



## In This Edition

[SEO at a Glance](#)

[Educational Programs](#)

[Professional Programs](#)

[Join Us](#)

[Donate Now](#)

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## Welcome to **SEO's** New Newsletter: The Scoop at SEO

Last year, SEO rebranded to more effectively represent SEO's evolution and growth. While our legal name remains Sponsors for Educational Opportunity, we are now going by our better-known acronym of SEO, and we've added the tagline: **Seizing Every Opportunity**.

SEO's sole mission is to create a more equitable society by closing the opportunity gap for young people from underserved and underrepresented communities.

Our newsletters will serve to update you on all SEO news, alumni profiles, partnership news, new initiatives, and much more. The Scoop will also



provide information about exciting SEO events. To learn more about what we do or to get involved with SEO, we welcome you to visit our [website here](#).

# SEO Scholars

Seizing Every Opportunity

## High School Scholars



*NYC High School Class of 2022*

This past winter, the SEO Scholars program welcomed a new class of 9th graders, the high school Class of 2022. 290 new Scholars, 267 in NYC and 26 in San Francisco, embarked on a journey that will positively change the trajectory of their lives and their communities.

It won't be easy. But our Scholars are determined.

In addition to attending their high schools, SEO Scholars receive 720+ hours of additional instruction from SEO, the equivalent of 2.5 years of English and 1.5 years of math instruction on Saturdays, during the summer, and after school. However, it doesn't stop there. In college, SEO provides individualized, one-on-one academic, personal, and career support, on an ongoing basis, every semester.

Nehir Shah, SEO SF Advisory Board member and SEO Career alumnus, summed it up beautifully to the students what their hard work and commitment will result in when speaking to the new class 9th graders:

**"You. Are. Going. To. College."**

And he is right:

**SEO has a 100% college acceptance rate!**



*SF High School Class of 2022*

**Welcome SEO Scholars, High School Class of 2022!**

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## College Scholars

SEO Scholars does not stop with college acceptance: **90% of SEO Scholars graduate from college**, compared to only 20% of college students nationally who come from similar socioeconomic backgrounds.





*SEO Winter Institute 2019  
Amanda Gentile Photography*

To ensure our Scholars are getting the guidance they need, the College Scholars team hosts an annual Winter Institute in both NYC and SF. The SEO Scholars Winter Institute gives our first- and second-year College Scholars a chance to come together to learn vital information for success in and out of school, including time management, setting intentions, and resume and cover letter writing skills.

On January 8, the Scholars in NYC participated in a career fair with volunteers from 27 corporations, including BEAM, Manhattan District Attorney's Office, and the YMCA. On January 9, they participated in speed networking with more than 40 volunteer professionals from industries, ranging from finance, to nonprofit, to engineering. On December 18, the Scholars in SF met with 10 volunteers from corporations, including Google, Galileo Learning, and PricewaterhouseCoopers for speed networking.

**Thank you to our volunteers who made this annual event such a success for our Scholars!**

[Back to Top](#)

**SEO Career**  
Seizing Every Opportunity

**SEO Law**  
Seizing Every Opportunity

**SEO Alternative Investments**  
Seizing Every Opportunity

## SEO Career

SEO Career is the nation's recruiting, training, and internship program for high-achieving college students who are underrepresented in the fields they seek. SEO Career recruits and trains students for challenging summer internships that lead to coveted full-time jobs.

For summer 2019, SEO Career helped 380+ students from 140+ colleges/universities across the nation to secure an internship at one of our 80 SEO partner companies in 31 cities. Students will attend the annual SEO Career Summit, being held this year from May 17-24, for a full week of immersive pre-internship training and networking in NYC.

In other exciting news, SEO and INROADS have partnered with JPMorgan Chase to launch the inaugural Financial Services Institute (FSI) Program. FSI invites top Black college sophomores participate in a series of in-person and virtual training sessions to help prepare them for a career in financial services. [Click here](#) to read more about the Financial Services



*FSI Participants in Chicago*



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## SEO Law



*SEO Law Alumni*

The SEO Law Fellowship helps future lawyers of color thrive in law school and excel in their careers.

This year, 115+ pre-law students of color were accepted to the SEO Law Fellow Class of 2019.

The SEO Law Class of 2019 will gather in NYC this summer for two weeks of training from legal practitioners and

obtain academic instruction from law school professors before embarking on an eight-week paid internship at one of the 39 top law partner firms in 11 cities.

SEO Law prepares Fellows for their internships and sets them up to excel in their first year of law school.

If you or someone you know is interested in partnering with SEO Law, visit [our website](#) now.

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## SEO Alternative Investments

On March 7, 650+ guests attended SEO's 10th annual Alternative Investments Conference (AICON). This premier conference increases access and career development for young professionals from backgrounds traditionally underrepresented in the alternative investments sector.

With 400+ executives from sponsor firms, notably **Oaktree Capital, Clearlake Capital, Lumina Foundation, Siris Capital Group, and Ropes & Gray**, this was our largest conference to date.

Notable speakers included Henry Kravis, SEO Board Chairman and Co-Chairman and Co-CEO of KKR; Penny Pritzker, Founder and Chairman of PSP Partners and the 38th U.S. Secretary of Commerce; Howard Marks, Co-Chairman of Oaktree Capital; Honorable Scott M. Stringer, New York City Comptroller; and Michael Haddad, Deputy CIO - Public and Tradeable Markets, Bureau of Asset Management, Office of NYC Comptroller.

Jose Feliciano, Co-Founder and Managing Partner of Clearlake Capital Group, received SEO's Reginald F. Lewis Achievement Award from Frank Baker, the 2018 recipient of the Award and SEO Career alumnus ('92). The award recognizes Jose's accomplishments and leadership in helping to expand opportunities for professionals of color in the alternative investments sector.



*Penny Pritzker and Kelly Williams  
in a fireside chat*



Thank you to our supporters who made this event a much sought-after, coveted industry event for the young professionals who come to learn and network with thought-leaders and change-makers in alternative investments.

To attend AICON 2020, be sure to visit our [website](#).  
We will post details later this year.

[Back to Top](#)

# SEO Seizing Every Opportunity

## 2019 Annual Awards Dinner



On April 29, SEO hosted its biggest event yet! We raised over \$7 million, and welcomed 1,275 supporters to the 2019 Annual Awards Dinner at the New York Hilton Midtown.

Our evening was introduced by William Goodloe, SEO President and CEO, and Henry R. Kravis, SEO Board Chairman and Co-Founder and Co-CEO of KKR. We had the pleasure of having Steve Harvey lead the text-to-pledge portion of the evening.



*Six SEO Scholar Speakers*

Kammy Moalemzadeh, Founder and Managing Partner, Arcadia Investment Partners and SEO Career alumnus (Classes of '88 and '89), and Seth Bernstein, Chairman and CEO, Bernstein Equity Partners, co-chaired the event.

We were proud to honor Ken C. Griffin, Founder and CEO Citadel; Verdun S. Perry, Senior Managing Director Blackstone and SEO Career alumnus (Class of '93); and the Trustees of the Edwin Gould Foundation.

The highlight of the evening were the personal and inspiring stories our six SEO Scholar shared with the audience. Thank you, Lennox, David, Francin, Chris, Anchal, and Alysha for your determination to excel and to be your very best in spite of adversity and challenges you faced!

Please see photos from our event [here](#) and [here](#)! For additional photos, please go to our facebook page [here](#).

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## Job Openings

Are you looking to make a difference? Do you want to work for an organization that is mission-based, diverse and empowering? SEO, one of the nation's top educational and career development organizations for underserved and underrepresented students, is always looking for talented and driven people to join our team.

Apply on our [website today!](#)

[Back to Top](#)

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