



2004 Annual Report

The  Education
alliance

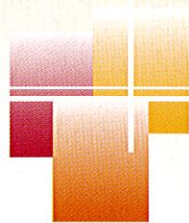
Business and Community for Public Schools

300 Capitol Street

Kanawha Valley Building, Suite 1100

Charleston, WV 25301

1-866-31-4KIDS



Chairman & President's Message

The best way to lead is by example. It's the reason our board – corporate directors, community and educational leaders – devote countless hours to the cause for higher student achievement for every child in West Virginia. Your support has enabled us to continue our mission and vision. Public education is indeed a powerful investment.

Keeping pace with West Virginia's changing business and educational landscape is a responsibility that is intended to be shared – and important to the citizens who reside here and benefit from the cultural and educational resources our schools provide to their communities. We believe that a well-educated society will develop a stronger economy and more sensitive, understanding citizens.

We hope this annual report conveys in part the spirit in which we operate. Every gift is important to us and we value the relationships we have established with you. Thank you for being a vital part of our continued success.



*Mr. Stephen Hopta
Chairman*



*Dr. Hazel Palmer
President/CEO*

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Cabell-Huntington Coalition for the Homeless

Mrs. Nancy Brown

Steptoe & Johnson

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†Mr. C.R. "Bud" Hill, Jr.

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aha! Process, Inc.

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****Dr. Hazel Palmer - President/CEO**

The Education Alliance

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Columbia Gas Transmission

Mr. Kenny Perdue

AFL-CIO

Mrs. Shirley Phillips

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Bowles Rice McDavid Graff & Love

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St. Mary's Medical Center

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Bowles Rice McDavid Graff & Love

Dr. Dwight Sherman

Union Carbide Corporation - retired

***Mr. Herchel Sims, Jr.**

Acordia Employers Service - retired

Mr. Greg Smith

Camden-Clark Memorial Hospital

Mr. I.N. "Ike" Smith, IV

United Bank

****Dr. David Stewart**

WV Department of Education

***Mr. L. Newton Thomas, Jr.**

Carbon Industries, Inc. - retired

Mrs. Joanne Tomblin

Southern WV Community & Technical College

†Mr. Bruce Van Wyk

Van Wyk Enterprises, Inc.

***Dr. Charles Wagoner**

Oral surgeon - retired

†Mrs. Lorenelle White

The State Journal

†Deceased

** Emeritus Director*

*** Ex Officio Member*

LEADERSHIP

The Education Alliance is a statewide nonprofit whose mission is to create positive, systemic change in public education. The vision of The Education Alliance is higher student achievement for every child in West Virginia.

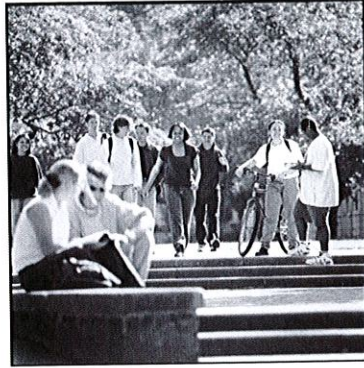


Research

Closing the Achievement Gap

Closing the achievement gap should be and is a top priority for students, parents, educators and business and community stakeholders in West Virginia. For decades, researchers have been interested in the dynamics of the achievement gap and best practices for closing it. This original research is part of The Education Alliance's effort in helping to close the achievement gap.

Eight focus groups were held in four high schools, involving high- and low-achieving African-American and low-income white students in rural and urban areas. The thought-provoking solutions offered by students were published in *Student Voice: West Virginia Students Speak Out About the Achievement Gap*, reported in the June 23, 2004 issue of *Education Week* and on the front page of several West Virginia newspapers.



This student voice research will continue, will include teacher focus groups and will conclude with problem-solving sessions between students and teachers. Research summaries on Closing the

Achievement Gap: Policy Implication for Teacher Quality, Curriculum and Teacher Expectations and Closing the Achievement Gap: A Focus on Rural Schools were published to provide background research information to policy-makers. All these summaries can be found on our website at: www.educationalalliance.org.

The Claude Worthington Benedum Foundation supported the research efforts to address the achievement gap.

Teaching Quality Initiative

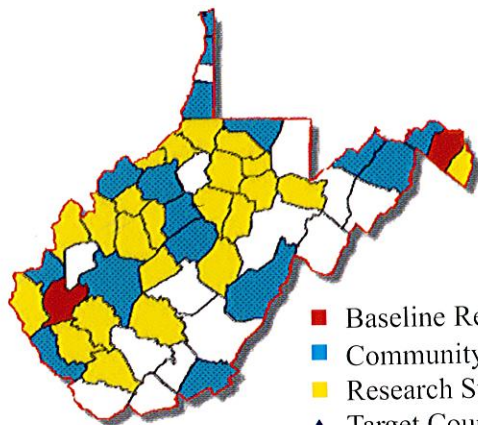
What makes a quality teacher? Is it paying teachers more money, providing professional development, a teacher who cares about the students, ability to interact with school personnel? One thing is for sure, increasing the quality of teaching in the classroom is one of the best ways to close the achievement gap.

The Education Alliance is one of only five national sites selected for the Public Education Network Teaching Quality Initiative supported by the Annenberg Foundation with funding matches provided by the Benedum Foundation and ECA Foundation. This initiative is a three-year research/public engagement effort focusing on quality teaching. The program has held community dialogues in at least half the counties in West Virginia. These broad-based community

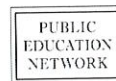
groups determined what they believed to be the characteristics of a quality teacher and developed three local goals and three statewide goals for supporting quality teaching.

In addition, members of the Research Study Team are personally interviewing education stakeholders in selected counties in order to validate the work of the community dialogues and continue to unravel the meaning of teaching quality. Goals which advance teaching quality in local schools are being implemented on the county level.

The third-party evaluation is building a rich database that is both quantitative and qualitative. The database includes almost 1,900 responses to the Teaching Quality Initiative Survey from teachers and almost 250 surveys from citizens. The preliminary data suggest potential focus areas for local, regional and state-level action and policy change. These areas will be defined and discussed at an upcoming statewide Education Summit in 2005.



- Baseline Research Counties
- Community Dialogue Counties
- Research Study Counties
- ◆ Target Counties for 2004



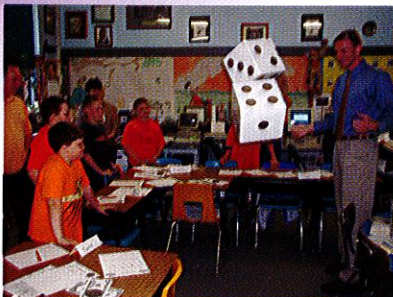
Public involvement. Public education. Public benefit.

The Education Alliance is a proud member of the Public Education Network.

INNOVATIVE



Partnerships in Education



Improving academic performance was the purpose of a special pilot project in the Partnerships in Education

Child Left Behind. A diverse group of partners was selected for this pilot project, including two large businesses (Columbia Gas Transmission and Eastern Associated Coal Corporation), a medium-size business (SBR Woodcraft Supply), a small business (STAR USA Federal Credit Union), a government agency (the FBI) and a labor group (a United Mine Workers local in Morgantown). A third-party evaluation concluded that tutoring and one-on-one sessions were particularly effective in increasing student performance. For example, one partnership achieved a significant increase in writing assessments at the 95% confidence interval.

program during the 2003-2004 year. The goal of the Results-based Partnerships program was to improve student achievement, one school and one child at a time, while helping schools meet the stringent demands of No

Mini-Grants Family Involvement Grants

For many years, The Education Alliance has provided teachers and parents the opportunity to become more involved and more creative in classrooms around the state. By providing grants such as Mini-Grants for Classroom Projects and the Family Involvement Grant, the Alliance and its corporate sponsors have enabled funds to help schools and teachers go the extra mile to provide a quality education for the children of West Virginia.

The Family Involvement Grant is provided as a means to get parents more involved in their child's education and to increase collaboration among families, school personnel and the community. These grants of up to \$1,000 focus on parents who are not involved in school activities and/or social functions in the community due to time constraints, geography or socioeconomic conditions.

Mini-Grants for Classroom Projects provide funds of up to \$500 (\$1,000 for Math/Science) that assist teachers as well as students to be more creative and innovative in their learning process. Through this grant, students gain the ability to "soar through space," become authors and actors, explore other professions and even "travel to faraway countries."



Corporate sponsors for these grants include Columbia Gas Transmission, Mylan Charitable Foundation, Dow Chemical Company, The Humanities Council, TOYOTA Motor Manufacturing, WV Inc., The Greater Kanawha Valley Foundation and The Huntington Foundation.

Read Aloud West Virginia

Read Aloud is a statewide intergenerational volunteer program that seeks to foster a lifelong love of reading by promoting the pleasures and benefits derived from reading aloud. Reading aloud is a critical building block in the overall development of literacy traits among children. Trained volunteers across the Mountain State visit schools, often on a weekly

basis, to read aloud to students and discuss the stories being read. offered to teams of teen volunteers at Oglebay's Good Zoo for their summer education program. A new cooperative relationship was established with the WV Book Festival. The Education Alliance, now a primary partner in the WV Book Festival, is responsible for obtaining a national keynote speaker on children's literature and providing a track of sessions addressing the importance of reading aloud to children, volunteer training and children's literature, classroom methodology for teachers

and resources for children. This year the Alliance is pleased to host international poet and author Naomi Shihab Nye at the WV Book Festival.

On Read To Me! Day, nearly 275 schools and daycare centers participated by having volunteer readers in the classroom that day. Members of the Read Aloud Advisory Committee offer quality training to volunteers interested in Reading Aloud to children. This year, training was



Contributors

Founders Circle (\$100,000 and above)

Claude Worthington Benedum Foundation
Public Education Network

Major Benefactors (\$10,000 - \$24,999)

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Caperton Family Fund
The Daywood Foundation, Inc.
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ECA Foundation

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WV Society of CPA's

Leaders Circle (\$25,000 - \$99,000)

Columbia Gas Transmission
The Dow Chemical Foundation
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Special Benefactors (\$5,000 - \$9,999)

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Constellation Energy Group, Big Sandy Power Plant
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Starvaggi Charities, Inc.
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Suttle & Stalnaker, PLLC
Ms. Joanne Tomblin
West Virginia University Foundation, Inc.
Mr. & Mrs. Thomas Wilkerson

The Education Alliance's auditor, Gray, Griffith & Mays, A.C., has issued an unqualified opinion on the financial statements for the year ended June 30, 2004. The complete audited financial statements may be found on our website at www.educationalliance.org and are available upon request.

CARING



The Education Alliance Events and Activities

Over 550 students participated in the sixth annual Capitol City Pumpkin Drop, which was held October 17, 2003, at the Capitol Complex in Charleston. Bayer CropScience has proudly sponsored this event since its inception in 1997. Representatives from the West Virginia University College of Engineering and Mineral Resources judged the 81 entrees. We are pleased to announce that 22 pumpkins survived the drop from the roof of the main Capitol building!

Capitol City Pumpkin Drop



2003 Annual Dinner

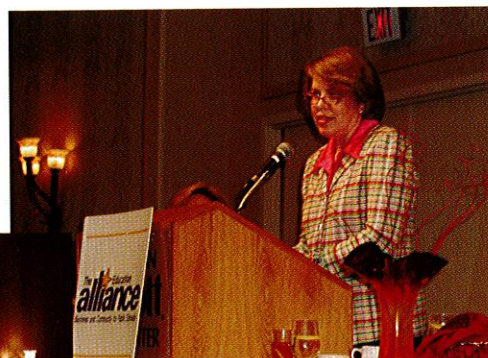
Over 150 business and community leaders from across West Virginia enjoyed the 2003 Annual Dinner, held on December 2, 2003. L. Newton Thomas, Jr., the keynote speaker for the event, gave a special presentation on our 20th anniversary celebration year. Representatives from United Bank, Inc. are shown in the picture enjoying the festivities.



Read To Me! Day

Governor Bob Wise issued a special proclamation declaring November 13, 2003 the official Read To Me! Day in West Virginia. Columbia Gas Transmission graciously agreed to sponsor this event for 2003. The Education Alliance had over 2,100 trained volunteers reading to nearly 42,000 children on just that one day!

Since 1999, the Alliance has honored two or three graduates of the state's public schools who have distinguished themselves in terms of career achievements and loyalty to the Mountain State. The Alliance's 2004 Graduates of Distinction are former Governor Cecil H. Underwood and Kathy G. Eddy, a prominent CPA from Parkersburg. The luncheon was held at the Charleston Marriott on June 8, 2004.



2004 Graduates of Distinction

RESOURCES

