



Be the Catalyst...



Who Are We?

The Northern Kentucky Education Council is the backbone organization for alignment of education initiatives in Northern Kentucky working with business, community and education leaders to ensure all children, youth and young adults have the support they need in order to be prepared for college, work and life. Our mission is to serve as a catalyst for collaboration, change, and progress towards regional education goals and promote communication among public and private school systems, post-secondary institutions, the business community, government agencies and community partners about issues impacting student success. To ensure strategic alignment of education initiatives and help accomplish regional education goals, the Council formed six volunteer-based Action Teams. These teams have developed measurable strategies that address:

Reducing Barriers to Student Learning

College and Career Readiness

Educator Excellence

Education Accessibility and Lifelong Learning

Business Involvement and Service Learning

Advocacy

Why Get Involved?

The economic prosperity of our region depends on it. As a business leader, you clearly understand the importance of a prepared workforce as you face competition and the demands of a global economy. There is significant evidence and growing community-wide recognition that sustainable economic development rests squarely on improved educational outcomes. Together, we can prepare our workforce for the jobs of the future – which will require some combination of post-secondary credentials, on-the-job training and relevant work experience as well as personal “readiness” skills that are critical in the workplace.

No longer an option but a business imperative, please join us as we continue to work together to invest in the future of Northern Kentucky and enable our young people and the region to reach their full potential. From “birth to career”, there are numerous ways for you and your employees to make a difference. Through effective alignment of employers, educational institutions and community organizations, we can reach our high expectations for student achievement and economic well-being.

FIND YOUR FIT

MONEY
 TIME
 1X ONE TIME
 SHORT TERM
 ACADEMIC YEAR OR LONGER

Business Education Success Teams (B.E.S.T.) or : **1X**

Work Ethic Diploma or :

One to One: Practicing Reading with Students or :

Junior Achievement or :

Service Learning or : **1X**

Career Connections

▸ *Internships* and :

▸ *STEM-focused activities* or : **1X**

▸ *Operation Preparation* :

▸ *Gallup Poll*

▸ *Mentoring* :

OTHER WAYS TO MAKE AN IMPACT IN EDUCATION:

PARTICIPATE PERSONALLY by joining a school council, PTA, "action team" of the Northern Kentucky Education Council or committee of the NKY Chamber of Commerce.

PLEDGE SUPPORT TO READ ON! A regional 8-year campaign to ensure all 3rd graders are reading on grade level.

ADVOCATE by becoming a "Champion for Education". Attend school district board meetings and educate yourself on relevant legislation.
nkyec.org/take-action/become-a-champion

INVEST IN EARLY CHILDHOOD EDUCATION by supporting quality, high-impact programs in the community. United Way Success by 6: www.sb6uwgc.org

ALLOCATE RESOURCES by making in-kind gifts to local school districts including books, loaned executives, pro-bono services, computers and printing.

CULTIVATE EMPLOYEE INVOLVEMENT by encouraging employees to become involved as parent leaders within schools. Commonwealth Institute for Parent Leadership: prichardcommittee.org/our-initiatives/cipl

TELL US WHAT YOU ARE DOING! Contribute to ongoing compilation of business engagement efforts in Northern Kentucky: www.nkybusengagement.com



SERVICE LEARNING

PROGRAM OVERVIEW *Service learning helps build communities for the future. It enables students to study an issue, develop and execute a plan of action, and reflect on what they have learned. Students grow in self-confidence, discover that they can make a difference, and see the relevance of what they are learning.*

Children, Inc. provides training to teachers on how to integrate projects into their core curriculum, and supports teachers and classes throughout the projects. In order to measure project success, Children, Inc. partners with Northern Kentucky University (NKU) to survey teachers, students, principals, and community volunteers. Children, Inc. also makes great strides to share the good works of these students with local media, currently supporting

service learning in 75 elementary, middle, and senior high schools in Boone, Kenton, and Campbell Counties.

PROGRAM BENEFITS ► Service learning gives students the opportunity to look at an issue, and develop an innovative response. ► Service learning gives students the opportunity to be problem solvers, take initiative, be responsible and work effectively in groups—





In 2011-2012, **22,582** students in Northern Kentucky completed a Service Learning project.

Provide encouragement and advice to students and teachers

Fund service learning projects

Offer professional expertise

Encourage employee involvement

PROGRAM OPPORTUNITIES

“The work that our local schools, colleges and universities are doing — through the help of organizations like Children, Inc. — to make service learning a way of life for area students will pay off through student achievement now and community engagement in the future. Through service learning, many of our young adults will have had the experience of working together, serving the community and being creative problem solvers to make the region better.” — Kara Williams, Vision 2015

skills that are needed in every business. Service learning helps teachers promote learning in unique ways.

- ▶ 90% of the teachers surveyed by NKU indicated that “service learning proved to be a strategy that enhanced my ability to teach the lesson.”
- ▶ In every school, there are diverse service learning projects taking place, offering company employees a variety of opportunities to support student knowledge and skill(s)



development. Whatever the motivation to get involved in service learning, it will be personally and professionally fulfilling for those engaged as they witness students learn and make an impact in the community.

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WORK ETHIC DIPLOMA

PROGRAM OVERVIEW *The “Work Ethic Diploma” requires evidence of punctuality, teamwork, flexibility, discipline, respect and organization, and is designed to supply employers with skilled workers who have demonstrated a commitment to successful employment.*

The concept for a regional Work Ethic Diploma was brought to the Northern Kentucky Chamber of Commerce by employers that felt students were not completing high school with the “soft” skills needed to be successful employees.

In 2006, the Work Ethic program expanded to include students in grades K-8. The Chamber began recruiting companies to formally

support the standards in 2012 through a Work Ethic Employer Endorsement Campaign. Since its inception, the Work Ethic Diploma initiative has been a great success in area high schools with over 12,000 students receiving the special diploma from the Chamber. Currently, 25 high schools across the region are implementing the program, with an average of 1500 recipients each school year.



Work Ethic Diploma serves a
6-county region, including 18
public school districts and the
Diocese of Covington.



Sign up as an employer endorser

*Agree to interview and/or hire
Work Ethic Diploma recipients*

*Represent business community
at school-based events*

*Provide financial support for
Work Ethic scholarships*

PROGRAM OPPORTUNITIES

"The Work Ethic Diploma supports Northern Kentucky businesses in teaching, reinforcing and rewarding a strong work ethic in our youth. Every employer in our community has a vested interest in developing high-quality employees. The program involves no cost and limited effort on the part of each

business, providing a tremendous return on investment." — Jean Loftus, M.D.

Loftus Plastic Surgery Center

PROGRAM BENEFITS ▶ As an employer endorser or a school implementing the Work Ethic program, you will receive the following benefits:

- ▶ Participation in a program supplying Northern Kentucky employers with skilled workers
- ▶ Use of a filter for hiring and selecting candidates that have demonstrated knowledge, skills, abilities, and a commitment to work
- ▶ Promotion of the Diploma as a tool for

students to reinforce the value of a positive work ethic and its connection to successful employment

- ▶ A common, identifiable metric of work habits important to employers
- ▶ Company recognition through various marketing tools, e.g. banners in schools and graduation ceremonies, articles in circulated publications etc.
- ▶ Employer opportunity to provide information on current job trends, hiring processes and general benefits to student population

- ▶ Comprehensive list for schools of local companies endorsing the Diploma
- ▶ Company opportunity to provide feedback to students with the Work Ethic Diploma regarding potential employment

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JUNIOR ACHIEVEMENT



PROGRAM OVERVIEW *Junior Achievement (JA) is the world's largest organization dedicated to educating students about work-force readiness, entrepreneurship, and financial literacy. JA empowers students to own their economic success and prepares young people to succeed in a global economy.*

JA delivers turnkey, easy-to-implement solutions for student success. Its programs are delivered by corporate and community volunteers, who provide the time and talent once a week for 45 minutes for 5-6 weeks. These volunteer role models teach programs from Kindergarten-12th grade, enabling students to connect education with future success and understand the relevance of school.



Nearly **94%** of teachers say that JA programs help students realize the importance of staying in school.

Provide short term employee instructors to act as role models

Host Job Shadow Days for students

Contribute financially or in-kind

Serve as JA Board Member

PROGRAM OPPORTUNITIES

*"I am teaching them to be better students
better citizens and **better people** as a whole."*

—Joaquin Crespo, Procter & Gamble

Over 38,000 students in the Greater Cincinnati/Northern Kentucky area benefit from Junior Achievement programs. JA needs passionate community volunteers dedicated to education and the promotion of workforce readiness. Lesson plans, training and support are provided as a guide to all volunteers.

PROGRAM BENEFITS ► Junior Achievement unites businesses with educators and students in the pursuit of success.

► Volunteers from large corporations and small businesses are instrumental in developing a better prepared work force.

► As employees become strong role models, each participating business is positioned as a partner in education and demonstrates an active commitment to student achievement.

► Employees find fulfillment in sharing passion for their job, developing presentation skills, and impacting students' lives. ► As evidenced by multiple evaluation studies, JA programs positively impact student knowledge and workplace attitudes. 93% report increased confidence in handling personal finances.

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B.E.S.T. Business Education Success Teams

PROGRAM OVERVIEW ***B.E.S.T. is an opportunity that connects the business community to schools across Northern Kentucky. B.E.S.T. seeks to bring schools and businesses together to develop activities that impact student achievement, support needs of schools and businesses and prepare students for college and career.***

Since 1989, the Northern Kentucky Chamber of Commerce has facilitated over 100 business and school partnerships. The program engages businesses with schools in nearly all of Northern Kentucky's 19 school districts including over 80 schools and 60 local employers. The Chamber values the role that businesses play as a partner in education, and provides opportunities including B.E.S.T. Gold Standard partnerships, business tours of local school districts and facilitated conversations between business and education leaders.

PROGRAM BENEFITS

- ▶ A more highly skilled, prepared workforce
- ▶ An opportunity to improve the quality of education in Northern Kentucky
- ▶ Reward of working with children and recognition for corporate citizenship
- ▶ Greater community awareness for employees
- ▶ Relationships with the community's educators and students
- ▶ A voice in the education process





Provide corporate volunteers

Attend a school/district tour to learn about opportunities for engagement

Support curriculum development

Offer financial support

Provide facilities and services

PROGRAM OPPORTUNITIES

"Mechatronics is important to me because it gives me the opportunity to not only further my education, but also be set up for the rest of my life. Before Mechatronics, I had no career goals planned.

Now I know what I want to be and am happy about the career I will be in. Mazak and Sweco are equally important as they offer opportunities to work there and pay for me to go to college to continue my education even further." —*student, Grant County High School*



"The Mechatronics program at Grant County High School is by itself a tremendous opportunity for our students. The additional support of business partners Mazak and Sweco provided the vision, direction, incentive, and promise that our young students needed to see the clear path from the classroom to gainful employment. As we watched students gather around the \$130,000 mechatronics trainer where hydraulics, pistons and robotic

arms responded to their commands, we heard them enthusiastically discuss the possibilities for their future. It is exciting to physically see and hear the energy of the advancement of knowledge and the activation of momentum!" —Ron Livingood, Superintendent, Grant County Schools

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CAREER CONNECTIONS

PROGRAM OVERVIEW *Business leaders can provide support and direction to young people by providing “real-world” experiences, career exploration support and individual mentoring to improve their academic success and college and career readiness.*

The business community plays a critical role in efforts to ensure that all youth are ready for

college, career and life. Northern Kentucky competitiveness and economic prosperity depend on a skilled and prepared workforce. Too few young people are entering adulthood with the skills they need to sustain employment and be successful.

In 2010, Northern Kentucky was selected by the Ready by 21 National Partnership and Gallup as the national pilot site for an enhanced version of the Gallup Student Poll which captures





Host company tours

Participate in Operation Preparation

Become a mentor

Offer internships and apprenticeships

Provide externships for educators

PROGRAM OPPORTUNITIES

"College and Career readiness for all students who graduate from high school is part of our vision of the Kentucky Department of Education and the Kentucky Board of Education. Our students' futures and the future of Kentucky depend on collaboration.

Business and industry partnerships play a key role in ensuring that all of our students are prepared for the future workforce." —Terry Holliday, P.h.D., Commissioner of Education

individual student scores around hope, engagement, well-being—and "readiness for the future". Over the last two years, 83 Northern Kentucky public schools have administered the poll, with more than 25,000 students in grades 5 through 12 participating. Local communities now have a wealth of data—and multiple opportunities to make a meaningful impact on youth in our community.

PROGRAM BENEFITS ► As your business connects with youth regarding college and career readiness, you will be supporting families and schools towards enabling all students to realize their full potential. ► Participating employees gain interpersonal skills and the reward of making a difference in a young person's life. ► Your company will contribute to a more qualified and competitive workforce, support a decrease in turnover

and training costs and improve the economic vitality of Northern Kentucky.

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ONE TO ONE

Practicing Reading with Students

PROGRAM OVERVIEW *One to One: Practicing Reading with Students provides business and community volunteers an opportunity to play an integral role in helping struggling readers with the support they need to be successful in reading.*

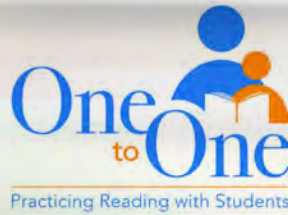
One to One gives schools a committed cadre of volunteers dedicated to helping students achieve. Reading “coaches” meet once a week, with a first through third grade student who is struggling in reading. One to One provides training for volunteers who want to make serious, meaningful connections with the elementary schools in six counties (Boone, Campbell, Gallatin, Grant, Kenton and Pendleton) in Northern Kentucky.

PROGRAM BENEFITS ► One to One enables struggling readers in grades 1-3 to practice reading and gain self-confidence, volunteers to have a relevant role within schools and the community to impact student achievement.

► Children who are delayed with their reading achievement benefit from the support of volunteer reading coaches. A coach provides a child with time, attention, and opportunities



Research shows that if a child is not reading proficiently by the 3rd grade, chances of future academic success are significantly diminished.



Provide employee reading tutors

Adopt a school

Invest in One to One

Contribute marketing/PR support

Donate books

PROGRAM OPPORTUNITIES

“The commitment a business makes to provide reading coaches in our local schools, for a mere 35 minutes a week, **gives students who are behind that little extra to catch up and shows dedication to a better-prepared workforce.**”

—Helen M. Carroll, One to One Coach,
and Manager, Community Relations
Toyota Motor Engineering & Manufacturing North America

to practice reading that will make a difference in their child’s life. The coach is a tutor, mentor and motivator.

- ▶ One to One enables business and community volunteers to give back in just 35 minutes a week and experience “first-hand” their impact on a student’s life.
- ▶ Business employees who participate together at an “adopted” school share a common cause and view their company more positively.

Toyota employees, for example, have been coaching and inspiring young readers for five years at Lindeman Elementary in Erlanger. In a school where 80% of the children qualify for free and reduced lunch, Lindeman is “beating the odds.” Typical student growth percentile in reading is usually between 40 and 60%. These percentiles are calculated on the change in achievement. Lindeman students exceeded typical student

growth in reading and achieved 63.9%. One to One Coaches have been partnering with Lindeman teachers to support their children with reading achievement. The impact of One to One is measurable!

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