



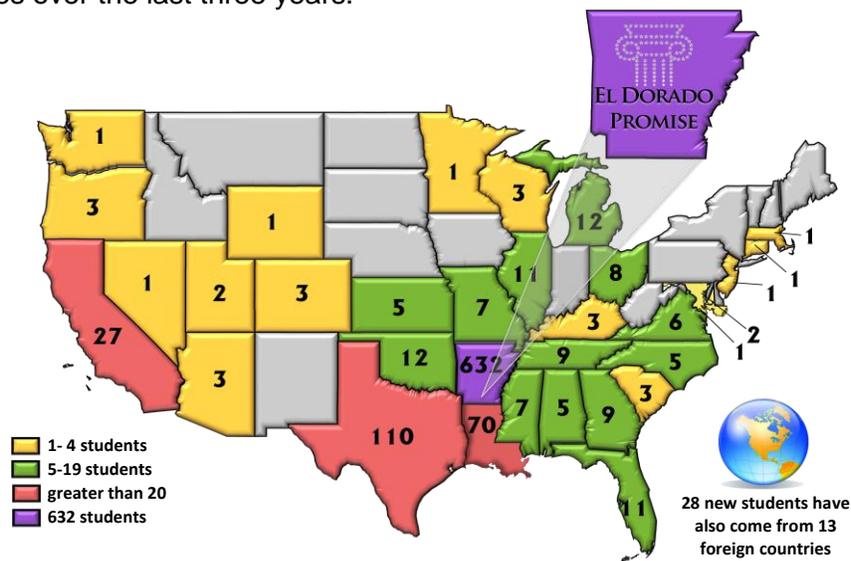
# EL DORADO PROMISE

## 2010: A LOOK BACK, A PROMISE AHEAD

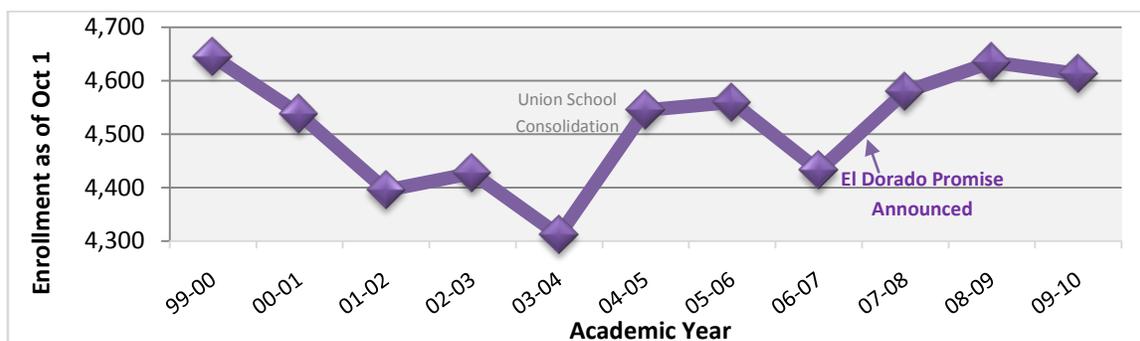
Three years have passed since the January 2007 announcement of the El Dorado Promise scholarship program that took the hardworking southern community of El Dorado, Arkansas by storm. Murphy Oil Corporation's \$50 million investment in El Dorado's students was the result of a long term vision of enhancing this community's quality of life.

### EL DORADO PUBLIC SCHOOL ENROLLMENT

Notably, the timing of the Promise program parallels the occurrence of the harshest worldwide recession in decades. While El Dorado's businesses have not been immune to the impact of the recession, the Promise may have served to soften the blow. As shown in the map below, new students have come to El Dorado from across the United States over the last three years.

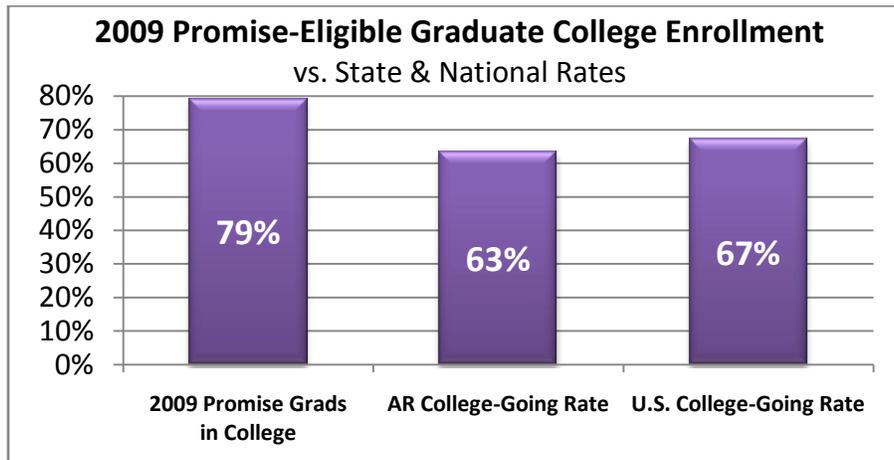


- ◆ **31** – The number of states from which families have moved to attend school in El Dorado. Additionally, families from 13 foreign countries have relocated to El Dorado.
- ◆ **1,004** – Number of new students who have enrolled since the announcement of the Promise.
- ◆ **4,613** – Total number of students in the district, reflecting a four percent enrollment increase since the inception of the Promise.



## COLLEGE ENROLLMENT

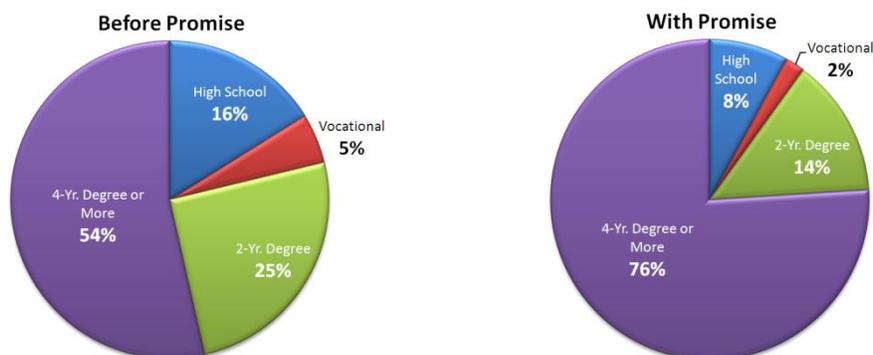
The increase in college enrollment continues to impress. The percentage of 2009 Promise graduates that enrolled in college exceeded both the state and national college enrollment rates. A quarter of 2009 Promise recipients enrolled in college are first generation higher education students.



## EL DORADO HIGH SCHOOL STUDENT SURVEY RESULTS

During the spring 2009 semester, El Dorado High School students in grades nine through twelve took part in a survey created and analyzed by the Research Group at the Institute of Economic Advancement in the College of Business at the University of Arkansas at Little Rock. The findings of this study conclude that since the Promise was announced, the following impacts have been made:

- ◆ **36%** of students say their parents have become more active and concerned about school conferences and events (45% said their parents had always regularly attended school conferences and events).
- ◆ **43%** of students say that their attendance at school has improved.
- ◆ **48%** of students say the quality of student academic performance has improved.
- ◆ **65%** of students say teachers expect more from students.
- ◆ **90%** of students plan to complete a college degree, compared to 78% before the Promise.
- ◆ The level of education students plan to achieve has also shifted. Before the Promise was announced, half of the students surveyed planned on completing a four-year college degree. However, with the Promise in place, 76% plan to do so.



For more information about the El Dorado Promise, our schools, and our community, visit these websites:

[WWW.ELDORADOPROMISE.COM](http://WWW.ELDORADOPROMISE.COM)  
[WWW.ELDORADOPUBLICSCHOOLS.COM](http://WWW.ELDORADOPUBLICSCHOOLS.COM)  
[WWW.GOELDORADO.COM](http://WWW.GOELDORADO.COM)