod Paige, NYC Mayor Michael R. Bloomberg and NYC Schools Chancellor Joel I. Klein***

***The Broad Foundation Announces \$4 Million Investment in New York City Public Schools***

September 22, 2003 [New York, NY] -- The Broad Foundation announced today the winner of The Broad Prize for Urban Education - a \$1,000,000 prize awarded to the most outstanding urban school districts in the nation. Eli and Edye Broad awarded the Prize to the Long Beach Unified School District (CA). They were joined by U.S. Secretary of Education Rod Paige, New York City Mayor Michael R. Bloomberg and New York City Schools Chancellor Joel I. Klein at the celebratory event. Chief Executive of the New York Department of Education's Office of Strategic Partnerships Caroline Kennedy made remarks at the luncheon following the awards ceremony.

Additionally, The Broad Foundation announced its continued support of New York City Schools through a \$4 million contribution to the Leadership Academy. This places The Broad Foundation's investment in New York City public schools at more than \$9 million.

The Prize is awarded to the urban school districts making the greatest overall improvement in student achievement while at the same time reducing achievement gaps across ethnic groups and between high- and low-income students. The winning district receives \$500,000 towards college scholarships or other post-secondary education; the four finalist districts each receive \$125,000 for scholarships.

"We offer our sincere congratulations to the 2003 winner of The Broad Prize For Urban Education -- Long Beach Unified School District," said Eli Broad, founder of The Broad Foundation. "We are thrilled to honor some of the very best urban school districts in America. Broad Prize scholarships will give over 100 graduating seniors from low-income families the chance to receive a college education, an opportunity they might not otherwise have had. These students are our nation's next generation of leaders, and we are pleased to support them and their future education."

The Broad Prize combines the spirit of the Pulitzer Prize and the reward of the Nobel Prize by serving as an incentive for excellence and reward for achievement. For 2003, the five finalist school districts competing for the Prize were: Boston Public Schools (MA), Garden Grove Unified School District (CA), Jefferson County Public Schools (Louisville, KY), Long Beach Unified School District (CA), and Norfolk Public Schools (VA).

At the press conference, Broad also presented a challenge to Chancellor Klein and the New York City Public Schools to be a future winner of the Prize and recipient of \$500,000 for NYC high school students.

"Mayor Bloomberg and Chancellor Klein are implementing the most sweeping reforms in education the City has ever seen, and NYC schools are now headed in the right direction," said Broad. "We are pleased to present this \$4 million

grant to the Leadership Academy and look forward to NYC schools continuing to improve so that the district can compete to become a finalist for the Broad Prize for Urban Education in the coming years."

The Broad Foundation has made substantial investments in New York City schools, supporting the major reform efforts the school system is making. Today's announcement of the \$4 million donation to the Leadership Academy brings the Foundation's total contributions to \$9.2 million. Other investments include \$2.3 million to the Children First program and \$2.9 million for New Leaders for New Schools in New York City.

Last year's inaugural Broad Prize was awarded to The Houston Independent School District. Scholarship recipients from Houston and the other finalist districts were announced in May 2003.

The Selection Jury is comprised of leaders in business, government and philanthropy. The jury includes: **Jeb Bush**, Governor of Florida; **Henry Cisneros**, CEO of American City Vista; **Phil Condit**, CEO of The Boeing Company; **Marian Wright Edelman**, President of the Children's Defense Fund; **John Engler**, Former Governor of Michigan; **Jim Hunt**, Former Governor of North Carolina; **Richard Parsons**, CEO of AOL Time Warner; **Hugh Price**, Former President of the National Urban League; **Richard Riley**, Former U.S. Secretary of Education; **Judith Rodin**, President of The University of Pennsylvania; **Andrew Stern**, President of the Service Employees International Union; and **Jack Welch**, Former CEO of General Electric.

### **BACKGROUND**

The Broad Prize for Urban Education is designed to:

- Regain the American public's confidence in public schools by spotlighting districts making gains in student achievement.
- Create an incentive to dramatically increase student achievement in the nation's largest urban school districts.
- Reward public school systems that are successfully using creative, results-oriented approaches and techniques to better educate children.

In addition to the \$1 million award, the finalist districts of The Broad Prize for Urban Education will be showcased nationwide over the following year. These school districts' best instruction and management practices will be spotlighted so that other urban school systems can learn about and adopt successful practices.

The process to select the winner of The Broad Prize for Urban Education involves four steps:

1. Over 100 U.S. urban school districts were identified as eligible candidates.
2. A Review Board comprised of 20 prominent education leaders from across the country -- with the help of the National Center for Educational Accountability (NCEA) -- analyzed extensive quantitative data and used their collective knowledge and experience to determine the finalists.
3. Under NCEA's guidance, a team of researchers and practitioners conducted extensive site visits to each finalist district to gather additional quantitative and qualitative data, and met with each district's school board, superintendent and union leaders.
4. The Selection Jury reviewed the information collected on the site visits and information considered by the Review Board to select one district as the winner of the annual Broad Prize for Urban Education.

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*The Broad Foundation is a Los Angeles-based entrepreneurial grant-making organization, established in 1999 by Eli and Edythe Broad. The Foundation's mission is to dramatically improve K-12 urban public education through better governance, management and labor relations.*