



American Student Assistance President and CEO Julie Lammers Named Recipient of The Catalyst Award Bestowed by Grantmakers for Education's 2025 Ignited Awards

BOSTON—October 27, 2025—American Student Assistance® (ASA), a national nonprofit changing the way kids learn about careers and prepare for their futures, today announced that the organization's President and CEO Julie Lammers has been selected as the recipient of The Catalyst Award, an honor recognized by Grantmakers for Education's 2025 Ignited Awards.

The Grantmakers for Education Ignited Awards celebrate outstanding leaders who drive bold ideas and innovative thinking in education and philanthropy. Nominees spark possibility and inspire change in collaboration with communities, policymakers, advocates and academics, embodying Grantmakers for Education's guiding principles. Their contributions advance equitable and just education systems where all learners can thrive.

The Catalyst Award recognizes a leader or organization that has gone "beyond the grant" to improve education philanthropy or education systems and structures to unlock access, opportunity, achievement, and the flourishing of learners by actively engaging in the use of non-grantmaking resources to spark meaningful transformation.

"I'm deeply honored to have received this prestigious award in recognition of ASA's extensive body of impactful work in the youth career education arena. We are proud to have contributed to the recent ascent of career readiness learning in the minds of students, families, educators, businesses, and policymaker. ASA looks forward to the day when all U.S. youth, particularly those from historically marginalized and excluded communities, have equal opportunity to explore, experiment with, and transition to their dream careers," said ASA President and CEO Julie Lammers.

Under Lammers' leadership, ASA's philanthropic investment of \$65 million to 90 nonprofits over the past five years has expanded career readiness learning opportunities for 860,000 students (85% of whom are underserved learners), provided professional development to nearly 30,000 educators, and served as a critical testing ground to gain insight on what works best for students, fuel innovation, expand opportunity, elevate voices, and inform needed policy change.

Middle school career exploration is perhaps the area where ASA has had the most impact. Through a series of grants totaling \$1.2 million over three years to 14 Massachusetts school districts, representing 22 schools, 900 educators, and 11,000 students, ASA uncovered a number of best practices for introducing career exploration earlier on in students' educational journey and weaving it into curriculum. The grantees' resilient approaches and models are detailed in the report, "[Efficacy and Innovation in Middle School Career Exploration: Proven Models for Student Success](#)."

Further, ASA, in collaboration with the Education Strategy Group (ESG), released the report, "[Extending the Runway: A 50-State Analysis of Middle School Career Exploration](#)," which surveyed the landscape of states' efforts around the vision, policies, and infrastructure needed to support high-quality career

exploration in the middle grades. In addition, it has facilitated dialogue among stakeholders at major industry conferences. Lammers has also advocated for earlier career exploration nationwide, speaking at national conferences such as SXSW EDU, ASU-GSV, JFF's Horizons, the Association for Career & Technical Education, and more.

About American Student Assistance® (ASA)

American Student Assistance® (ASA) is a national nonprofit at the forefront of changing the way kids learn about careers and prepare for their futures through access to career readiness information and experiences for all. ASA helps middle and high school students to know themselves—their strengths and their interests—and understand their education and career options so that they can make informed decisions. ASA fulfills its mission—in schools and beyond the classroom—by providing free digital experiences, including Futurescape® and EvolveMe®, directly to millions of students, and through advocacy, impact investing, research, thought leadership, and philanthropic support for educators, intermediaries, and others. ASA fosters a generation of confident, crisis-proof young people who are ready for whatever path comes next after high school. To learn more about ASA, visit www.asa.org/about-asa.