

ANCHORAGE SCHOOL DISTRICT
ANCHORAGE, ALASKA

MEMORANDUM #60 (2006-2007)

September 25, 2006

TO: SCHOOL BOARD

FROM: OFFICE OF THE SUPERINTENDENT

SUBJECT: SCHOOL BUSINESS PARTNERSHIP REPORT, 2005-2006

ASD Goal: Establish and maintain a supportive learning environment by collaborating with other community agencies to maximize opportunities for lifelong learning.

PERTINENT FACTS:

Since 1991, the Anchorage School District has been a part of a unique working relationship between the education and business communities. The Anchorage School Business Partnership (SBP), a highly respected program in the community, is continuing its sixteen-year success story. SPB has been responsible for developing more than 450 partnerships during this time; these had an economic value of over \$2.5 million to the District in 2005-2006. Currently, 95 percent of ASD schools are active with at least one partnership. Supported by both the District and the Chamber of Commerce, Anchorage School Business Partnerships is a 501c3 non-profit corporation. Its board is made up of 27 members of the business community and the ASD.

School Business Partnerships represent many forms of positive collaborations between schools and businesses, including mentorships, internships, on-the job training, experiential learning and in-kind donations. SBPs are both small and large, ranging from a one-person business involved with a school to large corporations working with many schools and/or the entire District. In addition to these partnerships, the SBP program spearheads many special events and supports the School Business Partnership classes taught at various middle and high schools. These classes follow either an entrepreneurial model (e.g., drink booths, banks), community service model or a combination of both. All models develop business and work force skills.

Being a school business partner takes time, commitment, and caring in order to develop and nurture the relationships that make the partnerships work. Planning and follow-through from representatives of the schools and the businesses are essential in facilitating the partnership. When the partnerships

work well, there is direct influence on the career and academic success for students. New Quality partnerships are being formed every week and I am excited about the direction we are moving with the School Business Partnership Program for the 2006-2007 school year.

This spring, the SBP program had a changing of the guard. I was hired by the board in March and worked with Jim Utter until his retirement at the end of May. The entire executive board saw a turnover with the election of a new chair, vice chair, secretary and treasurer, as well as a new Assistant Superintendent. Some of the more seasoned board members, who originally had intentions of retiring from the SBP board, agreed to stay for another year in order to provide their experience. This transition period has given us an opportunity to shift paradigms. We've looked at what has worked well in the program and devised plans to sustain well-functioning activities. We have identified areas of improvement and are working to implement these changes. Additionally, we are exploring new areas for program expansion and collaborations.

We were fortunate to have Patricia (Ricki) Jovanovich working with the program until the end of July 2006. The administrative assistant position was restructured this summer and I now contract with two part-time people - Mary Kay Sambo, recently retired from the ASD, and Marsha Haas, the Assistant Superintendent's secretary, in her off-duty hours. Assistant Superintendent of Instruction Rhonda Gardner is very supportive of the program and will be serving on the Executive Board.

The District's support and enhancement of the SBP website (www.asdk12.org/depts/sbp/) has increased the visibility of the program to educators and the community. Improvements to the website continue under the adept hand of the ASD web master, Kathy Griffith. As a result of the website, we have been contacted by other districts in Texas and California who look to emulate our program. In July, we began a homepage feature of a new partnership and an existing partnership. Brief descriptions of the partnership, the business name, logo and website link, as well as the school's website link are included for one month. This has been quite popular with the businesses! All current partnership MOAs (Memorandums of Agreement) have been scanned into PDF files this summer. It is our intent that they be included in a comprehensive website data base on business and schools that we are developing. The support of the Public Affairs' staff including Roger Fielder, prior to his retirement, Heidi Embley and Michelle Egan as well as David Molletti at Channel 14 has been exceptional. Additionally Pam Butcher and her crew at KCC and Ernie Ting have gone out of their way to assist with all publication needs. All of the efforts of these ASD employees as well as others I

have failed to acknowledge are important cogs in the making SBP machine run smoothly.

Coordinators at each high school and middle school will be helping to support and grow the SBP program. These coordinators are the first contact for the business community interested in working with the students and staff. They will help manage the partnerships at their schools and provide important feedback to the SBP Board to insure worthwhile programs. Thanks to the generous support of Mike Henry and Leslie Vandergaw, we have expanded the coordinator positions to 10 middle schools and 14 high schools. Principals were provided with a job description for their coordinators to help standardize some of the expectations and activities in the secondary schools. Elementary principals may also use the job description to help recruit volunteers, possibly from PTA, to assist in their programs.

A one-credit U.A.A. graded graduate level class is being offered for coordinators this school year entitled "Introduction to School Business Partnerships." This class is being taught by Sharon Sellens, the former program coordinator who devised the first SBP class at Central Middle School, and me. Sharon's experience and her deep love of the program will infect our many new coordinators with enthusiasm and renew the vigor of our experienced coordinators. Although only the first and last classes are required for coordinators under their addendum contract, the SBP Board's offer to pay the class fees has encouraged many to enroll. If they can't make all of the classes, we are allowing them to audit it. We've encouraged elementary principals to attend and to send PTA representatives, staff or any other volunteers who work with the partnerships. Through assistance of Colleen Stevens and her staff at TPD, principals may also earn non-academic hours for partial attendance or academic credit for enrollment. It is our intent to expand understanding of the program as well as to build skills, develop collaborations and nurture partnership relations. The synergy created by engaging the coordinators will be a valuable tool.

Our End of the Year program in May was a great success. The Chamber hosted hundreds of attendees at its May 14th recognition luncheon at the Egan Center. At that gathering, SBP and Success by Six (SB6) both presented awards; SBP gave out the STAR awards and SB6 handed out Family Friendly Business Awards. SBP also handed out its eighth annual volume of *Best Practices*, a publication that recognizes outstanding partnerships, as well as a summary newsletter entitled "Year in Review." The partnerships featured serve as examples of excellence that can be duplicated in other schools and businesses

The goals for 2006/07 are still being prioritized by the SBP board, but will include:

- ~ Working toward forming or maintaining Partnerships in all ASD schools.
- ~ Focusing on **Quality** versus **Quantity** Partnerships.
- ~ Continuing successful activities such as:
 - SBP Board Ambassadors to schools;
 - Promotion of the program through publications (quarterly Partnerships Press, Chamber of Commerce, ASD Zone; and Best Practices)
 - Marketing the program through Chamber of Commerce and community group presentations; TV PSAs, radio programs; and newspaper articles.
 - Executive Exchange Day
 - End of the Year Recognition Luncheon (STAR awards)
 - Electronic Evaluation of program.
- ~ Continuing “Helping Agencies” Forum sponsorship and collaboration with Communities in Schools, Anchorage’s Promise, and the Anchorage Youth Development Coalition.
- ~ Continuing collaborative relationships with Success by Six; Spirit of Youth; and Junior Achievement.
- ~ Looking for increased funding from the business community and through grants.
- ~ Developing a one - three - five-year vision.

The SBP Board thanks the Anchorage School Board for its active support of the SBP program with this year’s representative, Macon Roberts. Together we are able to build stronger relationships between schools and the business community and provide more positive life-impacting educational opportunities for students.

We are proud of our selection this year by the Council for Corporate and School Partnerships as a winner of the National Schools and Business Partnerships Award. It is my goal to continue the level of excellence set by my predecessors.

Attachments:

- 2006-07 SBP Board of Directors
- SBP Coordinator Job Description
- UAA Class Description
- Volume VIII - Best Practices
- 2005-06 Year in Review

CC/RG/TAG

Prepared by: Tam Agosti-Gisler, Executive Director, School Business Partnership

Approved by: Rhonda Gardner, Assistant Superintendent, Instruction

Last Name	First Name	Business Name	Mailing Address	Zip	Phone	Email	Term Expires
Agosti-Gisler	Tam	SBP, Executive Director	3438 Stanford Drive	99508	240-2345	tamag@gci.net	contract
Allison	Hope	Customer Service Mger, Blockbuster Video	206 E. Northern Lights	99503	646-8000 / 317-0453	harrison@borderent.com	30-Jun-09
Anderson	Tammie	BP	P.O. Box 196612	99519	743-4284	tammie.anderson@bp.com	30-Jun-07
Crotty	Judith	Community Development VP Wells Fargo Bank	301 W. Northern Lights Blvd. Suite 208 MACK 3212-022	99503	265-2901	judith.a.crotty@wellsfargo.com	30-Jun-07
Curtis	Cindy	Totem Ocean Trailer Express, Inc.	2511 Tidewater Road	99501	265-7232	ccurtis@totemocean.com	30-Jun-07
Egan	Michelle	Public Relations, ASD	P.O. Box 196614	99519	742-4150	egan_michelle@asdk12.org	30-Jun-07
Fischer	Jeanne	Principal, Muldoon Middle School	7440 Creekside Center Drive	99504	333-5042	fischer_jeanne@asdk12.org	appointed
Gardner	Rhonda	Assistant Superintendent, ASD	P.O. Box 196614	99519	742-4321	gardner_rhonda@asdk12.org	appointed
Griggs	Brian	Military School Liaison, Transitions Program	P.O. Box 222642	99522	384-7500	wanderlustdenali@yahoo.com	30-Jun-09
Hoyer	Kevin	Principal, Kincaid Elementary	4900 Raspberry Road	99502	245-5530	hoyer_kevin@asdk12.org	appointed
Hubbard	Rebecca	Anchorage Chamber of Commerce	441 West 5th Avenue, Suite 300	99501	677-7114	rebecca@anchoragechamber.org	appointed
Laird	Beth	Porcaro Communications	433 West 9th Avenue	99501	276-4262	bethl@gci.net	30-Jun-09
Leonard	Jeff	Leonard & Martens, LLC	3401 Denali, Suite 103	99503	258-1395	jeff.leonard@raymondjames.com	30-Jun-09
Lucier	Panu	Director, Rose Urban Rural Exchange Alaska Humanities Forum	421 West 1st Avenue, Suite 300	99501	272-5302	panu.lucier@akhf.org	30-Jun-08
McDonough	Sue	FedEx	6050 Rockwell	99502	249-3835	ssmcdonough@fedex.com	30-Jun-09
Okada	Guy	Principal, King Career Center	2650 E. Northern Lights	99508	742-8900	okada_guy@asdk12.org	appointed
Ornellas	Darci	Northrim Bank	3111 C Street	99503	261-3334	ornellas_darci@nrim.com	30-Jun-09
Owens	Rich	Tastee Freez	3901 Raspberry Road	99502	248-3068 / 229-9104	icalaska@aolcom	30-Jun-08
pending		High School Student					
Power	Laarni	Community Partnerships Coordinator Providence Helath System AK	P.O. Box 196604	99519	261-2976	laarni.power@providence.org	30-Jun-08
Roberts	Macon	Anchorage School Board	P.O. Box 110455	99511	742-5350	roberts_macon@asdk12.org	appointed
Saupe	Julie	ACVB (Sara Wilson rep)	524 W. Fourth Avenue	99501	257-2323	jsaupe@anchorage.net	30-Jun-09
Stallone	Barbara	Municipality of Anchorage	632 West 6th Avenue, Suite 610	99501	343-4571	stalloneba@muni.org	20-Jun-09
Tannahill	Bob	First National Bank of Alaska	P.O. Box 100720	99510	777-4566	rtannahill@FNBAAlaska.com	30-Jun-08
Thompson	Tim	Alaska Railroad Corporation	327 West Ship Creek Avenue	99501	265-2695	thompsonsont@akrr.com	30-Jun-07
Wagner	Heather	GCI	2550 Denali Street, Suite 1000	99503	868-6640	hwagner@gci.com	30-Jun-07
Wilson	Chris	Subway of Alaska, Inc.	4228 Laurel Street	99508	563-4228	cwilson@subwayak.com	30-Jun-07
Zakrzewski	Curtis	Aurora Vending, Odom Corporation	128 West 1st Avenue	99501	264-2525	czakrzewski@odomcorp.com	30-Jun-07
STAFF							
Sambo	Mary Kay	SBP Administrative Assistant	8320 Wellsley Drive	99507	344-9774/ 242-1356	sambo@gci.net	contract
Haas	Marsha	SBP Administrative Assistant	7020 Gibbs Hill Circle	99504	338-5030/ 742-4321	haas_marsha@asdk12.org	contract

EXECUTIVE COMMITTEE

Thompson	Tim	Chair
Leonard	Jeff	Vice-Chair
Curtis	Cindy	Secretary
Zakrzewski	Curtis	Treasurer
Agosti-Gisler	Tam	President
Gardner	Rhonda	ASD rep

BUSINESS MEMBERS

Allison	Hope
Anderson	Tammie
Crotty	Judith
Griggs	Brian
Hoyer	Kevin
Hubbard	Rebecca
Laird	Beth
Lucier	Panu
McDonough	Sue
Ornellas	Darci
Owens	Rich
Power	Laarni
Saupe	Julie
Stallone	Barbara
Tannahill	Bob
Wagner	Heather
Wilson	Chris

ASD MEMBERS

Egan	Michelle
Fischer	Jeanne
Hoyer	Kevin
Okada	Guy
Roberts	Macon

School Business Partnership Program
Job description for Middle School and High School Coordinators
Level One Addendum

1st quarter:

- ___ Respond to partnership update request.
- ___ Attend September fall training (May choose to take SBP one-credit class; this training is the first of 5 classes * see below for explanation)
- ___ Arrange "welcome back" meeting(s) with business partners.
- ___ Be the "point person" for school wide United Way "Day of Caring" Canned Food Drive.

2nd quarter:

- ___ Coordinate (or find a coordinator) for school wide volunteer fair or some other school/partnership event (Boxes for Beans, etc.).
- ___ Optional - Attend SBP classes (October, December)

3rd quarter:

- ___ Optional - Attend SBP classes (February)
- ___ Nominate partnerships/students for STAR awards as appropriate.
- ___ Attend March spring training (Final SBP class) to:
 - ___ Evaluate partnerships via on-line evaluation system entitled Zoomerang.
 - ___ Draft letters of thank you to partners.
- ___ Be the "point person" for school wide Coats for Kids campaign.

4th quarter:

- ___ Be the "point person" for school wide participation in the SBP Visitor Industry Charity walk team.
- ___ Invite partners to STAR Awards/End of Year Recognition luncheon or arrange some type of appreciation gesture.
- ___ Send final thank you letters with partnership certificate.

Year round:

- ___ Act as intermediary between all staff/PTSA and business partners.
- ___ Set up new partnerships as appropriate and finalize MOA's (Memorandums of Agreement) with SBP Executive Director.
- ___ Disseminate information from SBP Executive Director to students via school (intercom/TV) announcements and newsletters.

* A UAA graded one-credit School Business Partnership class is being offered for those coordinators who are interested. It will encompass the two required trainings. Details will be posted on My Learning Plan.com. **Coordinators' tuition will be paid for by the Anchorage School Business Partnership Board.**

Introduction to School Business Partnerships

Course Syllabus

Fall 2006

Instructor: Sharon Sellens

KID PROOF

800 Dellwood #2

Wasilla, AK 99654

Cell – 907-715-7000

Home – 907-376-6067

ssellens@gci.net

Description:

This course involves the opportunity to learn more about the Anchorage School Business Partnership (SBP) Program of the Anchorage School District (ASD). The SBP Program has been part of the community since 1991 through collaboration between ASD and the Anchorage Chamber of Commerce. Locally, the program has 450+ partnerships and is worth in excess of \$2 million dollars a year to ASD. The course will offer an appropriate forum for educators to learn the background of the program, and then brainstorm to create new ways of involving their schools and engaging the business community. Most importantly, the course will show how to enhance the education of ASD students.

Organization:

The course will be taught in five, three hour sessions. Each session will involve lecture information from the instructor, along with opportunities for attendees to develop new partnerships, manage current and long standing partnerships, and discover other innovative ways to promote and recognize the partnerships in their schools.

Course Objectives:

- ~To encourage positive public relations between the education and business community.
- ~To increase resources and services to enhance the education of ASD students.
- ~To create a greater understanding and appreciation of the community and business world.
- ~To help educators/schools develop new innovative ways of partnering with the business community.
- ~To assist the educators/schools discover new ways to recognize business partners.

Course Topics:

- I. Overview and History of the Anchorage SBP Program
- II. Partnership Roles (Business and Educator)
- III. Successful Partnerships
- IV. Partnership Agreements
- V. Publications and Recognition
- VI. Assessment and Evaluation
- VII. The School Business Partnership Class (SBPC)
- VIII. Creating a Partnership Program for My School

Text and Required Supplies:

Each attendee is encouraged to bring any partnership agreements and information about current partnership involvement with their school to share with the class.

School Business Partnership Handbook (provided by SBP)

Best Practices VIII, 2006 (provided by SBP)

Employability Skills for the Want a Great Career? Poster (with permission by CTE of ASD)

Recommended websites:

<http://asdk12.org/depts/sbp/>

<http://apiapicc.org/students.html>

Recommended:

1. *Tool Time*, by David Langford, www.langfordlearning.com
2. *7 Habits of Highly Effective Teens*, and *7 Habits of Highly Effective Teens* workbook, by Sean Covey, www.franklincovey.com
3. *Inch and Miles*, by John Wooden, www.coachjohnwooden.com (grades k-6)
4. *Coach Wooden's Pyramid of Success Playbook: Applying the Pyramid of Success to Your Life*, by John Wooden, www.coachjohnwooden.com
5. Article about John Wooden: www.costcoconnection.com/connection/200510/
6. *Oh, the Places You'll Go*, Dr. Seuss
7. *How to Start a School Business Partnership Class*, ssellens@gci.net