

College and career ready. Today's students. Tomorrow's workforce.



ready



2 0 1 0 A N N U A L R E P O R T

The  Education  
**alliance**  
Business and Community for Public Schools



# Focus

## Our Focus

### OUR VISION

Every West Virginia public school student will graduate from high school college or career ready.

### OUR MISSION

To promote college and career readiness for all West Virginia students.

### OUR GOALS

To recognize and promote partnerships with public schools that produce positive results for students.

To positively impact education policy at the state and local levels.

To conduct demonstration projects that produce high levels of student achievement; increase on-time grade level completion; and help students prepare for college and careers.

2 0 1 0     A N N U A L     R E P O R T



# Message from the Chairman of the Board and President/CEO

Dear Friends,

In 2010, The Education Alliance embraced a new mission—ensuring every West Virginia public school student is college or career ready when they complete high school. This tall order means we must walk the talk of leaving no child behind.

West Virginia's current graduation rate is 75.2 percent. Of the students who completed high school in 2009, only 61 percent choose to pursue a two- or four-year college degree. Predictions are that in 2018, West Virginia will have 398,000 jobs—an increase of 20,000 additional jobs for persons with more than a high school diploma.

In refocusing our sights, The Education Alliance is meeting the challenges of 2018 and beyond. We are working hand in hand with parents, educators, students, and others to dispel the myth that mediocrity is an acceptable level of performance. We must model excellence and hold high expectations for ourselves, our communities, our schools, and our students.

All West Virginians must embrace the fact that, on average, when you learn more, you earn more. Studies have documented positive connections among several key factors, including educational attainment, economic development, steady employment opportunities, thriving communities, and high standards of living

The best legacy we can leave our youth is to ensure they are well educated and highly skilled. This will attract career opportunities that provide high-wage employment. The West Virginia we want is within our reach if we dare to believe that every child can complete high school prepared for college and careers.

As always, The Education Alliance remains committed to ensuring every West Virginia student receives a quality education.

Sincerely,



*Howard Seuffer, Jr.*  
Howard Seuffer, Jr.  
Chair, Board of Directors



*Patricia S. Kusimo*  
Patricia S. Kusimo, Ph.D.  
President/CEO

# High School Completion



Walk the Talk is a four-year high school club that began in November 2008 with generous

funding from the AT&T Foundation. Walk the Talk aims to ensure that all participants complete high school ready for postsecondary education. The program serves 212 students in six West Virginia public high schools—Capital, Riverside, Saint Albans, South Charleston, Wheeling Park, and Woodrow Wilson.

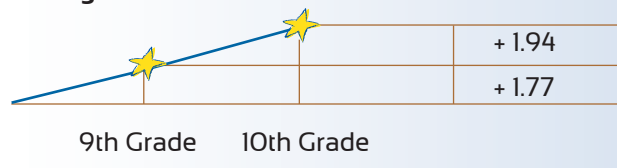
Students are paired with business or community volunteers who serve as their mentors. The students meet weekly with their mentors to discuss academic and personal challenges as well as potential career options.

Walk the Talk is making a difference.

## Academic Achievement

On average, students in the Walk the Talk Class of 2012 improved their grade point averages from ninth to tenth grade. The average course completion rate for Walk the Talk students was **79%** during the 2009-2010 academic year. Overall, Walk the Talk student participants had an **89.4%** (19.2 days absent) attendance rate based on a 180-day academic school year during the 2009-2010.

Average Class of 2012 Grade Point Increase



## College Transition Course

During the fall 2009 semester, 34 Walk the Talk students at Capital and Riverside high schools had a unique opportunity to receive college credit by enrolling in College Transition, a dual-credit course designed specifically for high school students. In fall 2010, the program was expanded to serve all four Walk the Talk schools in Kanawha County.

## 2010 Survey Results: Students and Mentors Walk the Talk

Year-end surveys allowed students and mentors to give their perceptions of the program. An impressive **79%** of the students responded that what they liked most about the program was the mentor-mentee interactions.

The figure below indicates the percentage of students who responded that they received program benefits in the corresponding categories.

### Walk the Talk Program Impacts

Percentage of students agreeing

|  |              |
|--|--------------|
| Wanting to do better in school                           | <b>74.3%</b> |
| Improving school attendance                              | <b>33.3%</b> |
| Coming to school on time more often                      | <b>28.6%</b> |
| Having someone to talk to                                | <b>61.0%</b> |
| Finding a career goal                                    | <b>62.9%</b> |
| Thinking about what he/she wants to do after high school | <b>73.3%</b> |



## Corporate Volunteers

- Air National Guard
- AT&T
- BB&T
- Beckley Police Department
- Charleston WV Police Department
- CityNet Internet Services
- Daymark, Inc.
- Enterprise Rent-A-Car
- United States Recruiting Command
- Volunteer West Virginia
- Wells Fargo Insurance

# Frontline Network



Through its Frontline Network for High School Completion—funded by major grants from the Claude Worthington Benedum Foundation and The Greater Kanawha Valley Foundation—The Education Alliance enabled four West Virginia counties (Calhoun, Monongalia, Monroe, and Putnam) to develop and implement plans to improve high school completion rates and lower drop-out rates in their counties. Frontline Network participants—school board members, county staff, and community members—also collaborate with local educators, parents, social service personnel, and community groups to address the core issues that impact their local high school completion rates.

During 2009-2010, Frontline Network counties formed county drop-out prevention committees headed by their local school boards. Participants from each county attended a four-part training series that utilized the Grad Nation guidebook and other high school completion resources. Training sessions focused on community involvement, outreach, and group discussions on best practices and problem solving.



Picture courtesy of the Charleston Gazette

Representatives from each county school board also engaged in a Q&A session with former West Virginia Governor Bob Wise, current president of the Alliance for Excellent Education. Group planning sessions resulted in finalized drop-out prevention and graduation improvement plans. Each county is on track to implement their plans by December 2010.

## Next Steps

The following are just a few of the activities planned by each county for fall 2010.

### Calhoun County

- Conduct staff development trainings for teachers in grades 3-12
- Host a public forum prior to a home football game
- Plan career-oriented field trips for eighth-grade students

### Monongalia County

- Conduct the High School Survey of Student Engagement with 770 10th-grade students
- Host five forums targeting different constituent groups

### Monroe County

- Provide middle and high school students an opportunity to experience the “Choice Bus,” which reinforces the benefits of high school completion
- Conduct two Graduation Success Forums to discuss key district and student data
- Administer and analyze data from the High School Survey of Student Engagement

### Putnam County

- Meet with community members, students, business leaders, educators, and parents by participating in community events and school and community meetings
- Provide talking points for eighth-grade parent meetings and “Intro to the Majors” meetings with sophomore parents
- Conduct student surveys and focus group interviews to learn—from the students’ perspective—the importance of graduation

completion

# Business & Community Engagement



Student Educational and Economic Development Success, better known as SEEDS, is an exclusive professional development experience for West Virginia public school principals. The program links the principals with a seasoned business CEO and professional education consultants. Together, they develop and execute an innovative business plan for school success.



Each SEEDS school receives \$50,000 (\$25,000/year for two years) to help meet the goals and objectives of its innovation plan. The program has demonstrated an ability to enhance principals' leadership skills, increase student achievement, and improve facilities and management processes.

The past year Cohort 2 SEEDS, schools experienced improved student achievement, increased high school graduation rates, reduced disciplinary infractions, expanded school engagement for parents and the business community, and improved instructional models. In addition, two SEEDS schools received special recognition—Berkeley Heights Elementary, Cohort 1, as an Innovation Zone school and Rupert Elementary as a School of Excellence.

**In particular, the student achievement improvements at Rupert Elementary were extraordinary:**

- 100% of the students improved their reading proficiency.
- 74% of kindergarten students and 67% of second graders now read at or above grade-level standards.

**Nicholas County Career and Technical Center is another great SEEDS success story:**

- 22 of the 24 students enrolled in English 12 and 19 of the 21 students enrolled in credit recovery successfully completed their courses.

## Cohort 3 SEEDS Mentors

As another example of the program's accomplishments, The Education Alliance engaged an impressive team of mentors for Cohort 3.

- A. Michael Perry, founder of Heritage Farm Museum and Village in Huntington
- Tim Saab, commercial banking services officer with Centra Bank in Morgantown
- David Hardesty, former president of West Virginia University
- Tom Jones, president and CEO of West Virginia United Health System in Fairmont
- John Golden, director of external affairs for Verizon West Virginia.



**SEEDS Cohorts 2 and 3 are now in the implementation phase of their projects.**

### Cohort 2:

- Harts Middle School, Lincoln County
- Nicholas County Career and Technical Center
- Rupert Elementary School, Greenbrier County
- Van Devender Middle School, Wood County
- Williamson Middle School, Mingo County

### Cohort 3:

- Evans Elementary School, Jackson County
- Geary Elementary/Middle School, Roane County
- Oak Glen High School, Hancock County
- Wayne High School, Wayne County
- Weir Middle School, Hancock County

# involvement



## Partnerships in Education

In 1984, The Education Alliance launched its second program, Partnerships in Education. The purpose of the program was to provide mutually beneficial opportunities for local businesses to partner with public schools. To date, the Partnerships in Education program has established more than 1,200 school-business partnerships.

During 2009-2010, the Partnerships in Education program began developing strategic relationships with community groups, businesses and volunteers who share The

Education Alliance's vision of helping all public school students graduate college or career ready. Relationships were forged with Roads to Success, Junior Achievement, and Read Aloud West Virginia.

With an expanded focus on strategic partnerships, The Education Alliance is well positioned to accomplish its vision. The Partnerships in Education program is a powerful force for change because its participants share a common focus—West Virginia youth and their success.

## West Virginia State Scholars

During spring 2010, The Education Alliance equipped 45 business and community volunteers to make presentations to 650 seventh-grade students in Cabell County. Using materials developed by the State Scholars Initiative (SSI), a national program that aims to encourage students to enroll in rigorous high school courses, business and community volunteers talked with students about the importance of enrolling in rigorous high school coursework in English, mathematics, science and foreign language. Without the leadership and support from the Cabell County School System, the Huntington Area Development Council (HADCO) and its member organizations, this initiative would not have been possible.

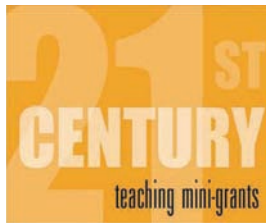
### A special thanks to each organization::

- Armstrong Cable
- BB&T
- Cabell County Board of Education
- Cabell County Health Department
- Cabell County
- Cabell Huntington Hospital
- City National Bank
- City of Huntington
- Edward Tucker Architects, Inc.
- First State Bank
- Foundation for the Tri-State Community
- Huddleston Bolen
- Huntington Steel
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- Mountwest Community & Technical College
- Nelson Mullins
- Ohio Valley Bank
- St. Mary's Nursing
- Steptoe & Johnson, LLP
- Strictly Business Computer Systems
- The Herald-Dispatch
- WSAZ News Channel 3



The Education Alliance's newest college and career readiness initiative is taking students and business volunteers online.

The Education Alliance plans to expand the program statewide and is looking for more adult volunteers to become eMentors for West Virginia students. To register, go to [www.wvmentoring.org](http://www.wvmentoring.org).



# 21st Century Teaching Mini-Grants

For 27 years, West Virginia public schoolteachers in all 55 counties have had the opportunity to participate in the competitive Teacher Mini-Grant application process.

In 2009-2010, The Education Alliance awarded nearly \$30,000 in teacher mini-grants for innovative K12 classroom projects. Seventy four grants were awarded to teachers in 30 counties—directly impacting 12,000 students.

## 21st Century Teaching Mini-Grants, 2009-2010

Congratulations to the following teachers for inspiring their students and going the extra mile.



### Barbour County

Gloria McLean, Belington Elementary

### Berkeley County

Erin Sponaugle, Tomahawk Intermediate  
Kathy Wood, Back Creek Valley Elementary

### Boone County

Pamela Elkins, Van Junior/Senior High  
Debra Harless, Madison Middle  
Tiffany Mounts, Van High

### Cabell County

Brenda Parsons, Milton Elementary  
Lisa Riley, Enslow Middle  
Kristin Ryder, Barboursville Middle  
Victoria Smith, Geneva Kent Elementary

### Doddridge County

Patricia Schumacher,  
Doddridge County Middle

### Fayette County

Janet Bowland, New River Elementary

### Jefferson County

Heather Boucher, C. W. Shipley  
Elementary  
Jeremy Graham, Washington High  
Derek Hughes, Washington High  
Martha Loudon, Washington High

### Kanawha County

Karen Kersey, Alban Elementary  
Katherine Kress, Stonewall Jackson Middle  
Amy Loftis, Alban Elementary  
Bridget Riggs, South Charleston High  
James Wendt, Nitro High

### Marion County

**Mercer County**  
Kelly Druggish, Mercer Elementary  
Angela Neal, Mercer Elementary  
Amy Pierson, Oakvale School  
Tonya Roberts, Bluefield High  
Angelah Worley, Glenwood  
Elementary School

### Ohio County

Shannon Gessler, Ritchie Elementary  
Pam Thomas, Middle Creek Elementary

### Putnam County

Carol Graham, Hometown Elementary  
Leah Higginbotham, Buffalo Elementary  
Amanda Knapp, Buffalo High  
Jeanne Leadman, Hurricane High  
Lynn Schwallie, Scott Teays Elementary

### Raleigh County

Tammy Acord, Bradley Elementary  
Terri Gunter, Bradley Elementary  
Michelle Norman, Bradley Elementary  
Amanda Trump, Crescent Elementary

### Randolph County

Nick Alfred, Elkins Middle

### Ritchie County

Kathleen White, Harrisville Elementary

### Taylor County

Pam Miller, Taylor County Middle

### Tucker County

Shane Eakle, Tucker County High

### Wayne County

Amy Dowis, Kellogg Elementary  
Catherine Harold, Vinson Middle

### Wetzel County

Cindy McSweeney, Short Line School

### Wood County

Cindy Oxender, Franklin Elementary  
Edna Patrick, Williamstown Elementary  
Connie Simonton, Vienna Elementary

### Wyoming County

Cynthia Staton, Huff Consolidated  
Elementary & Middle

*“My students loved the hands-on math opportunities and the overhead demonstrations that I was able to perform. Student enthusiasm and participation exceeded my expectations.”*

*—Kristina Sloan, Mill Creek Intermediate*

### Greenbrier County

Cindy Durham, Rainelle Elementary  
Diane Gillespie, Lewisburg Elementary  
Heather Nutter, Crichton Elementary  
Melanie Sheppard, Eastern  
Greenbrier Middle

### Hampshire County

Jessica Wysopal, Hampshire High

### Hancock County

Andrea Anderson, Weir High  
Anne Ford, Oak Glen Middle/High

### Mineral County

Staci Calder, Frankfort Middle

### Mingo County

Sonya Picklesimer, Williamson High  
Amy Salmons, Williamson High

### Morgan County

Natalie Smith, Warm Springs Intermediate

### Nicholas County

Laura Ames, Nicholas County High  
Charlesetta Comer, Summersville  
Elementary





## Decades of Impact

As we focus on ensuring West Virginia youth are prepared in school to succeed in college and careers, we want to acknowledge the accomplishment of the The Education Alliance's 21st Century Teaching Mini-

Grants program and The Capital City Pumpkin Drop.

We can all take pride in their impact on West Virginia's students and teachers.

## 21st Century Teaching Mini-Grants

### 1983

- Established as the first program of The Education Alliance—then the West Virginia Education Fund.
- The Education Alliance awarded 123 mini-grants to public schoolteachers during the first cycle.

### 1990's

- Over the years, The Education Alliance offered specialty mini-grants, including those focused on dental hygiene, family involvement, math, science and most recently, technology.

### 2010

- The Mini-Grants Program awarded more than \$1.28 million to classroom teachers.
- Over a 27 year period the program awarded 4,546 grants.

*impact*



## Capital City Pumpkin Drop

### Math, Science Skills at Work

- The Education Alliance began the Capital City Pumpkin Drop in 1998.
- Starting out with about 200 student participants in 1998, the Pumpkin Drop quickly grew.
- From 1998-2009, students dropped nearly 1,100 pumpkins from the State Capitol building.
- Overall, more than 200 pumpkins survived the fall.
- On average, 12 West Virginia Counties and 25 public schools participated in the Pumpkin Drop.

### Partnerships were key in making this event a smashing success! Thanks for all your help.

- Bayer CropScience – sponsor and event emcee
- WVU College of Engineering and Mineral Sciences – judging
- Bridgemont Community and Technical College – judging
- Waste Management – in-kind sponsor, waste removal
- State of West Virginia – facility use, clean up

# Donor Honor Roll

The Education Alliance extends its sincere thanks to the following individuals, corporations, and foundations whose generosity makes our work possible.

## **Founders' Circle (\$100,000 and above)**

West Virginia Department of Education and the Arts

## **Leaders' Circle (\$25,000 - \$99,999)**

American Public University System, Inc.  
AT&T Foundation  
Claude Worthington Benedum Foundation  
The Dow Chemical Foundation  
JPMorgan Chase Foundation  
Orrick, Herrington, Sutcliffe Foundation  
The Ross Foundation

## **President's Circle (\$10,000 - \$24,999)**

Appalachian Power  
The Bernard H. & Blanche E. Jacobson Foundation  
The Daywood Foundation  
ECA Foundation/Energy Corp. of America  
EQT Foundation  
The Greater Kanawha Valley Foundation

## **Summa Cum Laude (\$5,000 - \$9,999)**

Dominion Foundation  
Jackson Kelly PLLC  
West Virginia Humanities Council

## **Magna Cum Laude (\$1,000 - \$4,999)**

Amherst Madison, Inc.  
Arch Coal Foundation  
Bayer CropScience  
Bernard McDonough Foundation  
Bowles Rice Foundation  
Bowles Rice McDavid Graff & Love  
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West Virginia University  
West Virginia University College of Law  
Mr. Steven F. White

## **Cum Laude (\$500 - \$999)**

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 The Printing Press Ltd.  
 Riveting Notes, LLC  
 The State Journal  
 Waste Management  
 West Virginia Center for Professional Development

# Fundraising Events

## 2009 Annual Dinner Celebration

On December 1, 2009, more than 265 business leaders, government officials, and educators from across the state gathered at the Charleston Marriott for The Education Alliance's 2009 Annual Dinner Celebration. The event honored Judge Joseph Goodwin and Secretary Kay Goodwin's service to West Virginia and celebrated the work of The Education Alliance.



*Pictures courtesy of Lucie Mellert*

## 12th Annual Graduates of Distinction

Football fans and education supporters alike came out to help The Education Alliance honor University of Alabama Head Football Coach Nick Saban as a Graduate of Distinction. Attendees of the 12th annual luncheon fundraiser heard a motivating presentation from the Monongah High School graduate and national championship-winning coach.

## Your Chance to Give

Education gives students access to many different college and career paths. Donors of The Education Alliance can change a child's life with one simple gift.

Each financial gift supports our mission of college and career readiness for all West Virginia students. Cash and stock gifts are tax deductible. With these many opportunities to give, we hope you will include The Education Alliance in your charitable giving plans this year.

**Neighborhood Investment Program:** The Education Alliance has West Virginia state tax credits available for eligible gifts of \$500 or more. Visit [www.EducationAlliance.org](http://www.EducationAlliance.org) for more details.

**Matching Gifts:** Many companies will match your contribution to The Education Alliance. Simply submit your company's matching gift form with your gift to multiply your gift with a match.

**Legacy Gifts:** Planned gifts made through wills, bequests and annuities help secure the financial future of The Education Alliance. Please consider making public education your legacy.

**Gifts-in-Kind:** Gifts of goods or services are always greatly appreciated. They extend the reach of The Education Alliance's financial resources, while offering the donor a tax deduction for the fair market value of the gift.



For more information about any of our giving programs, please contact the Director of Development at (304) 342-7850 or [giving@educationalliance.org](mailto:giving@educationalliance.org). You may donate online at [www.EducationAlliance.org](http://www.EducationAlliance.org) or mail your gift to:

The Education Alliance  
P.O. Box 3071  
Charleston, WV 25331-3071

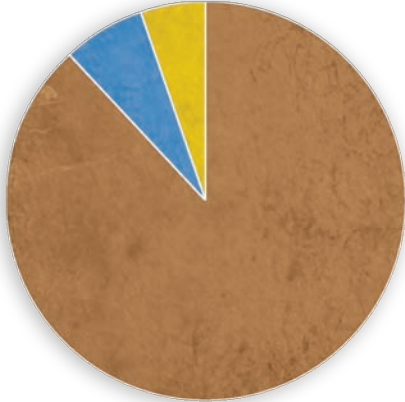
*giving back*

# Financial Report

For every one dollar The Education Alliance receives eighty-three cents goes to support programs for West Virginia public school students.

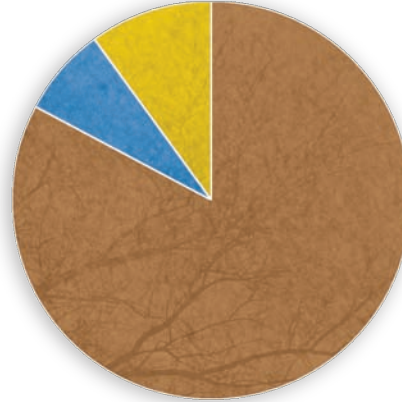


Fiscal Year 2010: July 1, 2009 June 30, 2010



## Total Revenue and Support

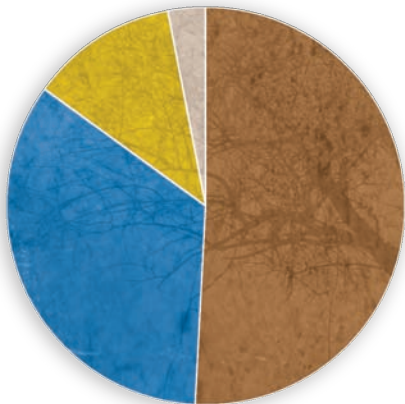
- Gifts and Grants = 88.5%
- Special Events = 5.0%
- Investment Income = 6.5%



## Total Expenses

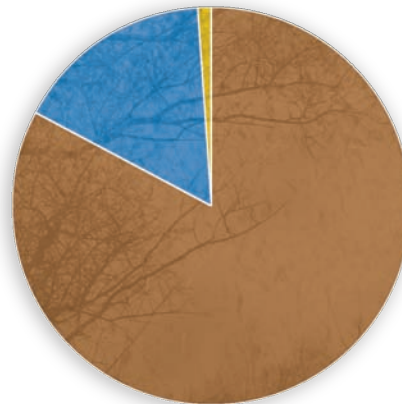
- Programs = 82.9%
- General Operating/New Program Development = 7.2%
- Outreach/Fundraising = 9.9%

## Giving Summary



## Sources of Funds

- Foundations = 51%
- Government Grants = 34%
- Corporations = 12%
- Individuals = 3%



## Distribution of Funds

- Designated = 83%
- Undesignated = 16%
- Gifts In-Kind = 1%

The Education Alliance's independent auditor, Gray, Griffith & Mays A.C., has issued an unqualified opinion on the financial statements for the year ending June 30, 2010. The complete audited financial statements may be found on our Web site, [www.EducationAlliance.org](http://www.EducationAlliance.org), and are available upon request.

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*a signee for success*



# Corporate Information and Staff

## OFFICE LOCATION

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Charleston, WV 25301  
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FAX (304) 342-0046

## MAILING ADDRESS

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## INDEPENDENT AUDITORS

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## TAX INFORMATION

Gifts made to The Education Alliance are tax deductible to the full extent of the law. The Education Alliance is registered with the IRS as a 501(c)(3) organization.

West Virginia residents may obtain a summary of the registration with financial documents from the Secretary of State, State Capitol, Charleston, West Virginia, 25305. Registration does not imply endorsement.

## LEADERSHIP

Patricia S. Kusimo, Ph.D.  
President/CEO

Howard Seufer  
Chair, Board of Directors

## 2009-2010 PROGRAMS

- 21st Century Teaching Mini-Grants
- Capital City Pumpkin Drop
- Frontline Network for High School Completion
- Partnerships in Education
- SEEDS: Student Educational and Economic Development Success
- Walk the Talk
- West Virginia State Scholars
- Coming soon WV eMentoring

## AFFILIATIONS

- Public Education Network
- 21st Century Jobs Cabinet of West Virginia
- West Virginia Business Volunteer Council
- West Virginia Chamber of Commerce
- West Virginia Learning First Alliance
- West Virginia Partnership to Assure Student Success (WVPASS)



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