



College Board National Recognition Program

2025 Communications Toolkit for Schools and Districts

Each and every talented student deserves to be celebrated for their hard work during high school. Achieving academic success is the hard part. Being recognized for it should be easy. That's why College Board wants to help you celebrate your students and encourage them to share their academic achievements with colleges and their communities.

In August 2025, College Board awarded over 280,000 students from across the country academic honors through the annual [National Recognition Program](#), available to students on BigFuture.org. The program invites students to claim an award based on their achievement on College Board assessments, including the PSAT/NMSQT®, PSAT™ 10, and AP® Exams, to help them stand out on college and scholarship applications. Many colleges are eager to recruit awardees through the College Board Student Search Service™.

In 2025, the program offered three awards to students from all backgrounds and across schools nationwide: First-Generation Recognition Award, Rural and Small-Town Recognition Award, and for the first time, the School Recognition Award, to honor top-performing students in every high school across the country, including lesser-known schools.

How to use this toolkit: Use or adapt the language below to share the news about awardees at your school and recognize the success of your community. Together, we can help every eligible student be recognized.

Press Release Template.....	2
Social Media Posts.....	3
Newsletter/Article/Blog.....	3
School Assembly or Event.....	4

Additional tools: Our [flyer](#) can help you share the news with other educators and remind your students to download their certificates by logging in [here](#).

*For questions about the communications toolkit and media outreach: **communications@collegeboard.org***
*For questions about the awards: **recognition@collegeboard.org***

Press Release Template

Customize the media release below to share the news with state and local media outlets.

For Immediate Release: [Date]

Students at [District/School Name] Nationally Recognized by the College Board *The 2025 National Recognition Program awarded over 280,000 high-performing students to help them stand out to colleges*

[City, State] – [School Name] is proud to celebrate the achievements of its students who earned academic honors from the College Board National Recognition Program.

The program, available on [BigFuture®](#), helps students stand out on college and scholarship applications. Every year, talented students claim an award based on their achievement on College Board assessments, including the PSAT/NMSQT®, PSAT™ 10, and AP® Exams.

In 2025, the program offered three awards to students of all backgrounds and across schools nationwide: First-Generation Recognition Award, Rural and Small-Town Recognition Award, and for the first time, the School Recognition Award, to honor top-performing students in every high school, including lesser-known schools.

This year, [X] students at [school/district name] were awarded. [Share more about your awardees].

“We’re incredibly proud of our students and to see them recognized for their dedication and excellence,” said [School Leader]. “This honor reinforces their exceptional achievements in high school and will support them in their pursuit of a big future.”

Students verify their eligibility during their sophomore or junior year by meeting the following criteria:

- Take the PSAT/NMSQT (10th, 11th), PSAT 10 (10th), and/or AP Exams (by the end of 10th).
- Earn a cumulative GPA of B+ or higher (at least 3.3 or 87%-89%) by the time of submission.
- Be one of the top 10% of test takers in their high school, among first-generation college students in their state, and/or among rural and small-town students in their state, OR earn a 3+ on 2 or more distinct AP Exams in the 8th, 9th, and/or 10th grade.

[Insert a quote from a student awardee]

The recognition serves as a signal for colleges eager to recruit awardees and as an opportunity for communities to celebrate students as they start a new school year. Thousands of nonprofit colleges and scholarship organizations using the College Board [Student Search Service™](#) can connect with awardees during the recruitment process to share more about their postsecondary programs.

“We are deeply committed to clearing a path for each and every student to take ownership of their future. We are excited that this program recognizes achievements of students across the country,” said Amy Reitz, senior vice president of BigFuture at College Board. “With the highest participation in the program’s history this year, we are proud to support these students on their future paths.”

About [Name] School District

[Insert boilerplate paragraph about your district here]

About BigFuture

BigFuture® is a free, online resource that helps students take the right first step after high school. We help you plan for college, pay for college, and explore careers. Whether you’re interested in a four-year university,

community college, or career training, BigFuture has what you need to start planning your future, your way. [Bigfuture.org](https://bigfuture.org)

Social Media Posts

Use the sample language and images below to post on social media platforms.

Tag us and we'll help amplify the good news: Instagram: @BigFuture.Official / TikTok: @BigFuture / Facebook: @MyBigFuture / X: @MyBigFuture

Click here to access and download images for [social media](#).

Recommended for X and Instagram

- Congrats to our @CollegeBoard National Recognition Program awardees! Our students are being recognized for their academic excellence and hard work in high school, and that's a cause to celebrate. [\[link to press release or blog\]](#)
- [#] students at [DISTRICT/SCHOOL] earned academic honors from @CollegeBoard National Recognition Program, confirmation of their hard work to help them stand out to colleges. [\[link to press release or blog\]](#)
- Every year, students like [NAME] from [SCHOOL] earn national recognition for demonstrating academic success in high school and on @CollegeBoard assessments: <https://www.bigfuture.org/nrp>

Recommended for Facebook and LinkedIn

- Congrats to [NAME] at [SCHOOL] for receiving an academic honor from @CollegeBoard for the [AWARD NAME] Recognition Award via @MyBigFuture. We aim to help students pursue college and career success and with this award, our students have a tangible way to stand out to colleges and scholarships.
- [NAME] from [LOCATION/SCHOOL] earned an academic honor from the [AWARD NAME] Recognition Award for their strong performance on @CollegeBoard assessments and hard work in high school. Achieving academic success is the hard part. Being recognized for it should be easy. Sophomores/juniors: Find out how you can claim an award next year on @MyBigFuture: <https://www.bigfuture.org/nrp>
- Join us in celebrating talented students in our community. [#] students have received academic honors from the @CollegeBoard National Recognition Program for their strong performance in school and on assessments. Awardees are among the highest achieving students in their communities and deserve to be recognized. [\[link to press release or blog\]](#)
- [SCHOOL NAME] students were just recognized by @CollegeBoard National Recognition Program for their academic achievements. The program offers students a tangible way to share their academic achievements with colleges and their communities. [\[add in student or school leader quote\]](#)

Newsletter/Article/Blog

Share the great news with your school community by incorporating the content below into a newsletter or blog. We're celebrating [STUDENT NAME] who joins over 280,000 students from across the country who earned academic honors from the College Board National Recognition Program! By receiving the [SPECIFIC AWARD NAME] Recognition Award, [STUDENT NAME] is one of 15% of high school students nationwide who received recognition based on their achievement on AP® Exams and/or PSAT-related assessments.

Eligible students had the opportunity to claim three awards: First-Generation Recognition Award, Rural and Small-Town Recognition Award, and new this year, the School Recognition Award, to celebrate students in every school community.

[INSERT QUOTE FROM STUDENT AWARDEES]

The National Recognition Program awards academic honors to high-performing students every year on [BigFuture®](#). The program not only benefits students, but also serves as a tangible signal for nonprofit colleges and scholarship providers that are eager to recruit talented students.

Students can submit their eligibility information during their sophomore or junior year and are awarded at the beginning of the next school year.

Congratulations, **[STUDENT]**!

School Assembly or Event

Celebrate your student awardee(s) at an upcoming school assembly or event.

Our [customizable presentation](#) makes it easier for you to share the good news with your school community. Access the slide deck to present information about the National Recognition Program and spotlight student awardees.