

At-a-glance

Corporate Responsibility

College MAP (Mentoring for Access and Persistence)

The numbers don't lie

An education can mean the difference between just getting by and succeeding in life.

- ▶ A child from a poor family who graduates from a college or university has a greater than 80% chance of joining the middle class or better. Without higher education, that child's odds are less than 40%.
- ▶ Eighty-five percent of all new jobs created in the early 21st century will require a college education.
- ▶ Low-income families are 32% less likely to send their children to college than families with higher incomes. With those numbers, only 6% of low-income students earn a bachelor's degree, compared with 40% of high-income students.
- ▶ College completion rates for minority students are significantly lower than for non-minority students. On average, of the bachelor's degrees conferred in the US, only 9% go to African-American students and 6% to Hispanic students.

Unlocking students' potential

Worldwide, Ernst & Young encourages our people to volunteer in our communities. Across the Americas, one of the areas we focus on is improving access to education. And in the US and Canada, we place special emphasis on college and university access – especially for disadvantaged and minority students. This strategic focus on education:

- ▶ Mobilizes the business and problem-solving skills of Ernst & Young professionals to address a compelling community need
- ▶ Counteracts the effects of the current economic crisis, which has made it more challenging for students to pay for higher education
- ▶ Expands and enhances the talent pool from which Ernst & Young, as well as our clients and community, will draw future employees

And it's personal, too. One-third of Ernst & Young employees in the US are first-generation college graduates.

A MAP for success

Many high school students don't consider going to college. The goal seems too distant, the application process too confusing, the cost too expensive, and the rewards too unclear. At Ernst & Young, our people are working to remove these obstacles. We want not only to encourage students to apply for college, but also to help them succeed once they get there.

Our latest effort: a US-based initiative called College MAP (Mentoring for Access and Persistence). Through College MAP, we help demystify the process of applying to and affording college, encouraging students who might not have considered applying for college to do so. Then we work with students to build the skills that will help them persist in completing their four-year degree:

- ▶ Awareness of the lifelong benefits of getting a higher education
- ▶ Financial readiness that helps students apply for aid and pay for college
- ▶ Persistence skills to help students complete a degree and succeed in careers

College MAP is expected to help more than 100 young people in its pilot year, and hundreds – and potentially thousands – in the future.

How College MAP works

To implement the program, we partner with high schools and a not-for-profit organization called College For Every Student (CFES). Together, we identify young people who most need our support, and bring College MAP directly to them. CFES brings a wealth of experience in curriculum development and a strong network of university relationships to the table. We provide the volunteers in major cities across the US.

In its pilot year, College MAP will enable our volunteers to help disadvantaged students in Atlanta, Boston, Chicago, Dallas, Denver, New York, Palo Alto/San Jose, Philadelphia and Pittsburgh.

Mentoring in teams

Volunteers will work in teams. In fact, Ernst & Young is the first professional services firm to use a team-based approach to mentoring low-income students in this way. The program matches small groups of our professionals with small groups of high-school juniors and seniors. Groups meet monthly to focus on getting ready for college. This team-based approach spreads responsibility for mentoring amongst our volunteers. In this way, we make certain that Ernst & Young mentors who cannot attend all sessions can still participate and maintain student relationships.

Everybody wins

College MAP benefits our communities and our people:

Our communities. Schools receive Ernst & Young's professional experience and support; a critical helping hand at a time when many school guidance counselors handle caseloads of more than 500 students. More broadly, College MAP lays the foundation for disadvantaged and minority students to have successful careers after college, which ultimately will benefit their communities.

Our people. College MAP lets our people create positive social change while developing and practicing their professional skills: demonstrating leadership, speaking in public, and negotiating and collaborating with people from diverse backgrounds. Each volunteer also receives intensive pre-mentoring training and a reference guidebook, and participates in bi-monthly mentoring webcasts.

Accountants, not educators ... but making a difference in education

Ernst & Young has a long history of volunteerism. On any given day, you can find an Ernst & Young person teaching a fifth grader how to "round up," participating in a career panel at a middle school, or helping a high school junior with his or her college essay. In addition to College MAP, our volunteers are involved in a variety of national and local community programs:

- ▶ *Cyberchase.* We're in our third year as a major sponsor of *Cyberchase*, PBS' award-winning animated television series that teaches kids ages 8-12 math and problem-solving concepts, and helps build a general appreciation for math. The cornerstone of this relationship is an innovative after-school program where our volunteers bring the *Cyberchase* experience to life through fun, educational hands-on games and activities. *Cyberchase* reflects the firm's commitment to improving education and helping young people, particularly girls and minorities, build a math foundation while encouraging them to manage their personal finances as they move into their teen years. More than 400 Ernst & Young employees have helped over 1,000 disadvantaged kids through this volunteer program in 15 US cities.
- ▶ *Local school support.* Across the Americas, we team up with local schools to support student success, providing backpacks, calculators, mentors, tutors – whatever is needed most by students in that particular community.
- ▶ *National youth organization relationships.* Ernst & Young people inspire and help guide thousands of grade school, middle school and high school students as they "map" their way to college degree through relationships with not-for-profit organizations and local skills.

Thought leadership in education

Published studies show clearly that the US educational system fails to produce graduates with the skills needed to succeed in the global marketplace. This failure is particularly acute when it comes to minority and disadvantaged young people.

We believe corporations can improve the situation, and we've acted on that conviction:

- ▶ In 2007, we collaborated with FSG Social Impact Advisors on a white paper, *Best in Class*, to explore how companies can help transform K-12 public education.
- ▶ In 2009, we will launch our Convening Education Stakeholders initiative, bringing together corporate, government and not-for-profit entities to discuss how all three sectors can work in concert to broaden college access and success

College For Every Student

College For Every Student (CFES) is a nonprofit organization committed to raising the academic aspirations and performance of underserved youth so that they can prepare for, gain access to, and succeed in college. Since its founding in 1991, CFES has helped more than 100,000 underserved youth in 380 schools nationwide strengthen their academic performance, graduate from high school and pursue college. For more information, visit www.collegeFES.org.

Ernst & Young
Assurance | Tax | Transactions | Advisory

Ernst & Young is a global leader in assurance, tax, transaction and advisory services. Worldwide, our 135,000 people are united by our shared values and an unwavering commitment to quality. We make a difference by helping our people, our clients and our wider communities achieve their potential. For more information, please visit www.ey.com/us/cr or contact Erin Weiss, 201-872-4254, erin.weiss@ey.com.

Ernst & Young refers to the global organization of member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients.

© 2009 Ernst & Young LLP
All Rights Reserved.

SCORE No. CV0030