



Congratulations on earning AVID Certification or Re-Certification!

Certification is evidence of your school's commitment to implementing a proven college and career readiness system with quality and fidelity. Through aligned systems, strong instructional practices, dedicated educators, and continuous improvement, your school is creating the conditions that help students build the skills, agency, opportunity knowledge, and readiness needed for success in college, career, and life.

AVID Certification recognizes the work behind that impact. It reflects the collective efforts of educators, leaders, and Site Teams who are committed to creating opportunity-rich learning environments and expanding possibilities for every learner.

This toolkit is designed to help you:

- Celebrate the achievement and the impact it represents.
- Recognize the educators, leaders, and Site Team members who made it possible.
- Share what certification means for students, families, and your community.
- Build awareness of your school's commitment to college and career readiness.
- Highlight the systems and practices that support student success.
- Reinforce support for quality AVID implementation across your campus and district.

You may reference the [AVID Communication and Branding Toolkit](#) for additional resources and information.

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Key Messages for Schools and Districts

Preparing Students for What's Next

AVID Certification recognizes schools that translate their commitment to students into action. As a result of quality implementation, certified schools create environments where students are challenged, supported, and empowered to develop the skills, confidence, and readiness needed to thrive in college, career, and life.

Growing Stronger Every Year

Certification is earned through an annual process of reflection and growth. It demonstrates a school's commitment to continuous improvement by regularly evaluating what's working, identifying opportunities to improve, and strengthening the systems and practices that help students succeed.

A Commitment the Community Can Trust

Earning AVID Certification reflects the collective work of educators, school leaders, and Site Teams who are creating opportunity-rich learning environments. It signals to families and the community that the school is investing in the systems, practices, and continuous improvement efforts that help prepare students for success in college, career, and life.

AVID Certification FAQs

What is AVID Certification?

An annual achievement that recognizes schools committed to implementing AVID with quality and fidelity through continuous improvement.

How often is certification earned?

Schools earn certification or re-certification each year based on evidence and implementation data from the previous school year.

Why does certification matter?

It serves as evidence of a school's commitment to implementing a proven college and career readiness system that helps prepare students for success in college, career, and life.

What does certification mean for students?

It means students are learning in an environment where educators are intentionally building the skills, agency, opportunity knowledge, and readiness needed for future success.

What does certification mean for educators and families?

It provides confidence that the school is committed to creating and improving consistent, high-quality learning experiences that help students thrive.

What does certification celebrate?

It celebrates the hard work of educators, leaders, Site Teams, and students who are working together to strengthen opportunities, support quality implementation, and increase readiness for all learners.

Celebration Ideas

Celebrating certification reinforces the importance of preparing students for success. It's also an opportunity to celebrate student outcomes and the people who make those successes happen.

Capture the Celebration

- Take photos during celebrations for future communications.
- Record short student or staff video messages.
- Save quotes from participants.
- Share your celebration on social media.

Celebrate the People Behind the Achievement

Recognize the individuals and teams who made this achievement possible:

- Site Team members
- Teachers and instructional staff
- School and district leaders
- Counselors and support staff
- Students
- Families and community partners

Certification is a shared accomplishment, and celebrating together helps strengthen the culture, commitment, and collaboration that make continued growth possible.

Simple Celebration Ideas

Schoolwide Announcement

Celebrate certification through:

- Morning announcements.
- Staff meetings.
- Assemblies.
- Family events.

Achievement Wall

Create a display celebrating certification and highlighting AVID successes, student accomplishments, and educator contributions.

AVID Celebration Week

Designate a week to recognize the AVID journey by featuring:

- Student stories.
- Teacher spotlights.
- Classroom examples.
- Daily AVID facts.

AVID Spirit Day

Invite staff and students to wear AVID gear or school colors and share photos throughout the day.

Thank You Campaign

Have students write notes to teachers, counselors, Site Team members, or staff who supported their growth.

Certification Breakfast or Staff Celebration

Gather faculty and staff to celebrate the achievement and recognize the people who helped make it possible. Recognize contributions from:

- Site Team members.
- Administration.
- Faculty.
- Support staff.

Social Media

Social media is a great way to celebrate your school's achievement, recognize the people behind the work, and share what certification means for students.

Follow AVID:

- **Facebook:** [AVID Center](#)
- **LinkedIn:** [AVID Center](#)
- **Instagram:** [@avid4college](#)
- **X/Twitter:** [@AVID4College](#)
- **Bluesky:** [@avid4college.bsky.social](#)
- **TikTok:** [@AVID4college](#)

Tag us in your posts:

- **#AVIDImpact**
- **#AVID4College**
- **#AVIDFamily**
- **#AVID4Possibility**
- **#StudentSuccess**

Official AVID Certification Graphics

AVID Elementary Certified

- [1080 x 1080 download](#)
- [1080 x 1920 download](#)
- [1920 x 1080 download](#)

AVID Secondary Elective Certified

- [1080 x 1080 download](#)
- [1080 x 1920 download](#)
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AVID Secondary Elective Certified With Distinction

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AVID Secondary Elective Highly Certified

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AVID Secondary Schoolwide Certified

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AVID Secondary Schoolwide Site of Distinction

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Encourage Conversation

When you post about AVID Certification, consider asking questions to prompt engagement with your audience. Some ideas include:

- What are you most proud of this year?
- What has AVID helped your students achieve?
- Who would you like to thank for supporting your school's AVID journey?

Make It Local

Consider personalizing or enhancing your posts by sharing:

- Student or educator success stories.
- Data that highlight AVID's impact on students.
- Examples of AVID strategies in action.
- Your district or school's celebration activities.

Great Photos to Capture

- Students collaborating
- AVID classrooms in action

- Celebration events
- Site Teams meeting
- Staff recognition moments
- College and career experiences

Social Media Starters:

Certification Announcement

We're proud to share that [School Name] has earned AVID [Certification Level] for the [year] school year. This milestone reflects our commitment to preparing students for success in college, career, and life through strong teaching, meaningful opportunities, and a culture of continuous growth.

Re-Certification Announcement

[School Name] has earned AVID [Certification Level] for the [#] year. This achievement reflects our ongoing commitment to helping every student build the skills, knowledge, and confidence needed for future success. We are proud of the progress we've made and excited to continue growing together.

Student Impact

AVID Certification celebrates students who are building confidence, developing leadership skills, exploring future opportunities, and preparing for what's next.

Consider:

- Featuring a student success story.
- Highlighting a classroom experience that supports readiness, such as career exploration, college visits, student leadership, or rigorous coursework.
- Connecting the story to a meaningful data point, such as graduation rates, participation in advanced coursework, college enrollment, career pathway completion, or English learner success.

Staff Achievement

Today's celebration recognizes the educators, leaders, and staff members who help bring AVID to life every day. Their dedication, collaboration, and commitment to students make this achievement possible.

Consider:

- Spotlighting AVID teachers or Site Team members.
- Highlighting educator professional learning and growth.
- Inviting students to share messages of appreciation for teachers, counselors, and staff who have supported them.

Family Focus

AVID Certification reflects a schoolwide commitment to student success, and families are an important part of that journey. Thank you for partnering with us as we help students prepare for college, career, and life.

Consider:

- Sharing photos or videos from family engagement events.
- Featuring a story about how a family supports their student's goals and growth.
- Sharing practical ways families can engage in the AVID experience at home and at school.

Website and Newsletter Content

Customize these templates to reflect your school's unique story, voice, and accomplishments. Consider adding local examples, photos, quotes, and student success stories.

School Website Announcement

[School Name] Earns AVID Certification

[School Name] is proud to announce that it has earned AVID [Certification Level] for the [school year] school year.

This achievement reflects our school's commitment to preparing students for success in college, career, and life through strong instruction, meaningful learning experiences, and a culture that encourages growth and opportunity.

AVID Certification recognizes schools that engage in ongoing reflection and continuous improvement to strengthen practices that support student success. For [School Name], certification represents the dedication of educators, staff, students, and families who work together to create a learning environment where all students can thrive.

"Our school community is committed to helping students develop the skills, confidence, and opportunities they need for future success," said [Principal Name]. "This certification reflects the hard work of our staff and the progress our students make every day."

As we celebrate this milestone, we remain focused on continuous growth and ensuring every student is prepared for what's next.

Make It Local

Consider adding:

- A quote from your principal or Site Team leader.
- A recent student success story.
- School-specific readiness initiatives.
- Photos from classrooms, college visits, career exploration events, or student leadership activities.
- Local data that demonstrates student growth or achievement.

District Website Announcement

[District Name] Celebrates AVID Certification Success

[District Name] is proud to celebrate the achievement of [School Name(s)], which have earned AVID [Certification Level] for the [school year] school year.

Certification recognizes schools that are committed to creating strong systems that support student readiness, educator growth, and continuous improvement. This achievement highlights the dedication of school leaders, educators, Site Teams, students, and families working together to prepare students for future success.

The schools recognized this year have demonstrated a commitment to building learning environments that support student growth, expand opportunities, and strengthen college and career readiness.

"These schools continue to demonstrate what's possible when educators, leaders, and communities share a strong commitment to student success," said [Superintendent Name].

"We are proud of their work and the positive impact it is having on students across our district."

This achievement marks an important milestone while reinforcing our district's ongoing commitment to preparing every student for success beyond graduation.

Make It Local

Consider adding:

- Number of certified schools in the district.
- District goals connected to college and career readiness.
- A superintendent quote.
- Examples of student programs or opportunities.
- Photos from recognized schools.

Principal Email to Staff and Families

Subject: Celebrating Our AVID Certification

Dear staff and families,

I am excited to share that [School Name] has earned AVID [Certification Level] for the [school year] school year.

This achievement reflects the hard work, dedication, and collaboration of our entire school community. Every day, our educators, staff, students, and families work together to create a learning environment where students are challenged, supported, and prepared for success in college, career, and life.

AVID Certification recognizes schools that are committed to continuous growth and strong educational practices that support student readiness. While we are proud of this milestone, what makes it especially meaningful is the collective effort behind it.

I would like to thank our AVID Site Team, teachers, counselors, support staff, school leaders, students, and families for the role each of you has played in this achievement. Your commitment helps create opportunities for students to develop the skills, confidence, and knowledge they need for the future.

As we celebrate this accomplishment, we also look ahead. Certification is not the finish line. It is a reminder of our ongoing commitment to helping every student reach their full potential and be prepared for whatever comes next.

This certification belongs to our entire school community, and I couldn't be more proud of what we have accomplished together.

Sincerely,

[Principal Name]

[School Name]

Make It Local

Consider personalizing the email by adding:

- A quote from a student about their AVID experience.
- A recent school accomplishment connected to college and career readiness.
- A thank-you message to specific groups such as the Site Team, educators, or families.
- Photos from classrooms, AVID events, college visits, or celebrations.
- A brief example of how students have benefited from AVID at your school.

Family Newsletter Blurb

Celebrating AVID Certification

We're excited to share that [School Name] has earned AVID [Certification Level] for the [school year] school year.

This milestone reflects our commitment to helping students develop the skills, confidence, and opportunities needed for success in college, career, and life. It also recognizes the hard work of our educators, students, and families who help make our school community strong.

Thank you for partnering with us as we continue supporting every student's growth and future success.

Staff Newsletter Copy

Thank You for Making This Achievement Possible

We are proud to share that [School Name] has earned AVID [Certification Level] for the [school year] school year.

This milestone reflects the commitment, collaboration, and dedication of our entire school community. Every educator, counselor, support staff member, leader, and Site Team member plays an important role in creating the learning experiences and opportunities that help students succeed.

Thank you for your continued efforts to support students, strengthen our school culture, and contribute to our shared vision for student readiness. This achievement belongs to all of us.

As we celebrate this milestone, we also look ahead to the continued growth and opportunities still to come.

News Release Templates

First-Time Certification

Commitment to Student Success Earns AVID Certification for [School Name]

[City, State] [Date] – [School Name] has earned AVID [Certification Level] for the [school year] school year, recognizing the school's commitment to preparing students for success in college, career, and life through a culture of continuous improvement and student readiness.

AVID Certification is an annual achievement that reflects a school's commitment to implementing practices that help students build the skills, knowledge, and confidence needed for future success. The certification process encourages schools to reflect on progress, identify opportunities for growth, and strengthen systems that support student achievement.

For [School Name], certification represents the collective efforts of educators, staff, students, families, and school leaders who are committed to creating meaningful opportunities for students.

"[Insert principal quote about what this achievement means for students and the school community]," said [Principal Name].

[Insert paragraph highlighting local implementation, student opportunities, school priorities, or notable accomplishments.]

"[Insert quote from a teacher, Site Team leader, student, superintendent, or district leader]," said [Name and Title].

As [School Name] celebrates this milestone, school leaders remain focused on continuing to strengthen opportunities and support systems that help students thrive both in school and beyond graduation.

About AVID

AVID (Advancement Via Individual Determination) is a national nonprofit that has been closing the opportunity gap in education for more than 45 years. Through evidence-based professional learning and schoolwide systems, AVID empowers educators to prepare all students for college, careers, and life. Since its founding, 3.65 million students have been enrolled in the AVID Elective and AVID Elementary. An additional 7.08 million students have been taught by AVID-trained educators across subject areas. AVID is implemented in more than 7,400 K–12 schools across the United States, plus schools in Washington, D.C., the Department of Defense Education Activity (DoDEA), the U.S. Virgin Islands, Canada, and Australia.

Learn more at www.avid.org.

Make It Local

Consider adding:

- Why your school pursued certification.
- A student success story.
- A quote from the principal, Site Team lead, or student.
- Readiness-focused initiatives such as college visits, career exploration, student leadership opportunities, or rigorous coursework.
- Photos from classrooms, student events, or celebrations.
- School-specific outcomes or achievements.

Re-Certification

[School Name] Celebrates Milestone in Student Readiness

[City, State] [Date] – [School Name] has earned AVID [Certification Level] for the [school year] school year, demonstrating the school's ongoing commitment to helping students develop the skills and experiences needed for success after graduation.

Re-certification recognizes schools that engage in continuous reflection and improvement while maintaining strong systems that support student readiness. The annual process provides schools with opportunities to celebrate progress, evaluate practices, and build on their successes.

This achievement reflects the dedication of the entire school community and the continued efforts of educators, staff, students, families, and school leaders to create an environment where students can grow, succeed, and prepare for the future.

"[Insert principal quote about growth, progress, and student success]," said [Principal Name].

Over the past year, [School Name] has continued to strengthen opportunities for students through [insert local examples, programs, initiatives, or accomplishments].

"[Insert quote from a teacher, student, Site Team member, superintendent, or district leader]," said [Name and Title].

While re-certification is a meaningful milestone, school leaders view it as part of an ongoing journey to ensure every student is prepared for college, career, and life.

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Make It Local

Consider adding:

- Number of years the school has been certified.
- Program growth or expansion.
- Student achievement highlights.
- Educator professional learning accomplishments.
- Student or educator quotes about impact.
- School-specific readiness initiatives and outcomes.

District Announcement

[District Name] Schools Recognized for Commitment to College and Career Readiness

[City, State] [Date] – [District Name] is proud to recognize the schools that have earned AVID [Certification Level] for the [school year] school year, reflecting the district's commitment to supporting student readiness and continuous improvement.

The following schools earned certification this year:

[School Name] [Certification Status Level]

[School Name] [Certification Status Level]

[School Name] [Certification Status Level]

AVID Certification recognizes schools that are committed to creating learning environments where students are supported, challenged, and prepared for success in college, career, and life.

Across [District Name], educators, school leaders, students, and families work together to strengthen opportunities that help students develop the skills, confidence, and knowledge needed for future success. This year's certification achievements highlight that shared commitment.

"[Insert superintendent quote connecting certification to district priorities and student success]," said [Superintendent Name].

[Insert paragraph describing districtwide goals, readiness initiatives, student opportunities, or implementation highlights.]

"[Insert quote from a principal, Site Team leader, educator, or student]," said [Name and Title].

The district celebrates the dedication of every school community that contributed to this achievement and remains committed to supporting students as they prepare for college, career, and life.

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Make It Local

Consider adding:

- Number of certified schools in the district.
- Percentage of students impacted.
- District college and career readiness goals.
- Quotes from principals, students, or educators.
- Examples of districtwide initiatives.
- Student outcome data or readiness indicators.
- Photos from multiple campuses.

Board of Education and Leadership Presentation Guide

Certification Recognition Presentation Script

Recognizing AVID Certification during a board, leadership, or staff meeting is a meaningful way to celebrate the people behind the achievement and highlight your school's commitment to student success. It provides an opportunity to acknowledge the hard work of educators, leaders, students, and families while reinforcing the importance of preparing students for college, career, and life.

A recognition can take place at:

- Board of Education meetings.
- Principal meetings.
- District leadership meetings.
- Staff meetings.

Sample Script:

Will the representatives from [School Name] please come forward?

This certification reflects the hard work and commitment of an entire school community. [OPTIONAL: Include one point of pride about AVID in the school or district.] On behalf of the Board of Education, thank you for your efforts to support students and create opportunities that prepare them for future success. Congratulations on this achievement.

Board Presentation Outline

Opening: Celebrating Certification

- School name(s)
- Certification achievement
- Photo of students

Why It Matters

- Connection to district priorities
- Student readiness outcomes
- Brief explanation of certification highlights

Looking Ahead

- Recognition of staff and Site Team

- Student impact story—reminder of why it matters
- Continued commitment to growth

Suggested Presentation Materials

- AVID Elementary Certified Graphic
 - [1080 x 1080 download](#)
 - [1080 x 1920 download](#)
 - [1920 x 1080 download](#)
- AVID Secondary Elective Certified Graphic
 - [1080 x 1080 download](#)
 - [1080 x 1920 download](#)
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 - [1080 x 1920 download](#)
 - [1920 x 1080 download](#)
- AVID Secondary Schoolwide Site of Distinction Graphic
 - [1080 x 1080 download](#)
 - [1080 x 1920 download](#)
 - [1920 x 1080 download](#)
- Recognition Certification Image (available on your My.AVID.org page)
- Photos of your AVID students and educators

Superintendent Talking Points

Opening

Today, we are proud to recognize [School Name] for earning AVID [Certification Level] for the [school year] school year.

This achievement reflects the hard work and dedication of educators, school leaders, staff, students, and families who are committed to helping students succeed in college, career, and life.

Why This Matters

Certification is not just about earning achievement. It represents a commitment to continuous improvement and to creating learning environments where students are challenged, supported, and prepared for what's next.

This achievement aligns with our district's goals of [insert district priorities such as college and career readiness, student achievement, graduation outcomes, student engagement, etc.].

Recognizing the People Behind the Achievement

I would like to recognize the educators, Site Team members, counselors, administrators, support staff, and families who contributed to this accomplishment.

Their collective efforts help ensure students have access to opportunities that build confidence, readiness, and future success.

Student Impact

The most important outcome of this work is its impact on students.

Whether through rigorous coursework, college and career exploration, leadership opportunities, or stronger academic support, students are developing the skills and knowledge they need to pursue their goals after graduation.

Looking Ahead

While we celebrate this milestone today, we also recognize that the work continues. AVID Certification reflects a commitment to ongoing growth and to ensuring every student has the support and opportunities needed to thrive.

Congratulations to the entire [School Name] community.

Principal Talking Points

Opening

I am honored to share that [School Name] has earned AVID [Certification Level] for the [school year] school year.

This achievement belongs to our entire school community and reflects the dedication, collaboration, and commitment of the people who support our students every day.

Thanking the School Community

I would like to thank our AVID District Director, Site Team, teachers, counselors, support staff, students, and families.

This achievement is the result of many people working together toward a shared goal: helping students develop the skills, confidence, and opportunities they need for future success.

What Certification Means at Our School

For us, certification reflects our commitment to creating a school culture where students are known, supported, challenged, and encouraged to reach their full potential.

It represents the work we do every day to prepare students for success beyond graduation.

Local Impact Story

One example of that commitment is [insert local example].

Possible examples:

- Increased participation in rigorous coursework
- Student leadership opportunities
- Career exploration activities
- College visits
- Improved attendance or engagement
- A student success story

Looking Forward

While we are proud of this achievement, what excites us most is what it means for our students moving forward.

We remain committed to building on this progress and continuing to create opportunities that help every student prepare for college, career, and life.

Thank you to everyone who contributed to this achievement.

Tips for Presenting About Certification

Connect Certification to District Priorities

Board of Education members are most interested in how certification supports the district's strategic goals.

Consider highlighting:

- College and career readiness.
- Student achievement.
- Access to rigorous coursework.
- Student engagement.
- Postsecondary success.

Focus on Student Impact

Certification is most meaningful when connected to how students benefit.

Consider sharing:

- A student success story.
- A leadership experience.
- A college visit or career exploration example.
- A readiness-related outcome.

Recognize the People Behind the Achievement

Certification is a schoolwide accomplishment.

Consider recognizing:

- The District Director.
- Site Team members.
- Teachers.
- Counselors.
- Tutors.
- Administrators.
- Support staff.
- Students and families.

Keep the Story Local

Use local examples, photos, and accomplishments to help board members connect the achievement to the community they serve.

Celebrate Progress and Future Growth

Position certification as both a milestone and a springboard for continued improvement.

Share Your Certification Story

Help others learn from your journey. AVID invites you to share about the work toward certification and how that leads to student outcomes. Some questions your story could answer include:

- What has improved since beginning AVID?
- What is one implementation success your team is proud of?
- What challenge helped your school grow?
- How are students benefiting?
- What advice would you share with another school?

Share With AVID

AVID loves to help schools and districts share their stories. If you're publishing a story about AVID, tag us on social media or send us a link. If you would like to partner with AVID to tell your story, let us know. You can reach us at marcomm@avid.org.