



#PracticePaysOff Challenge Unlocks School Prizes in Support of Texas Students and Coaches

THSCA, THSCEF and College Board recognize students who demonstrate their commitment to practice on and off the field.

San Marcos, Texas – August 16, 2018 –

The Texas High School Coaches Association (THSCA), the principal advocate for Texas high school coaches in their work to help student athletes, and the College Board announced today the launch of the [#PracticePaysOff challenge with Official SAT Practice on Khan Academy](#). The challenge, a part of the THSCA's Coaching Beyond the Game initiative, will make it easier than ever for coaches to support students preparing for the SAT and for college.

"Every one of our more than 22,000 THSCA members understand the importance of practice when it comes to helping athletes feel prepared for game day and building a winning mentality. And those same principles apply in the classroom," said D.W. Rutledge, THSCA's executive director. "We're excited to help students reach their dreams of college education by connecting them to world-class resources like Official SAT Practice on Khan Academy that research shows can make the difference."

Recent data shows that free, personalized SAT practice is connected to substantial score gains. Studying for the SAT® for 20 hours on free Official SAT Practice on Khan Academy is associated with an average score gain of 115 points — regardless of gender, race, income, or high school GPA. That is nearly double the average score gain compared to students who don't use Khan Academy.

Seventeen student athletes, chosen by Texas coaches, will receive \$1,000 for their schools by participating in the social media challenge. To be eligible, students will need to demonstrate their commitment to practice—on and off the field—in a short video (two minutes max) and submit it via Instagram or Twitter using the hashtag #PracticePaysOff.

The effort, designed to support the good work that coaches are already doing on their own, will also award eight coaches, chosen by the Texas High School Coaches Education Foundation (THSCEF), \$1,000 each for submitting a short paragraph or video about the ways they support SAT practice.

"THSCA and the Texas High School Coaches Education Foundation have a deep appreciation for the power of practice and understand how gradual improvement can lead to big outcomes," said Steve Bumbaugh, College Board's senior vice president for college and career access. "With Official SAT Practice, students receive a free, personalized study plan based on their own results on the PSAT/NMSQT or SAT so they can focus on the skills they need to work on most."

As part of the initiative, coaches will be provided with a *Coach's SAT® Playbook* that includes step-by-step guidance on how to support their student-athletes and includes resources designed to help engage parents, classroom "how-to" guides, and a college planning timeline that highlights important NCAA eligibility criteria and deadlines. **We encourage all coaches to download free resources and enroll their team on the THSCA website or at collegeboard.org/athletics.**

About Texas High School Coaches Association

The Texas High School Coaches Association (THSCA) is the principle advocate and leadership organization for Texas high school coaches. THSCA provides the highest quality representation, education, and services to Texas high school coaches and affiliate members and enhances the professionalism of coaches and the schools they represent. Our mission statement is simply this: To help and serve our Texas high school coaches as they work to help and serve our student athletes. "HELPING COACHES TO HELP KIDS."