



Mohave District Annex  
8500 E. Jackrabbit Rd.  
Scottsdale, Arizona 85250

Telephone: 480-484-6100  
Website: [www.susd.org](http://www.susd.org)

**Media Release**  
**For Immediate Release**  
**Contact: Erin Helm, 480-389-9033**

## **Coronado Success Initiative: One-Year Update**

**SCOTTSDALE, Ariz. (Feb. 14, 2018)** – Scottsdale business leaders gathered this morning for an update on the Coronado Success Initiative (CSI), an effort to turn around a struggling school and give its students a better future. One year after the program’s initial launch, Scottsdale Unified School District Superintendent Dr. Denise Birdwell and Dr. Amy Fuller, who helps oversee the CSI at Coronado High School, gave a presentation to Business United for Scottsdale Schools (BUSS).

During the presentation at ASU’s SkySong Center Drs. Birdwell and Fuller shared measurable progress of the innovative program, including:

- Number of students with a GPA below 2.0 – **down 38%**
- Number of students failing a course – **down 17%**
- Number of students applying to ASU, NAU, U of A this school year – **93** (up from 57 last year)
- Percentage of students who filled out applications on “College & Career Day” – **70%**

“I noticed early in in my Governing Board role that graduation and college attainment were not even across all of our SUSD students,” said SUSD Governing Board Vice President Kim Hartmann. “CSI is changing that outcome for the better. Ensuring every student achieves their full potential is the goal, and sometimes it requires the commitment of an entire community.”

The CSI aims to create a new future for the students of SUSD’s second oldest high school, where the graduation rate has been falling and fewer students have been taking college-entrance tests in recent years. SUSD and Mary Lou Fulton Teachers College at Arizona State University kicked off the CSI in January of 2017 with the financial backing of the Scottsdale Charros.

Governing Board Vice President Kim Hartmann is available to answer further questions about the CSI. Interested media should contact Erin Helm at 480-389-9033.

The *Core Purpose* of the Scottsdale Unified School District is *To Ensure All Individual Learners Reach Their Full Potential*. The Scottsdale Unified School District offers 30 schools, serving approximately 23,000 students. School boundaries include parts of Scottsdale, Paradise Valley, Phoenix and Tempe. Find more information about SUSD at [www.susd.org](http://www.susd.org).

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