

Council for Educational Change



Executive Partnerships

**Engaging Business Executives
to Improve Performance
in Public Schools**

Meridian Business Campus □ 3265 Meridian Parkway, Suite
Weston, FL 33331

Phone 954-727-9909 □ Fax 954-727-0990

www.ChangeEducation.org

**Council for
educational
change**
FLORIDA'S EDUCATIONAL THINK TANK
established by the
FLORIDA ANNENBERG CHALLENGE

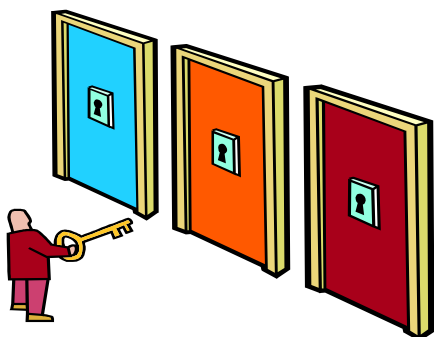
Background

Leadership is Key:

The results of a six year, \$100 million dollar educational experiment to discover what has the most impact on student academic achievement revealed *Leadership at the School-Site* as the key element to improving student performance. Whenever, and wherever you have an empowered school principal, who can inspire and motivate good teachers with a can-do attitude, you will incur success and develop a culture of excellence at the school.



Partnerships Open the Door:



The \$100 million dollar endeavor also identified partnerships as another critical element to unlocking student achievement. Engaging parents and the community, business partners, corporations, politicians, civic organizations etc., to complement the learning experience creates a holistic approach... it does take a village.

Connector of Resources and Catalyst for Change:

The Council for Educational Change is the successor organization of the \$100 million dollar South Florida Annenberg Challenge. Since its inception in 2001, the Council has established over 400 successful executive partnerships, connecting business executives with schools throughout Florida. With ongoing evaluation from the University of Miami's Evaluation Team to ensure fidelity of implementation, the Council's signature executive mentoring program PASS[®] (Partnership to Advance School Success) serves as a springboard for a variety of executive partnership opportunities. These programs are highlighted in this brochure; participant feedback offer samples of successful practices that impact student performance.

*"Unless someone like you cares a whole awful lot,
nothing is going to get better. It's not."*

-Dr. Seuss

Executive Partnerships:

Engaging Business Executives to Improve Performance in Public Schools

Executive Partnerships?

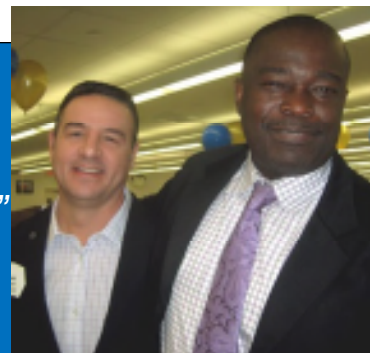
Successful business executives lead by example. They shape and make decisions that drive their organizations to successfully increase production, stability and income. A school-based leader, a principal, shares the same responsibility... the end product, the minds of students college and/or career ready.

Business Leaders Make a Difference

Engaging the business community in the business of education strengthens local communities and creates a culture of change. Business executives have a wealth of management skills that are transferable to managing an educational institution. Through the Executive Partnership programs an executive partner brings his/her business acumen, marketing strategies, and specific area of knowledge to mentor the school leader. They can also provide volunteers and/or other business connections and resources to support the school.

With the assistance of an educational coach and a program coordinator, the team works together to focus on school goals to improve student academic performance. With over 400 successfully established partnerships, the Council's Executive Partnership programs have provided a venue for the business community to help shape, develop and institute change that has made a difference in communities throughout the state.

"Companies should take pride in helping schools in need"
W. Aristide



Art Noriega, Executive Director at Miami Parking Authority, partners with Wallace Aristide at Miami Northwestern Senior High

Executive Partnerships:

Engaging Business Executives to Improve Performance in Public Schools

Executive Partnership Opportunities

It truly takes a community to provide students with a better learning experience. Local businesses are part of that community, and ultimately also benefit when they engage in the academic preparation of the students in communities where they are located. Active participation as a mentor offers input opportunity to shape the workforce of the future.

Corporate partnerships offer multiple benefits, they...

**Return
On
Investment**

- ✓ provide a hands-on venue to make their presence significant in the neighborhoods where they are located
- ✓ provide a direct source and impact on the local workforce
- ✓ demonstrate to the community that they are vested
- ✓ offer an immediate entitlement/recognition opportunity
- ✓ help to engage other business partnerships
- ✓ provide resources and solutions to the school that otherwise would not happen

Time is of special value to a business executive. With this in mind, the Council has developed a series of partnership opportunities that allows business executives to select timeframes suited to their busy schedules.



Executive Partnerships:
Engaging Business Executives to Improve Performance in Public Schools

Partnership Menu

The Valedictorian – Three year model

PASS®-Partnership to Advance School Success



- ✓ the corporate/business partner (or designee) commits to a three year program to establish a culture of excellence
- ✓ the partner commits \$100,000 over three years, these funds are matched dollar-to-dollar by the Council
- ✓ work with the principal and educational coach to create a \$200,000 business plan with measurable outcomes, focused on improving student achievement at the school over a three year period

The Salutatorian – One year model

Executive PASS: Corporate – District – Leader-to-Leader



- ✓ a business executive partners with a school for a one year relationship, renewable commitment
- ✓ no formal financial obligation but helpful
- ✓ identify one year projects with measurable outcomes that will improve student academic performance

The Graduate – Short Term/Project model

Executive Mentoring (sample programs):



- ✓ **B-PASS/Business Partnership to Advance STEM Success** - engages the STEM (Science-Technology-Engineering-Math) business community with a school to provide real life experiences throughout the year(s) for educators and students
- ✓ **Executive Alliances/Partnerships: Lawyers' Alliance** – engages specific business sectors to provide short term experiences for educators and students; e.g. the Lawyers' Alliance provides legal related experiences for students such as mock trials, court visits, create debate teams, etc.
- ✓ **School volunteers targeted to assist for specific project**

Executive Partnerships:

Engaging Business Executives to Improve Performance in Public Schools

Successful Practices (Evaluation Excerpts)



✓ Increased Parental Involvement

One school with two partnerships utilized one partner to bring resources for teachers and the other to assist in increasing parental involvement. It has been so successful that PTA membership has grown from 5 parents to over 100.

✓ Increased Leadership & Technology

"PASS has given me the opportunity to meet and exchange ideas with business people. On the professional side, there are retired administrators that have worked with me as my coach and mentor. So, that has been real positive. For my school, it has given us the opportunity to implement and complete some initiatives tied directly to improving instruction through technology."

...PASS Principal

✓ Internships for Students

At one high school, they developed an outstanding mock trial team. It is the only traditional high school that made the finals in that area. The school has a cohort of alumni that create internships for students during the summer.

Leadership is about caring, daring and sharing!

*Caring for people,
Daring to Act fearlessly, and
Sharing the Success with All!*



✓ Increased Student Achievement

In order to learn best practices to improve student achievement, one partner raised funds to take the school's Leadership Team on a trip to Chicago to visit a school with similar demographics, but had an incredible record of high school graduation. Implementing the ideas and strategies learned, helped to transform the school.

Executive Partnerships:

Engaging Business Executives to Improve Performance in Public Schools

Successful Practices (Evaluation Excerpts)

Excerpt from the
Executive PASS Partner Evaluation

Q. How was this experience beneficial to you in your leadership role?

A. *“Extremely – our firm learned first-hand the challenges our educators and administrators face on a daily basis. As a result, our firm has a deeper appreciation for our community’s unsung heroes. Our goal is to assist and help these educators and administrators achieve the common goal of a better education system for our community’s children.”*

Partnership Impact

1 to 1 Partnership

Potential Benefactors:

20 – 160 Educators

500 – 3,500 Students

**1 Entire Community
working together to
improve student academic
achievement**



Active Program Partnership Benefactors

132,342 Students

7,985 Educators

383 School Leaders

120 Schools & Communities



Business Partnerships Make a Difference...

“I found this experience afforded me the opportunity to better capitalize on the goodwill and charity of our community leaders. With this partnership I, alongside my faculty, found success and began to realize goals that otherwise would have been considered unreachable.”

Excerpt from the
Executive PASS Partner Evaluation

Executive Partnerships:

Engaging Business Executives to Improve Performance in Public Schools

Structured Mentoring

Role of the Business Mentor:

The first step in the process is for the participants to meet and establish a positive relationship. It is imperative that the principal feel comfortable with the mentor and for the two to establish trust. It is not possible to “legislate a friend.” Therefore, the two participants must want to work together. Once this occurs, the role of the mentor is to:

- ✓ Provide an objective outlook. The mentor provides another pair of eyes. He/she can help to identify areas of concern and possible solutions.
- ✓ Share valuable insights. Ensure accuracy of information.



- ✓ Pinpoint strengths and weaknesses.
- ✓ Offer seasoned advice on weathering inevitable storms. Be a sounding board for ideas and solutions.
- ✓ Teach on a one-to-one basis.
- ✓ Share information. In instances where the mentee needs guidance in an unfamiliar area, prescribe possible courses of action.
- ✓ Utilize the active listening model: Who; What; Why; as a means of exploring an issue

Best Practices for Mentoring:

- ✓ Create a meaningful, trusting relationship
- ✓ Schedule regular, and stay consistent to, sessions and means of communication
- ✓ Discuss issues and/or challenges at the school and identify goals for improvement. Brainstorm strategies for accomplishing these goals and develop a plan for attainment. Make at least one of these short and achievable so that you can celebrate a success early on.
- ✓ Celebrate all victories, no matter how small.
- ✓ One of the significant areas where a business can support a school is by providing adult mentors/ tutors for identified students. This is a best practice, but one which requires targeted planning and rules for implementation.



Executive Partnerships:

Engaging Business Executives to Improve Performance in Public Schools