

Media Contact:  
Corinne Kavounas  
Director of Communications  
BSI Corporate Benefits  
(484) 821-1300 ext. 214  
ckavounas@bsicorporate.com



## **BSI Corporate Benefits Launches New Scholarship Program in Partnership with Bethlehem Area School District and Northampton Community College**

[LEHIGH VALLEY, PA] November 14, 2024 – A new scholarship has been established to support Bethlehem Area School District (BASD) students who choose to continue their education at Northampton Community College (NCC). BSI Corporate Benefits has made a donation of \$50,000 for students who attended neighboring Broughal Middle School and decide to continue their education at NCC. The scholarship is part of BASD’s Career Pathways program where graduates are encouraged to discover what their skills and credentials will lead to in building a successful career.

Broughal Middle School is home to a diverse student population, reflecting the dynamic and multicultural nature of South Bethlehem. The school serves a mix of students from various socio-economic backgrounds, with a significant portion of students from a historically underserved community. Many people don’t know that over a third of Bethlehem Area School District graduates go at some point to Northampton Area Community College to further their education. NCC is a first choice for our area graduates, ”said Dr. Jack Silva, Superintendent of the Bethlehem Area School District.

When Tony DaRe, CEO of BSI Corporate Benefits met with Dr. Silva to learn how BSI could support BASD, Dr. Silva came up with the idea of specifically assisting students who attended Broughal Middle School, located a short distance from BSI’s new headquarters in South Bethlehem. This scholarship gives students who may have thought going to college was out of reach an opportunity to create a bright future for themselves by taking a chance of a benefit created exclusively for them.



Dr. Silva said “one of my pleasures as superintendent is to work with people in our community to support our schools and our students.” Dr. Silva has a soft spot for Broughal. Growing up in Fountain Hill, he attended Fountain Hill Elementary School and went to Broughal Middle School himself. “When BSI moved into South Bethlehem and was interested in doing something to support the community, it was very clear there was a need to help neighboring Broughal Middle School students,” Dr. Silva said.

Northampton Community College (NCC) has been a cornerstone of education in the Lehigh Valley for over 55 years, with a strong presence in Bethlehem Township and South Bethlehem, where the Fowler Center has served the local community since 2005. Each year, NCC supports over 30,000 students, making it the largest and most diverse college in the region. Notably, 65%

of NCC students are the first in their families to attend college, highlighting the institution's vital role in providing access to higher education.

Inspired by his parents, Tony's definition of success is not defined just by profit, but by helping those in the community. Tony said "if we can get students who may not have considered going to college to think about it and go for it - that is the definition of success."

NCC offers more than 125 academic programs, giving students a wide array of choices to shape their futures. Popular fields of study include business, psychology, criminal justice, nursing, and early childhood education. Additionally, NCC provides comprehensive career-focused training in high-demand trades such as welding, automotive technology, HVAC, electrical technology, computer-aided design, and culinary arts, among others. With its diverse programs and commitment to student success, NCC provides the tools and support necessary for students to thrive in their careers and in life.

Through this new initiative, BSI Corporate Benefits is not just investing in education—it's investing in the future of the entire community. Dr. David Ruth "It's a very exciting day to officially launch a new partnership between BSI Corporate Benefits, the Bethlehem Area School District and Northampton Community College to offer a clear pathway to a life changing college education to our southside students through a very special scholarship program." The scholarship will provide assistance to as many students it can reach during the next five years.

#### ***About BSI Corporate Benefits***

*BSI Corporate Benefits is a leading provider of employee benefits and insurance services. Along with being dedicated to helping organizations optimize their benefits plans and enhance employee satisfaction, BSI is deeply committed to supporting the local community, and this scholarship initiative is just one example of their ongoing efforts to make a positive impact in the region.*

#### ***About Northampton Community College***

*Northampton Community College (NCC) serves over 30,000 students annually and is the largest and most diverse community college in the region. With more than 125 academic programs, NCC provides students with the opportunity to pursue a wide range of careers, including business, healthcare, trades, and the arts. Established in 1967, NCC has a long history of educational excellence and community engagement.*

#### ***About Bethlehem Area School District***

*Bethlehem Area School District (BASD) serves over 13,000 students in the city of Bethlehem and surrounding areas. With a strong commitment to academic excellence and community involvement, BASD offers a range of programs designed to support the educational, social, and emotional growth of every student.*