

FOR IMMEDIATE RELEASE

### **eScholar Kicks Off The "Goals Matter" Essay and Video Contest for Students**

*The contest empowers students to voice their goals and explain how their individual approach to goal-setting plays a role in their educational success.*

White Plains, NY, April 14, 2014 - eScholar, a leader in data solutions for personalized education, announced today the *Goals Matter* contest, a national challenge for students ages 8-17 to express their aspirations and experiences setting and achieving their goals. The contest begins on April 14, 2014 and ends on May 16, 2014. Online entry [submission](#) is now open. Prizes include an iPad Mini for each winner plus a \$100 Visa gift card to each winner's teacher.

Students are encouraged to submit an essay and/or video summarizing their goal-setting journey in response to the following questions:

- *What is a goal that you want to accomplish and why?*
- *What motivates you to achieve this goal?*
- *How do you plan on reaching this goal?*
- *Who has encouraged you to reach for this goal?*
- *How will your education help you reach your goal?*

Entrants may submit both an essay and a video response but can only win one of the prizes. Teachers are encouraged to assist students with their entry. All responses will be judged by a panel of eScholar team members and educators. The panel will judge the responses in two media categories: video entry and essay entry, and two age categories: ages 8-12 and ages 13-17, for a total of four prizes. The panel will select one winner from each category.

eScholar Founder and CEO Shawn Bay said that this contest is about letting students know that their goals matter. "Goals are an important component of personalized education and a key to helping students understand the relevance of their education," said Bay. "Every student has goals, and the more they understand their own motivation and what it takes for them to achieve these goals, the more likely they are to succeed."

The annual eScholar student contest, launched in 2013, is an engagement initiative that provides an avenue for students to share their reflections and opinions with an audience beyond their classrooms. Last year's contest, "Make My Education Matter," asked students if their education mattered to them and why. Over 100 students submitted essays to the contest, providing eye-opening insights about education from the student perspective.

**About eScholar**

eScholar is the nation's leading innovator in education data solutions to support personalized education. eScholar's award-winning products simplify reporting and data management, and transform the way educators use data to help Pre-K through postsecondary students maximize their own individual success. eScholar delivers the [eScholar Complete Data Warehouse](#)®, [eScholar Uniq-ID](#)®, and [eScholar myTrack](#)® a goal driven data dashboard, to enable 13 State Education Agencies and 5,000 districts to better serve the needs of over 20 million students nationwide. To learn more, join the conversation on [LinkedIn](#), [Facebook](#) and [Twitter](#).

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