

For immediate release

Solution to the Educational Crisis

Author to donate book sales to charter school

Austin, TX. January 24, 2007- Oprah, Bill Gates, and many others have recently talked about an educational crisis in the U.S. What is the solution?

“The answer is simple” according to Raymond Gerson, a career coach who teaches effective learning strategy courses for Austin Community College.

“Examine the schools and courses that are producing successful results and create and use models of what is working” said Gerson. “For example, 80% of the economically disadvantaged students who graduate from Kipp charter schools go to college. These kids from the poorest neighborhoods, who on the average are two grades behind when they start at Kipp, are out scoring students from excellent public schools on national standardized tests.”

“Freshmen at the University of Texas who take a course which teaches them how to learn more effectively graduate at significantly higher rates than freshmen who are not enrolled,” Gerson remarked. One of the courses that Gerson teaches was modeled after the U.T. course. “Why are the Kipp schools and the U.T. course working?” asks Gerson. “The answer is motivated students who work hard, dedicated teachers, and courses which help students to identify their skills, talents, goals, and how they learn best.”

Gerson says, “Students become motivated to learn when they are focused on realistic goals and see the relevance of their education to these goals.”

Two free e-books by Gerson, *How to Create the Job You Want and Effective Job Search Strategies*, are available on his web site at www.raymondgerson.com. Also available on the web site are articles about study and success strategies.

He will be donating a dollar per book from sales of his most recent book, *Create the Life You Want*, to Kipp Austin College Prep. To learn more about KIPP Austin College Prep go to www.kippaustinprep.org. His new book is about making dreams come true and is available through Gerson’s web site, online booksellers and bookstores.

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