

Leadership in Learning

The Education Alliance



Innovation Inspiration Improvement

2008 ANNUAL REPORT

Personal Message

Dear Friends,

This year's annual report is a testament to the dedication of our faithful volunteers and donors who have impacted many young lives during the past 25 years.

The enthusiasm, manpower and resources of our wonderful volunteers make the breadth of our programming truly statewide. From the southern coalfields to the northern and eastern panhandles and every county in between, these individuals and businesses are critical to each facet of The Education Alliance—from our governing board of directors to the companies that partner with local schools to the business executives who work one-on-one with principals to foster school improvement.

Volunteers stepped up this year to provide local schools with pedometers and technology equipment, and more than 300 volunteers work with students on a regular basis in a mentoring/tutoring capacity. As part of a recent initiative, we teamed up with nine other community partners to provide legislators, educators and youth-serving organizations valuable insights into programming and policies centered on positive youth development.

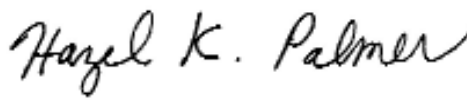
It was also volunteers who rallied their efforts to make our 2007 Annual Dinner the largest event in Alliance history. In honoring Mr. Robert Shell Jr., his many friends and colleagues came out to support Shell's dedication to public education in West Virginia and the initiatives of The Education Alliance.

Likewise, our 2008 Graduates of Distinction luncheon honored two very noteworthy West Virginians who have made education a priority—West Virginia Supreme Court of Appeals Justice Robin Davis and University of Charleston Dean and long-time businessman Mr. Charles Ryan. It was such a pleasure to recognize the accomplishments and community contributions of these three individuals.

As the Alliance celebrates the incredible milestone of 25 years, we cannot help but think of the all the volunteers who have donated their time, finances and resources to be part of such a unique organization that allows students to achieve extraordinary goals. To each and every one of you, we say "thank you."

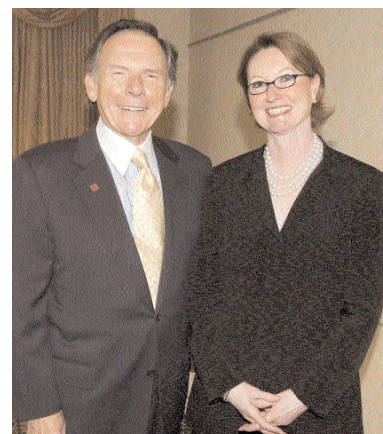
Sincerely yours,


Mrs. Jeri Matheney
Chair, Board of Directors


Dr. Hazel K. Palmer
President/CEO



ANNUAL DINNER HONOREE ROBERT SHELL JR., PAST BOARD CHAIR JOHN RUDDICK AND PRESIDENT/CEO HAZEL PALMER



GRADUATES OF DISTINCTION HONOREES CHARLES RYAN AND ROBIN DAVIS

**ON A MISSION. . .
TO CREATE POSITIVE, SYSTEMIC CHANGE IN PUBLIC EDUCATION**

**. . . TO FULFILL OUR VISION
HIGHER STUDENT ACHIEVEMENT FOR EVERY CHILD IN WEST VIRGINIA**

The SEEDS Program

The SEEDS Program, which stands for Student Educational and Economic Development Success, was officially launched in October 2007. With Year One fully completed, The Education Alliance is pleased to report that leadership skills are being strengthened and students' overall social and academic needs are being met in a way that will positively impact achievement levels.

SEEDS provides principals the resources of a seasoned business leader and a retired school principal/administrator who form a mentoring team. Together, this team has composed a plan for the school that will guide their achievement efforts during the next two years. The five schools selected to participate in the first full year of the program represent five distinct regions across West Virginia, and their corporate mentors come from a variety of professional backgrounds.



CLAY MIDDLE SCHOOL, CLAY COUNTY

BECKLEY ELEMENTARY SCHOOL, RALEIGH COUNTY

Principal: Sandra Sheatsley Mentor: Austin Caperton, Caperton Energy

BERKELEY HEIGHTS ELEMENTARY SCHOOL, BERKELEY COUNTY

Principal: Amber Boeckmann Mentor: Frank McCluskey, American Public University System, Inc.

CLAY MIDDLE SCHOOL, CLAY COUNTY

Principal: Joe Paxton Mentor: James Reed Jr., Reed Brothers Ltd. Partnership

MATEWAN HIGH SCHOOL, MINGO COUNTY

Principal: Marcella Charles Mentor: Ray Justice, BWB Enterprise

VALLEY HIGH SCHOOL, WETZEL COUNTY

Principal: Shawn Coen Mentor: Elizabeth Kraftician, Touchstone Research Laboratory, Ltd.

Year One schools were quick to demonstrate progress within the first six months. Each showed improvements in student character, student social skills, student motivation, parent involvement, working environment, and they logged more than 1,400 man hours of professional development. Post test data on the academic results from Year One will be compiled by Fall 2008.

Involvement of business in education helps strengthen the connection between schools and the economy. Schools committed to enhancing their school/business partnerships, but not yet ready for the SEEDS mentoring program are eligible to apply for a one-time SEEDS of Change Enhancement grant of up to \$5,000. Twenty-six schools applied to receive funding during the grant's first application cycle in Fall 2007. Winners of the 2008 SEEDS of Change Enhancement grants were:

Belmont Elementary School in Pleasants County and business partner Union Bank implemented a school savings program to teach basic concepts of money management.

East Fairmont High School in Marion County and Monongahela Valley Association of Health Centers, Inc. Wellness Center conducted a healthy lifestyle program for students, school staff and parents.

French Creek Elementary School in Upshur County and French Creek Plumbing and Heating created a fitness track and curricular area stations for use by the students, staff and community to enhance community wellness and to serve as a community service project for students.

Mountain View Elementary/Middle School in Monroe County and Goodrich Corporation fostered positive behaviors in students through a K-8 program rewarding students for trustworthiness, respect, responsibility, fairness and citizenship.

Rock Cave Elementary School in Upshur County and Harper Lumber Company established a stationary computer lab, which offers basic computer classes during the day and evenings to increase computer knowledge for students, families and community members.

SEEDS is funded through a grant from the West Virginia Department of Education and the Arts and private contributions. The SEEDS of Change fundraising campaign, which is slated to raise \$1 million in program funding, is co-chaired by Ralph Baxter, CEO of the global law firm Orrick, Herrington & Sutcliffe LLP, and John Chambers, chairman and CEO of Cisco Systems Inc. Private program supporters are currently American Electric Power Foundation, Verizon, American Public University System Inc., The Chambers Family Foundation, Orrick, Herrington, Sutcliffe Foundation, Reed Brothers Ltd. Partnership, JPMorgan Chase Foundation, Mr. James H. "Buck" Harless, Mr. and Mrs. Stephen Kawash and Jim Triplett Insurance Agency.

Partnerships in Education

results-based partnerships

This year, nearly 300 committed volunteers from banks, mining, telecommunication and insurance companies, engineering firms, the Armed Services, government agencies and colleges and universities across West Virginia dedicated several hours each week to mentoring and tutoring at-risk students in their communities. They worked one-on-one or with small groups of students in a sincere and constructive effort to enhance students' academic achievement and self-confidence.

Established as an arm of the Partnerships in Education program in 2004, the number of results-based school/business partnerships has increased 20% each of the project's four years. There are now 47 schools in 15 counties dedicated to this program and the positive impact it has on so many young lives. Results-based Partnerships focus on documented student needs. Volunteer mentors work with partner schools to analyze test results and determine areas of concentration for the mentoring and/or tutoring sessions. Through training given by The Education Alliance, each partnership has developed a plan that addresses identified student needs.

In 2008, this focused, cooperative project showed statistically significant results early that were sustained four years later. The third-party evaluator, Dr. Michael Cunningham of Marshall University, determined that when "schools provided data in a format that allowed statistical analysis, all showed statistically significant increases at a confidence interval of at least 97% (p<.03)." He concluded that, based on four years of study, students who received tutoring/mentoring as part of the school/business partnership showed increased achievement as well as confidence and self-esteem.

Through Partnerships in Education Initiatives, The Education Alliance maintains and nurtures valuable relationships with:

- The Bob Burdette Center
- Charleston Area Alliance
- Charleston Rotary Club
- Communities That Care
- DHHR Adolescent Health
- HOPE Community Development Corp.
- Kanawha County Schools
- Kanawha Valley Collaborative
- MAACK
- Monongalia County Schools
- New Covenant Community Development Corporation
- Ohio County Schools
- PRIDE Youth Programs
- The Shoenbaum Family Enrichment Center's Youth Collaborative Initiative
- Tiskelwah Center
- University of Charleston
- WVPASS
- WV Center for Professional Development
- WV GEAR UP
- WV Higher Education Policy Commission
- WV State Department of Education
- WVSU Land Grant Extension
- WVU 4-H Extension Services
- WVU Institute of Technology
- West Virginia's Promise

Some challenges also emerged from Dr. Cunningham's findings. Some schools did not know how to successfully recruit and retain business partners and needed intensive assistance in establishing and enhancing relationships with their partners. These findings are informing the Partnerships in Education program at The Education Alliance and will assist in strengthening school/business partnerships of the future.

positive youth development

In 2007, the positive youth development steering committee set out to achieve the initial goals of the Positive Youth Development initiative through several outreach efforts.

First, the Positive Youth Development (PYD) Commitment was explained and disseminated by steering committee members at meetings and other events for key organizations to approve and sign. A more formal outreach approach to other youth serving organizations was then conducted through six regional



RESA I REGIONAL MEETING, BECKLEY

meetings throughout the state. Adults and youth evaluated the current condition of services to youth in West Virginia as they pertained to the five promises and the specific objectives identified by the steering committee. Regional meeting participants assessed gaps and challenges in services and made recommendations for legislative policy and practice changes.

The steering committee also designed a survey to solicit responses from youth serving organizations across West Virginia to evaluate the extent to which youth programs in the state contained the elements contributing to positive youth development.

One hundred-eighteen people representing 102 organizations from 32 West Virginia counties signed and returned commitment forms. Two hundred-fourteen adults representing 60 youth serving organizations from all 55 West Virginia counties attended the six statewide regional meetings, and 72 youth from eight counties participated in the six regional youth sessions and offered their recommendations for statewide policy changes.

Continuing Initiatives

west virginia state scholars

At the end of its second year, the West Virginia State Scholars program offers businesses the opportunity to shape the future by speaking to middle and high school students about the importance of taking more rigorous course work at the high school level. Armed with the knowledge of first-hand experiences shared by top business volunteers, students can then work toward becoming more prepared for college or the workforce.



In preparing students to excel in college or the workforce, the West Virginia State Scholars Core Course of Study provides building blocks that will give West Virginia students options for their futures. Piloted in Braxton, Monroe, Ohio and Wood county schools, this enhanced Core Course of Study through the West Virginia State Scholars program, which represents the basic academic courses most universities require, includes: **English (4 credits)**—English 9, 10, 11, 12; **Mathematics (4 credits)**—Algebra I and II, Geometry, Trigonometry, Pre-Calculus; **Science (4 credits)**—Physical Science, Biology, Chemistry, Physics; **Social Studies (4 credits)**—United States to 1900, World Studies to 1900, 20th and 21st Centuries, Civics/Government; and **Foreign Language (2 credits)**—two years of the same language.

The following companies continued to play a significant role in 2008 by volunteering their time and resources: American Public University System; BB&T; DuPont Washington Works; The Huntington National Bank; Ohio Valley University; State Farm Insurance Companies; Traders Bank; United Bank; Wells Fargo Insurance Services, Inc.; and West Virginia American Water.

The work reported herein was supported under the State Scholars Initiative, PR/Award Number (V051U050006) as administered by the Office of Vocational and Adult Education, U.S. Department of Education. However, the contents do not necessarily represent the positions or policies of the Office of Vocational and Adult Education or the U.S. Department of Education, and you should not assume endorsement by the Federal Government.

education policy research

The Education Alliance research and best practices summaries have increased in popularity so much that the Publications by E-mail feature has grown 20 percent in the last year. More than 300 individuals from 21 states—a 17 percent increase from 2006—are now signed up to receive the Alliance's research publications on a regular basis. Three research and best practice summaries were completed during 2007-2008 and one statewide research effort was compiled. This year's research efforts were particularly aimed at policy development.

The Fall 2007 research summary on positive youth development was presented nationally and helped inform positive youth development programs being carried out by local education funds and national organizations. Collaborative efforts within West Virginia were designed based on the research's best practices.

Another relevant topic addressed through this year's research summaries was middle school education, as many public school systems struggle with the need to reform or reinvent middle level education. Discussions about middle schools, junior high schools and other school configurations created the need for the Winter 2008 publication, *Middle School Education: Policy Implications and Best Practices*. Among the best practices was the inclusion of service learning opportunities, which The Education Alliance addressed by adding a service learning component to its Mini-Grant program.

West Virginia is also experiencing teacher shortages in both subject and geographical areas. National and local stakeholders are studying various forms of alternative certification. The Alliance's Spring 2008 publication, *Alternative Certification: Policy Recommendations and Best Practices*, reviewed such areas as program design, candidate recruitment/selection, curriculum and instruction, as well as research and evaluation.

The Education Alliance has a long-standing commitment to raise student voices and include young people as authentic members of the decision-making process. In an effort to quantify youth and youth service providers' recommendations to support positive youth development, 214 adults from 60 youth serving organizations from all 55 counties and youth from eight counties attended regional sessions hosted by The Education Alliance. During these sessions, they identified the following policy areas as opportunities for further action: transportation so youth can participate in activities and after-school programming; the expansion of the role of schools to include that of community centers with health, recreation, tutoring and other support services; the inclusion of youth on boards of directors, committees and councils; providing age-appropriate educational packets at public libraries; instituting a Teen Day at the Legislature and expanding efforts to curtail and help eliminate incidents in which adults provide beer, tobacco and other illegal substances to youth.

Education Grants

mini-grants for classroom projects

As The Education Alliance celebrates 25 great years, so does its first program, Mini-Grants for Classroom Projects. Established in 1983 as a means to use private dollars to meet public classroom needs, the Mini-Grant program continued to thrive in 2007-2008, with more than 320 submissions, nearly \$40,000 in funding and 69 mini-grant recipients in 28 counties, ranging from \$100 to \$1,000.

MINI-GRANT PROFILE:



TEACHER: ANDREA HASLEY
 PROJECT: GROVIN' WITH SHEL
 SCHOOL: OPEQUON ELEMENTARY
 COUNTY: BERKELEY

Hasley's project taught her students African drumming techniques and introduced them to rhythmic poetry. They studied the literature and poems of Shel Silverstein and learned about the D.R.U.M. code—Discipline, Respect and Unity through Music. Her students performed several community concerts.

Mini-Grants for Classroom Projects has adapted over the years to maintain its relevance in the public classroom. With new Service Learning and Teachers' Technology components introduced in 2007, Mini-Grants for Classroom Projects is serving the students, teachers and communities of West Virginia like never before.

In 2007, The Education Alliance, with funding from the Community Foundation for the Ohio Valley and The Greater Kanawha Valley Foundation, opened the door for teachers to create curriculum-based projects that incorporated the use of technology in meaningful ways. Available to teachers in Brooke, Boone, Clay, Fayette, Kanawha, Lincoln, Marshall, Ohio, Putnam, Tyler and Wetzel counties, the Teachers' Technology Initiative exposed students to new global possibilities with interactive learning games, electronic data storage and high-tech teaching tools.

Since 1983, The Education Alliance has distributed more than \$1.2 million for 4,200 innovative classroom projects that have inspired hundreds of thousands of West Virginia students. Using outside funding to expand their classrooms' potential, mini-grant-winning teachers have educated future generations through dynamic learning opportunities they would not normally have had.

Mini-Grants for Classroom Projects would not be possible without the generosity of the following 2007-2008 major program sponsors: The Greater Kanawha Valley Foundation; State Farm Insurance Companies; Toyota Motor Manufacturing West Virginia, Inc.; West Virginia Humanities Council; Carter Family Foundation; The Huntington Foundation; Community Foundation for the Ohio Valley; and BrickStreet Insurance.

family involvement grants

The Education Alliance considers families a cornerstone of a strong, healthy school environment. Involved parents are critical to student success both in the classroom and in life. It is sometimes difficult, however, for schools to reach families isolated by socio-economic factors.

Started in 2001, The Dow Chemical Foundation-sponsored Family Involvement Grants provide funding of up to \$1,000 for programs that engage parents, guardians, siblings and/or extended family members in school and community activities designed to reinforce and encourage student learning in the home.

This grant program extends across time constraints and geographic and socio-economic conditions to help parents understand the vital role they play in their child's academic and social achievements. In 2008, 11 grants totaling \$10,000 were awarded to public school teachers and counselors in 11 counties who created new programming that brought families and students together at school. These awardees were selected out of a record number of 57 applications.

Award-winning projects ranged from creating different works of art over a period of weeks to increasing the technology skills of parents. A featured example is "Focus on Family: Making Movies out of Memories," created by Traci Probst of Lewis County High School. Probst worked with parents and students to develop their technology skills in such programs as Windows Movie Maker and Audacity so that they could create a family history DVD. The capstone of the project was a movie night during which all participants shared their video creations with the school and community.

MINI-GRANT PROFILE:

TEACHER: JANET BOWLAND
 PROJECT: WHAT'S THE ANSWER?
 SCHOOL: SCARBRO ELEMENTARY
 COUNTY: FAYETTE

Bowland purchased Activotes, a personal response system that works with an electronic chalkboard that displays images and sounds. With her Activotes, Bowland created interactive lessons on the school's Web site, which were then displayed on her board. She used her Activotes to capture student responses to specific lessons and later exported information into an electronic spreadsheet for her to review later.

grants awarded

FAMILY INVOLVEMENT GRANTS, 2008

Roy Barnette, Sherman High School (Boone)
 Judith Bragg, Ritchie County Middle School (Ritchie)
 Joyce Cole, Sand Hill Elementary School (Marshall)
 Patty Crisel, Buffalo Elementary School (Wayne)
 Sonya Dunlap, Duval Elementary/Middle School (Lincoln)
 Margaret Gergely, Brookhaven School (Monongalia)
 Rachel Hull, Buffalo Elementary School (Putnam)
 Deatra Markham, Malden Elementary School (Kanawha)
 Traci Probst, Lewis County High School (Lewis)
 Tammy Tucker, Mount Vernon Elementary School (Barbour)
 Tabitha Woy, Keyser High School (Mineral)



PRINCETON MIDDLE SCHOOL, MERCER COUNTY

MINI-GRANTS FOR CLASSROOM PROJECTS, 2007-2008

Jonah Adkins, Harts Middle/Intermediate School (Lincoln)
 Sandra Adkins, Highlawn Elementary School (Cabell)
 Darlene Arbogast, Hillsboro Elementary School (Pocahontas)
 Arlie Asbury, Ramage Elementary School (Boone)
 Karen Ashworth, Milton Middle School (Cabell)
 Heather Bailey-Fisher, Spanishburg School (Mercer)
 Teresa Barton, Pike View High School (Mercer)
 Victoria Beller, Poca Elementary School (Putnam)
 Laura Bobbera, Gilbert Elementary School (Mingo)
 Janet Bowland, Scarbro Elementary School (Fayette)
 Chrissy Bowles, Western Greenbrier Middle School (Greenbrier)
 Joseph Boyd, Big Creek High School (McDowell)
 Elizabeth Brinkley, Montcalm High School (Mercer)
 Annette Brumfield, Kellogg Elementary School (Wayne)
 Misti Carpenter, Glenwood School (Mercer)
 Deborah Clark, Princeton Senior High School (Mercer)
 Rebecca Cochran, Princeton Middle School (Mercer)
 Kathy Coleman, Fayetteville High School (Fayette)
 Susan Cottrill, Poca High School (Putnam)
 Sherry Croasmun, Belmont/St. Marys elementary schools (Pleasants)
 Donna Davis, Lenore K-8 (Mingo)
 Bobbie Dietz-Butcher, Lewisburg Elementary School (Greenbrier)
 Christine Dunkin, Madison Elementary School (Ohio)
 Leslie Earnest, Wellsburg Middle School (Brooke)
 Deborah Edmonds, J. E. Robins Elementary School (Kanawha)
 Melinda Edwards, Westwood Middle School (Monongalia)
 Pam Elkins, Van Junior/Senior High School (Boone)
 Eric Emch, Tucker Valley Elementary/Middle School (Tucker)
 Kelli Epling, Capital High School (Kanawha)
 Joanna Farmer, Sun Valley Elementary School (Mercer)
 Anne Ford, Oak Glen Middle School (Hancock)
 Robert Frostick, George Washington High School (Kanawha)
 Kathy Gibson, Poca Elementary School (Putnam)
 Tess Gump, Ripley High School (Jackson)
 Debbie Hackett, Poca Elementary School (Putnam)
 Andrea Hasley, Opequon Elementary School (Berkeley)
 Brenda Hatten, Prichard Elementary School (Wayne)
 Jodi Ice, Duval Elementary/Middle School (Lincoln)
 Theresa Johnson, T.A. Lowery Elementary School (Jefferson)
 Karen Kersey, Alban Elementary School (Kanawha)
 Katherine Kress, Stonewall Jackson Middle School (Kanawha)
 Lisa Lepsch, Belington Middle School (Barbour)
 James Lillibridge, Shoals Elementary School (Kanawha)
 Christa Lilly, Andrews Heights Elementary School (Kanawha)
 Amy Loftis, Alban Elementary School (Kanawha)
 Amanda McPherson, Long Drain School (Wetzel)
 Chastity Miller, Meadow Bridge Elementary School (Fayette)
 Sharon Powell, Mount View High School (McDowell)
 Amanda Preece, Genoa Elementary School (Wayne)
 Amy Pritt, Madison Middle School (Boone)
 Sarah Roach, Clay County Middle School (Clay)
 Tammy Runyon, Lenore High School (Mingo)
 Erica Samples, Clay Elementary School (Clay)
 Patricia Sickler, Brandywine Elementary School (Pendleton)
 Andrea Smith, Poca Elementary School (Putnam)
 Lynn Smith, Taylor County Middle School (Taylor)
 Earnest Sowards, Lincoln County High School (Lincoln)
 Frances Stanton, Highlawn Elementary School (Cabell)
 Penny Steiner, Hite Saunders Elementary School (Cabell)
 Melissa Stephenson, Clay County Middle School (Clay)
 Ruth Sullivan, Buffalo Elementary School (Wayne)
 Lola Watkins, War Elementary School (McDowell)
 Michelle Watts, Fort Gay Elementary School (Wayne)
 Amy Weintraub, Piedmont Elementary School (Kanawha)
 Valerie Welch, Marlowe Elementary School (Berkeley)
 Kathleen White, Harrisville Elementary School (Ritchie)
 Sandra Wiseman, Woodsdale Elementary School (Ohio)
 Debbie Workman, Kellogg Elementary School (Wayne)
 Claudia Zimarowski, Ridgedale Elementary School (Monongalia)

Family Literacy Network

read to me! day

Reading a book aloud to a child takes them to imaginary lands, introduces them to fascinating cultures and sparks an early love of reading that will aid that child throughout his or her life. These adult readers act as role models with life experiences and stories to share.

Given these benefits, The Education Alliance dedicates a special day each year to the recruitment of new classroom readers from all walks of life. On Read to Me! Day 2007, 1,800 volunteer readers from large corporations, local businesses, senior citizen programs and many more gathered on November 15, 2007, to read aloud to more than 37,000 students. More than 130 elementary schools and 20 public libraries participated in The Education Alliance's statewide effort to encourage community members to become consistent volunteer readers in their local schools and parents to make reading with their children a priority.

John Denver's Grandma's Feather Bed, adapted and illustrated by Christopher Canyon, was given to all participating elementary schools. Equitable Resources Foundation was the generous sponsor who made this event possible.



COLLIERS PRIMARY SCHOOL, BROOKE COUNTY

book trunks

The other component of the Family Literacy Network is our Book Trunk borrowing system, in which trunks of up to 120 books each are loaned to schools in three-month increments. During the 2007-2008 school year, The Education Alliance provided 25 trunks to schools in 18 counties across the state. Trunks were distributed to elementary schools in Berkeley, Boone, Greenbrier, Hancock, Kanawha, Jackson, Jefferson, Lewis, Logan, Marshall, Morgan, Ohio, Preston, Pocahontas, Putnam, Summers, Wayne and Wyoming counties.

Trunks composed of books with math/science, cultural, fiction and non-fiction themes are always in high demand. Educators may also select books based on gender or student reading level for grades K-2, 3-5, 6-8.

Teachers love that Book Trunks is a free resource they can use to complement their lesson plans throughout the year.

capital city pumpkin drop

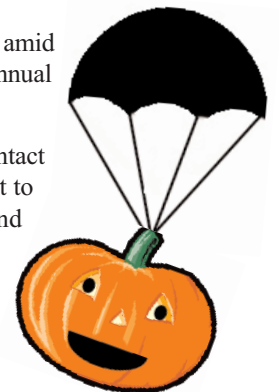
There is one day each October when the sounds of cheers and laughter are heard around the State Capitol Complex amid the resounding thuds of pumpkins plummeting to the ground. Students from across the state gather for the Annual Capital City Pumpkin Drop sponsored by Bayer CropScience.

Students are tasked with building a pumpkin apparatus thoughtfully and skillfully designed to keep the pumpkin intact after it is pushed off the roof of a Capitol Complex building. The team whose pumpkin survives and lands closest to the target on the ground wins the competition. A curriculum-based learning activity in the math, science and engineering fields, Pumpkin Drop participants also learn the importance of teamwork and collaboration.

On October 18, 2007, a record-breaking 1,000 students from 40 West Virginia public schools gathered on the Capitol grounds to participate. Students designed and dropped 158 pumpkins, of which 18 survived.

The 2007 winners were:

- First Place Malden Elementary School, Kanawha County
- Second Place Blennerhassett Junior High School, Wood County
- Third Place Stonewall Jackson Middle School, Kanawha County



25

The Education Alliance

CELEBRATING 25 GREAT YEARS

INNOVATING, INSPIRING,
IMPROVING

PUBLIC EDUCATION
1983-2008



Our Story

The birth of the first statewide public education fund

The Education Alliance was established in 1983 as the nation's first statewide public education fund. Originally founded under the name of West Virginia Education Fund, The Education Alliance quickly became a forerunner in the public education arena, working through a variety of programming and initiatives to create conditions of learning that benefit all West Virginia children.

Here is a look back at the accomplishments of The Education Alliance during its first 25 years:

The 1980s: The Formative Years

1983: The Education Alliance was founded through a grant from the Ashland Oil Foundation, Claude Worthington Benedum Foundation, FMC Corporation and New York Community Trust as the "West Virginia Education Fund." Mini-Grants for Classroom Projects was established as its first program.

1984: The Partnerships in Education program was established.

1986: The organization began recognizing exemplary educators with Outstanding Educator Merit Awards.

1987: The College Bound program was established to increase the number of high school graduates continuing to post-secondary education.

1988: The College Bound program expanded to include the new components of Day on Campus and College Sort.

1989: The College Bound program expanded to include Think College Grants. Parental Involvement Awards were created to increase parental involvement with schools.

The 1990s: Progressive Success

1991: Schools Ahead-21 replaced the Outstanding Educator Merit Awards. Partnerships in Education first existed in all 55 counties. The Education Policy Research Institute and the West Virginia Business and Education Alliance were created.

1992: Read Aloud West Virginia became a program of the organization.

1994: The Partnerships in Education Gold Star Awards were created. The first Read Aloud West Virginia conference was held.

1996: The Working on Wellness, or WOW!, program was established. Tech Corps-West Virginia became an initiative of the organization. The Lewis McManus Distinguished Volunteer Award was created.



A new era as The Education Alliance

1997: The name of the organization was officially changed to The Education Alliance-Business and Community for Public Schools, Inc. The Business Council for Education initiative replaced the West Virginia Business and Education Alliance program.

1999: 100% of West Virginia public schools were first linked to at least one business partner. Books! Books! Books! was initiated as a grant program to encourage elementary schools to create school libraries or enhance existing ones. The first Capital City Pumpkin Drop was held at the Capitol Complex in Charleston, W.Va. Senator and Mrs. Robert C. Byrd and artist Kathy Mattea were honored as the Graduates of Distinction inaugural class.



The 2000s: A Decade Creating Change

2001: The Partnerships in Education program reached the 2,000-partner mark. The Alliance played host to its first Read to Me! Day activities with 6,000 volunteers reading to 100,000 children. The Apple Legacy was initiated as a means to thank major contributors.

2002: The Education Alliance was one of five national organizations awarded grants from Public Education Network to implement the Teaching Quality Initiative.

2003: The Education Alliance's analysis of the No Child Left Behind law and data was featured statewide.

2004: The Alliance provided research information that helped create WV House Bill 4669, which addressed the needs of high minority, low socio-economic status schools. The national publication, *Education Week*, carried an article about The Education Alliance Student Voice research on June 23, 2004.

2005: The Middle School Student Voice research spawned community forums to discuss students' perceptions of the achievement gap.

2006: The Western Interstate Commission for Higher Education (WICHE) selected The Education Alliance to pilot the State Scholars Initiative in four West Virginia counties. The Alliance was honored as the nation's most outstanding local education fund by the Public Education Network on November 12, 2006, in Washington, D.C.

2007: The Alliance launched the SEEDS Program in partnership with the Office of Governor Joe Manchin III to attentively address school improvement at the administrative level. With funding from several community foundations, technology mini-grants became available in 11 West Virginia counties.

2008: AT&T awarded a four-year high school retention grant to The Education Alliance.



...that leads to a bright future

Making a Difference

The work of The Education Alliance is made possible only through the generous volunteers who dedicate their time and resources to improving public education in West Virginia. The following donors are the critical link between a vision for change and the fruition of our ultimate goal—higher student achievement for every child in West Virginia.

To its contributors, The Education Alliance is eternally grateful.

2008 Donor Honor Roll

FOUNDERS' CIRCLE (\$100,000 AND ABOVE)

American Electric Power Foundation
Claude Worthington Benedum Foundation
Verizon
West Virginia Department of Education and the Arts

LEADERS' CIRCLE (\$25,000 - \$99,999)

American Public University System
Orrick, Herrington, Sutcliffe Foundation
Public Education Network
Reed Brothers Ltd. Partnership

MAJOR BENEFACTORS (\$10,000 - \$24,999)

Appalachian Power
Bernard H. and Blanche E. Jacobson Foundation
Carter Family Foundation
Chesapeake Energy
The Daywood Foundation
The Dow Chemical Foundation
The Greater Kanawha Valley Foundation

SPECIAL BENEFACTORS (\$5,000 - \$9,999)

The Bernard McDonough Foundation
Champion Industries, Inc.
Community Foundation for the Ohio Valley, Inc.
Dominion Resources
Elizabeth H. and H. B. Wehrle Foundation
Equitable Resources Foundation
Fifth-Third Bank
Jeanne G. and Lawson W. Hamilton Jr. Family Foundation, Inc.
James H. "Buck" Harless
International Industries, Inc.
Jackson Kelly PLLC
Kanawha Stone Company, Inc.
Lincoln Leasing/Stowers Trucking
Edward H. and Susan Maier
Daniel Manella Jr.
Marshall University Foundation
The Ross Foundation
Robert Shell Jr.
Southern WV Resources
St. Mary's Medical Center Foundation
State Electric Supply Company
State Farm Insurance Companies
Toyota Motor Manufacturing West Virginia, Inc.
Wells Fargo Insurance Services of West Virginia
West Virginia Humanities Council
West Virginia Roundtable
West Virginia University Foundation



AMERICAN ELECTRIC POWER FOUNDATION AND VERIZON ARE EACH MAKING A DIFFERENCE BY GIVING TO THE NEWLY-FOUNDED SEEDS PROGRAM. THEIR COMMITMENT TO EDUCATION HAS MADE SIGNIFICANT IMPROVEMENTS POSSIBLE IN OUR PARTNER SCHOOLS DURING YEAR ONE. (Pictured above are Dana Waldo of Appalachian Power, The Education Alliance President/CEO Hazel Palmer and John Ruddick of Verizon)

your gift changes lives

Your \$50 will place six new books in the hands of young readers.

Your \$500 will sponsor one-on-one mentoring at one school for two months.

Your \$1,000 will fund one classroom mini-grant project that inspires hundreds of students.

PRESIDENT'S CIRCLE (\$1,000 - \$4,999)

Abigail Adams Bancshares, Inc.
 Arch Coal, Inc.
 Bayer CropScience Institute Site
 BB&T West Virginia Foundation
 Bowles Rice McDavid Graff & Love
 BrickStreet Insurance
 Bright Enterprises
 Camden-Clark Memorial Hospital
 Governor Gaston Caperton
 Carbon Fuel Foundation
 The H. Truman Chafin Law Firm
 Charles Ryan Associates, Inc.
 City National Bank
 CSX Transportation
 William Maxwell Davis
 Dickinson Properties, Ltd.
 DuPont Washington Works
 Eastern Arrow Corporation
 Ferris Baker Watts
 First Bank of Charleston
 First Sentry Bank
 Herscher Foundation
 Hess Stewart & Campbell CPA
 Stephen and Barbara Hopta
 Huntington Federal Savings Bank
 The Huntington Foundation, Inc.
 Jackson Gas Company
 Andrew Jordon
 Sam and Despina Kapourales
 Mr. and Mrs. Stephen Kawash
 Menis Ketchum
 Lamp O'Dell Bartram Levy & Trautwein
 Marshall University Research Corp.
 Nationwide Foundation
 Natural Resource Partners L.P.
 NGK Spark Plugs Mfg. (USA)
 Norfolk Southern Foundation
 Hazel K. Palmer
 Petroleum Products
 Pocahontas Land Corporation
 Premier Financial Bancorp
 The Riggs Corporation
 Senator and Mrs. John D. Rockefeller IV
 RUDD Equipment Company
 The Segal Law Firm
 Smith Company-Motor Cars
 Southern WV Community and Technical College
 Steptoe & Johnson PLLC
 James W. Thomas

Mr. and Mrs. L. Newton Thomas Jr.
 Turman Construction Company
 United Bank Inc.
 West Virginia Symphony Orchestra
 West Virginia Wesleyan College
 WV Coal Association

LOYALTY CIRCLE (\$500 - \$999)

Ralph Bean Jr.
 Cecil I. Walker Machinery Company
 Charleston Area Medical Center Foundation
 Dixon Hughes PLLC
 Fenton Foundation
 Priscilla Leavitt
 H. Wayne Mason
 Mike Ross, Inc.
 General Harley F. Mooney Jr.
 Nancy Newbold
 Tom Pressman
 Lacy Rice Jr.
 John Ruddick
 Howard Seuffer Jr.
 Herchiel Sims Jr.
 Starvaggi Charities, Inc.
 Joanne Tomblin

FRIENDS' CIRCLE (\$250 - \$499)

Ronald Childress
 William P. Getty III
 Kanawha Roxalana Company
 Jon McKinney
 Robert Orndorff
 The Phillips Group
 Sharon Rowe
 West Virginia Public Broadcasting Foundation

IN-KIND CONTRIBUTORS

Wally Boston
 Clarence E. Martin III
 The Media Center
 The State Journal
 Woodcraft Supply LLC

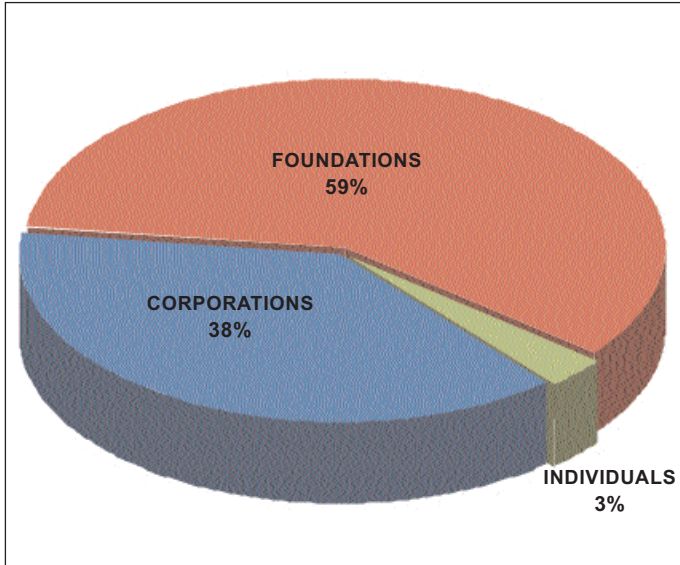
your chance to give

Make a commitment today and know that your gift will help a West Virginia child achieve his or her full potential.

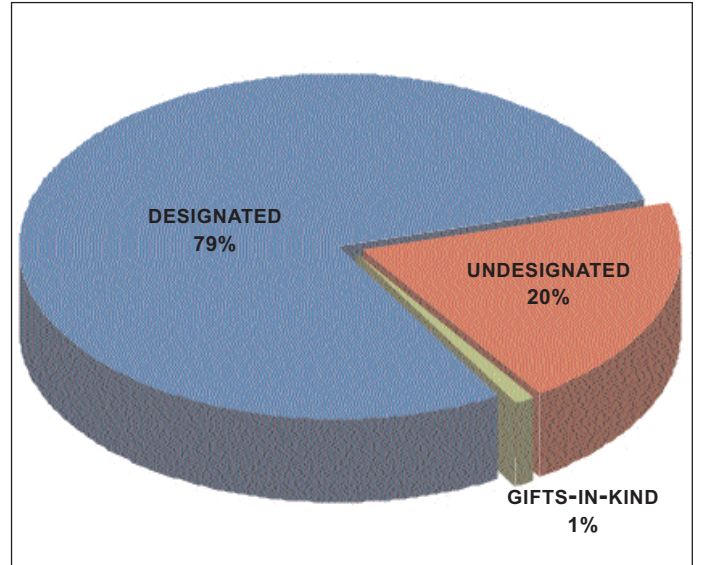
Contact Director of Development Sheanna Spence at 1 (866) 314-5437 or sheanna@educationalliance.org to learn more about how your gift can help.

Giving Summary

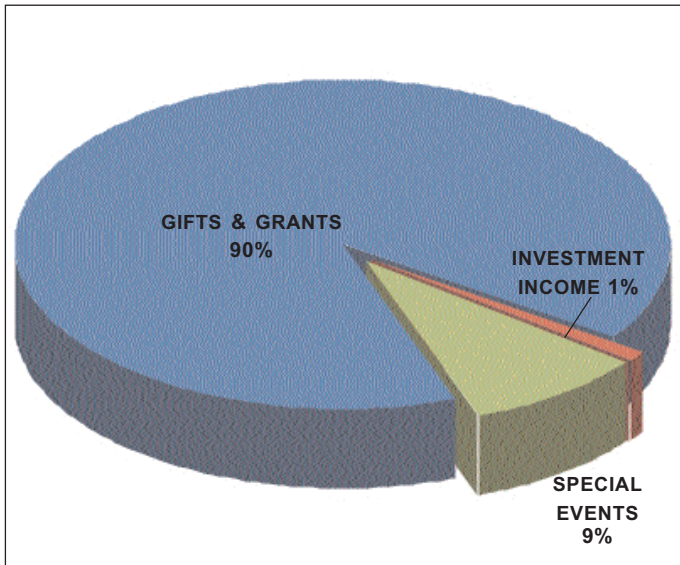
Sources of Funds



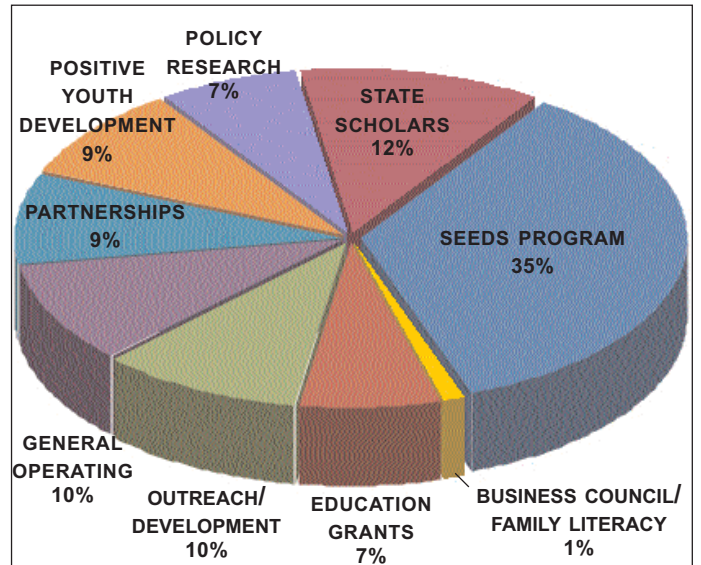
Distribution of Funds



Total Revenue and Support



Total Expenses



The Education Alliance's independent auditor, Gray, Griffith & May A.C., has issued an unqualified opinion on the financial statements for the year ended June 30, 2008. The complete audited financial statements may be found on our Web site, www.EducationAlliance.org, and are available upon request.

The Education Alliance is a tax-exempt nonprofit West Virginia corporation. All contributions are tax-deductible in accordance with Section 501(c)(3) of the Internal Revenue Code.



BOARD CHAIR JERI MATHENEY AND MEMBER MICHAEL JOHN

Leadership

board of directors

EMERITUS DIRECTORS

Gov. Gaston Caperton

New York, N.Y.

Sen. Daniel Foster, M.D.

Charleston, W.Va.

James "Buck" Harless

Gilbert, W.Va.

Steve Hopta

Bluefield, W.Va.

Dee Kapourales

Williamson, W.Va.

Priscilla Leavitt

Parkersburg, W.Va.

Lacy Rice Jr.

Martinsburg, W.Va.

Sharon Rowe

Lewisburg, W.Va.

Herchiel Sims Jr.

Kiawah Island, S.C.

L. Newton Thomas Jr.

Charleston, W.Va.

Charles Wagoner, M.D.

Weston, W.Va.

EXECUTIVE COMMITTEE

Jeri Matheney, Chair

Appalachian Power
Charleston, W.Va.

Howard Seufer Jr., Vice Chair

Bowles Rice McDavid Graff & Love
Charleston, W.Va.

James Thomas, Treasurer

Jackson Kelly PLLC
Charleston, W.Va.

Joanne Tomblin, Secretary

Southern West Virginia Community
and Technical College
Mount Gay, W.Va.

John Ruddick, Past Chair

Verizon
Charleston, W.Va.

Hazel Palmer, Ed.D.,

President/CEO
The Education Alliance
Charleston, W.Va.

Tish Chafin, Development Chair

The H. Truman Chafin Law Firm
Williamson, W.Va.

Gayle Manchin, Nominating Chair

Governor's Mansion
Charleston, W.Va.

Nancy Newbold, Member at Large

NEW-BOLD Enterprises, Inc.
White Hall, W.Va.

Ralph Baxter

Orrick, Herrington & Sutcliffe
Wheeling, W.Va.

Christina Brumley

ICG, LLC
Scott Depot, W.Va.

Wally Boston

American Public University System
Charles Town, W.Va.

Delores Cook

West Virginia Board of Education
Ridgeview, W.Va.

Rebecca Craig

Office of Circuit Court Judge O'Hanlon
Huntington, W.Va.

Sheree Parks Downey

Columbia Gas Transmission
Charleston, W.Va.

Sammy Gray

West Virginia American Water Co.
Charleston, W.Va.

Deborah Herndon, Ph.D.

Charleston, W.Va.

Michael John

Chesapeake Energy Eastern Division
Charleston, W.Va.

Joseph McDonie

Citation Investment Inc.
Huntington, W.Va.

Robert Orndorff

Dominion Resources
Clarksburg, W.Va.

Steve Paine, Ed.D.

West Virginia Department of Education
Charleston, W.Va.

Kenny Perdue

AFL-CIO
Charleston, W.Va.

Bill Phillips Jr.

The Phillips Group
Elkins, W.Va.

Tom Pressman

Strictly Business
Computer Systems
Huntington, W.Va.

Todd Shell

Guyan International
Barboursville, W.Va.

Greg Smith

Camden-Clark
Memorial Hospital
Parkersburg, W.Va.

William Smith

Cabell County Schools
Huntington, W.Va.

Mallie Combs Snider

Hardy County Rural
Development Authority
Moorefield, W.Va.

Kelly Uldrich

The Dow Chemical Co.
South Charleston, W.Va.

Joan Weisberg

State Electric Supply Co.
Huntington, W.Va.

William Wilmoth

Steptoe & Johnson PLLC
Wheeling, W.Va.

staff members

Hazel K. Palmer, Ed.D.

President/CEO

Natalie S. Proctor

Grants Program Coordinator

Sheanna M. Spence

Director of Development

Ralph D. Miller

Partnerships Manager

Carey S. Sadowski

Program Director

Tammy L. Thomas

Bookkeeper/Administrative Assistant

Our Role in Education

Since 1983, The Education Alliance has distributed more than \$1.6 million in direct teacher grants; matched more than 2,000 hometown businesses and multi-million dollar corporations with local schools for volunteer, financial and material support; and channeled the expertise of West Virginia's most accomplished business leaders to improve the state's public education system.

During the last 25 years, the Alliance has worked with more than 15,000 committed volunteers to carry out its mission of positive, systemic change statewide. They are reading aloud to students in the classroom, lending teachers an extra hand with mini-grant projects, giving real-world preparedness seminars and mentoring and tutoring students one-on-one.

However, The Education Alliance's role in public education does not stop there. It's insightful, original research pieces, such as *Through Different Lenses* and the West Virginia Civic Index Survey, have attracted the attention of national education organizations, policymakers and education stakeholders. The Alliance's systematic approach to policy reform carefully considers the changing needs and requirements of West Virginia and the nation's education environment.

Together with business leaders, government officials and West Virginia's finest educators, The Education Alliance is helping students excel in the 21st century classroom and better preparing them for the 21st century workforce.



2008 ANNUAL REPORT

The Education Alliance
300 Capitol Street, Suite 1100
P.O. Box 3071
Charleston, WV 25331-3071
Telephone: (304) 342-7850
Toll Free: 1 (866) 314-5437
Facsimile: (304) 342-0046
<http://www.EducationAlliance.org>