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White House Initiative names Coca-Cola Valued Youth Program a Hispanic Ed Bright Spot

White House Initiative on Educational Excellence for Hispanics Recognition Announced Today

As a Bright Spot, the [IDRA Coca-Cola Valued Youth Program](#) is part of a national online catalog of programs that invest in key education priorities for Hispanics. The announcement was made today by Alejandra Ceja, executive director of the [White House Initiative on Educational Excellence for Hispanics](#) at the launch of Hispanic Heritage Month and in honor of the initiative's 25th anniversary in Washington, D.C.



The White House initiative named these 230 [Bright Spots](#) (catalog online at noon, CST today) to encourage collaboration in sharing data-driven approaches, promising practices, peer advice, and effective partnerships, ultimately resulting in increased support for the educational attainment of the Hispanic community, from cradle-to-career.

“There has been notable progress in Hispanic educational achievement, and it is due to the efforts of these Bright Spots in Hispanic Education, programs and organizations working throughout the country to help Hispanic students reach their full potential,” said Ceja. The Initiative was established in 1990 to address the educational disparities faced by the Hispanic community.

See the Coca-Cola Valued Youth Program in Person on Oct 7 in San Antonio

Sign up today to attend this introductory seminar on dropout prevention

This cross-age tutoring program is research-based and has been recognized internationally for its high rates of success – keeping 98 percent of its tutors in school. See this highly-successful dropout prevention program in action and find out how you can strengthen your school's holding power.

Learn fist-hand how the award-winning IDRA Coca-Cola Valued Youth Program can help you keep students in school



At this one-day event, you will meet Valued Youth tutors, meet teachers who are using the Coca-Cola Valued Youth Program, learn who to get funding from federal and other sources, and see the program up close by visiting a school that is successfully implementing the program. Designed particularly for school and district administrators, teachers and community members.

Coca-Cola Valued Youth Program Introductory Seminar

October 7, 2015 • 8:30 a.m. – 2:30 p.m.

La Quinta Inns and Suites San Antonio Riverwalk – Downtown in San Antonio.

Registration fee is only \$50 and includes lunch and transportation to site visit

See the [event brochure](#) or visit IDRA's website to [get details](#) or [register online now](#).

Note: The hotel has extended the deadline for its reduced reservation rate to September 25.

American Graduate Day TV Spot Features the IDRA Coca-Cola Valued Youth Program

KLRN's American Graduate Day is celebrating Dr. Cuca Robledo Montecel, IDRA President & CEO, and IDRA's Coca-Cola Valued Youth Program. KLRN (PBS San Antonio) produced new video spot about the IDRA Coca-Cola Valued Youth Program is airing now and is online [01:30 min].

**Watch the video now!**

In the video, Dr. Abelardo Saavedra, superintendent of South San Antonio ISD, speaks about the district's long-time relationship with the program and how it has helped students in his district. He is joined by Coca-Cola Valued Youth Program tutor, Silvia Favela, a high school student at South San Antonio HS.

KLRN and other PBS stations are developing these spots that are airing in September and on October 3 for American Graduate Day.

The **Intercultural Development Research Association** is an independent private non-profit organization dedicated to realizing the right of every child to a quality education. IDRA strengthens and transforms public education by providing dynamic training; useful research, evaluation, and frameworks for action; timely policy analyses; and innovative materials and programs.

IDRA works hand-in-hand with hundreds of thousands of educators and families each year in communities and classrooms around the country. All our work rests on an unwavering commitment to creating self-renewing schools that value and promote the success of students of all backgrounds.

We are a small organization with a powerful mission: to create schools that work for *all* children.

IDRA

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