



APPLICATION:

**National School and Business
Partnerships Award**



The Council for
**Corporate & School
Partnerships**

INTRODUCTION

Why this award?

Across the nation, from the smallest towns to the largest cities, the quality of virtually every community is defined by the strength of its public schools. While students and their parents are the primary stakeholders in our education system, local employers and other businesses also have a vested interest in the success of schools and the achievement of students.

The Council for Corporate & School Partnerships was founded in 2001 to identify, create, recognize and support exemplary partnerships between businesses and schools. Building on research with more than 300 educators and 50 businesses, the Council's report, *Guiding Principles for Business and School Partnerships*, is an important resource for creating and implementing partnerships that bring about a wide range of benefits for students, schools, business partners and communities. The report is available online at www.corpschoolpartners.org.

What is the award?

The National School and Business Partnerships Award would like to recognize best in class partnerships between kindergarten through 12th grade schools and their business partners. The Council for Corporate & School Partnerships invites you to tell us about your partnership efforts and activities. Six partnerships from around the country will receive national recognition and the school will receive \$10,000 to support partnership efforts.

ELIGIBILITY CRITERIA

Partnerships between kindergarten through 12th grade public schools and/or school districts and businesses are eligible to participate in this awards program.

APPLICATION FORMAT GUIDELINES

- Applications should be typed in black ink on 8.5 x 11 inch white or light paper.
- Applications should include page numbers on each page.
- Applications should be in 12-point font.
- The essay portion of the application must not exceed 1,500 words.
- Applicants should include their names and application numbers in the top right-hand corner of each page of their applications.
- Applications are available at www.corpschoolpartners.org and online submissions are encouraged.
- Applicants that mail in applications, must submit one original and two copies of the completed application form.

SUPPORTING MATERIAL

Applicants are encouraged to supply as much supporting material as they feel is necessary. Examples of appropriate supporting materials include newspaper and magazine articles, video tapes, CD or CD ROMs, photographs, and printed materials such as brochures, pamphlets, etc. Please note that the Council for Corporate & School Partnerships cannot be responsible for any submitted items. All submitted items will become the property of The Council for Corporate & School Partnerships and will not be returned to applicants.

SUBMISSION INSTRUCTIONS

Online applications are encouraged, but applications will be accepted by mail, fax, E-mail, or online. Applications sent via mail must be postmarked by January 29, 2004. Online, faxed, and E-mail submissions must be received by January 29, 2004.

ONLINE SUBMISSIONS: www.corpschoolpartners.org

MAILING ADDRESS: Widmeyer Communications
Attn: Southard Davis
1825 Connecticut Avenue, NW, Fifth Floor
Washington, D.C. 20009

FAX NUMBER: 202-667-0902

EMAIL ADDRESS: Southard.Davis@widmeyer.com

If applicants would like written notification that applications sent via mail are received, they must provide a self-addressed, stamped envelope with their applications. Receipt of online submissions will be sent via E-mail.

| TIMELINE: | |
|-------------------------------|--------------------------------------|
| October 29, 2003 | Applications become available |
| October 29 – January 29, 2004 | Application period |
| January 29, 2004 | Application due date |
| January 29 – March 11, 2004 | Application review period |
| April 9, 2004 | Winning applicants notified |
| April 21, 2004 | Announcement of winning partnerships |
| October 2004 | Recognition ceremony |

SELECTION CRITERIA:

Applications will be judged according to the following criteria:

CATEGORY 1: FOUNDATION OF PARTNERSHIP (20%)

- ▶ Provide evidence that the partnership is built on shared values and philosophies:
 - The partnership includes ongoing discussions of values, goals and needs
 - The partnership respects and reflects the culture and goals of both partners
 - The partnership supports the core mission of the school(s)
 - The partnership bolsters academic, social and physical well-being of students
 - The partnership complements social values and goals of the school(s), business and community
- ▶ Provide evidence that the partnership is defined by mutually beneficial goals:
 - Partners established clearly defined short- and long-term goals
 - Partners collaborate to determine goals and activities of the partnership

CATEGORY 2: IMPLEMENTATION OF PARTNERSHIP (25%)

- ▶ Provide evidence that the partnership activities are integrated into the school and business cultures:
 - Partners communicate frequently to respect and understand each other's cultures
 - The partnership provides students, teachers, and business employees with opportunities to interact at school, community, and business sites
- ▶ Provide evidence that the partnership is driven by a clear management process and structure:
 - Each school and/or school district involved in the partnership has appointed a point person to manage the partnership to ensure quality and alignment with educational goals for students
 - Partners have developed written descriptions of roles and responsibilities, accountability measures and guidelines for responsibilities of educators and business employees
 - The partnership provides appropriate training for all key personnel
- ▶ Provide evidence that the partnership has defined specific, measurable outcomes:
 - The partnership is guided by a written collaborative agreement on outcomes, benchmarks and measures of progress

CATEGORY 3: GAINING SUPPORT FOR SUSTAINABILITY OF PARTNERSHIP (20%)

- ▶ Provide evidence that the partnership has support at the highest level within the business and school(s), and concurrence at all levels:
 - Superintendents, principals, school boards, CEOs and managers articulate and demonstrate support for the partnership internally and externally
 - The partnership is explicitly supported by teachers, employees and other constituents
 - The community has the opportunity to review and contribute to the partnership
- ▶ Provide evidence that the partnership includes detailed internal and external plans which clearly communicate the expectations of all parties:
 - Partners communicate regularly about intended and actual outcomes of all activities
 - Communication about the partnership allows for opportunities for private and public recognition of both parties

CATEGORY 4: EVALUATION/IMPACT OF PARTNERSHIP (30%)

- ▶ Provide evidence that the partnership was developed with clear definitions of success for all parties:
 - Measures for success were established at the outset of the partnership
 - The partnership is evaluated on a regular, agreed-upon basis
 - Evaluation includes collection and analysis of information to determine accomplishments, strengths and weaknesses of the partnership

JUDGES MAY ALSO CONSIDER THE FOLLOWING IN THEIR EVALUATIONS (5%)

UNIQUENESS OF PARTNERSHIP

- ▶ Provide evidence regarding what sets the partnership apart from others:
 - The goals, structure, management and/or benefits of the partnership are unique

THIRD-PARTY SUPPORT OF PARTNERSHIP

- ▶ Provide evidence of third-party support for the partnership:
 - The benefits and impact of the partnership are recognized by third-party supporters

JUDGES:

Applications will be judged by members of The Council for Corporate & School Partnerships. Chaired by former Secretary of Education, The Hon. Richard W. Riley, the Council is made up of education, corporate, and opinion leaders including school superintendents, teachers, and executive directors of national education organizations. For a full list of Council members please see the final page of this Application.

DISCLAIMER: The opinions and/or actions of The Council for Corporate & School Partnerships do not necessarily reflect those of individual members of the Council or the organizations they represent.

AWARDS:

Six partnerships from around the country will receive national recognition and the school will receive *\$10,000* to support partnership efforts.

APPLICATION

SECTION 1: APPLICANT INFORMATION (SCHOOL)

Principal or Superintendent Name: _____ Position: _____

School (*please indicate if school is Elementary, Middle, Junior High, or High School*): _____

Number of students in school: _____ School district: _____ Number of students in district: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Daytime or School Phone Number: _____ Fax Number: _____

Applicant's E-mail Address: _____

APPLICANT INFORMATION (BUSINESS)

Applicant's Name: _____ Position: _____

Company: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Daytime Phone Number: _____ Fax Number: _____

Applicant's E-mail Address: _____

SECTION 2: DESCRIPTION OF PARTNERSHIP

Please check the box below that best describes your partner organizations:

Education Partner (check one):

Single school Group of two or more schools School district

Business Partner (check one):

Large corporation Medium-sized business Small business

Please describe where the school or schools involved are located (if more than one school is involved, check all that apply):

Rural Urban Suburban

What does your partnership support (check all that apply)?

Classroom-based learning Music Mentoring/Tutoring Programs

After School Programs/Co-curricular Activities Arts

Professional Development for Educators/Faculty Support Fitness

Educator and Student Reward and Recognition Efforts Athletics

Other _____

Please check the box or boxes below that refer to the issues your partnership addresses (check all that apply)

Academic Enrichment Community Building

Parental Support/Involvement Technology in Education

School Safety School Climate (school management, mental health and awareness, etc.)

Career Exploration College Preparation

Healthy and Active Lifestyles Substance Abuse Prevention

Student Motivation/Self-Esteem

Please check the box or boxes below regarding the type of support the business partner contributes to the school or school district

(check all that apply):

Monetary Support Please indicate the approximate amount of support : _____

Volunteer Support Please indicate the number of volunteers: _____

Please indicate the number of volunteer hours: _____

Materials Please indicate the type of materials, i.e. books, school supplies, etc.

Equipment Please indicate the type of equipment, i.e. computers, athletic equipment, score boards, etc.

Business Expertise Please indicate the type of business expertise provided.

Other Please explain.

Please provide a written description of the partnership (maximum 1,500 words). The description should answer the following questions:

- 1) How and when was the partnership initiated, how has it evolved, and how do the parties involved collaborate and share responsibilities?
- 2) What are the goals and objectives of the partnership? How did the initiation of your partnership involve a discussion about values and needs of both partners?
- 3) How is your partnership managed, and what processes have been established to ensure accountability and/or monitor progress towards stated program goals?
- 4) How often do you meet/communicate with your business or school partner?
- 5) How has the partnership contributed to student achievement and/or school improvement, and what data illustrate results achieved?
- 6) How do you measure the success of your partnership? What key results have been achieved through your partnership efforts? Please provide evidence or data to demonstrate results (i.e. newspaper clippings, survey results, measured progress on test scores of academic performance of students).
- 7) What makes your partnership unique?
- 8) What key learnings have you experienced as you've implemented your partnership? What are the most valuable lessons learned by the business members of the partnership? By the education members? By students and teachers?

THANK YOU FOR SUBMITTING YOUR PARTNERSHIP FOR CONSIDERATION IN THE NATIONAL SCHOOL AND BUSINESS PARTNERSHIPS AWARD PROGRAM.

THE COUNCIL FOR CORPORATE & SCHOOL PARTNERSHIPS

Founded by The Coca-Cola Company, The Council for Corporate & School Partnerships works with educators and businesses to identify, create, recognize and support exemplary school-business partnerships that improve the student experience for all children in the K-12 system of education in the United States.

CHAIRMAN

The Honorable Richard W. Riley

Former U.S. Secretary of Education and Governor of South Carolina

COUNCIL MEMBERS

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University of Pennsylvania

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*American Association
of School Administrators*

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