



THE EDUCATION ALLIANCE

Impact

2011 ANNUAL REPORT

July 1, 2010 to June 30, 2011

Message from the Chairman of the Board and President/CEO



Friends,

In 1983, West Virginia business leaders established the West Virginia Education Fund, now known as The Education Alliance. Those leaders believed the business community should help public schools and public school students achieve to high standards.

Today The Education Alliance maintains this belief. Indeed, there is still a cause.

- One in four West Virginia students will not complete high school within four years, and some of those students will never complete high school.
- For every 100 ninth grade students, only 16 will eventually earn a bachelor's degree.
- 54% of our students receive a federally subsidized lunch.
- In West Virginia a child is abused or neglected every 2 hours.

The attainment of our mission—ensuring all public school students complete high school ready for career training or college—is vital to West Virginia's future and economy.

The Education Alliance believes public schools can transform the lives of children, especially children growing up in poverty.

We believe in West Virginia and in our ability to make a difference, for indeed there is still a cause.

Ladies and gentlemen, today's students and tomorrow's workforce.

Sincerely,

A handwritten signature in blue ink that reads "Howard Seuffer".

Howard Seuffer
Chairman of the Board

A handwritten signature in blue ink that reads "Patricia S. Kusimo".

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



“I’m enthusiastic about The Education Alliance because they help to unleash West Virginia’s enormous potential.”

— Howard Seufer, Chairman of the Board

What is The Education Alliance?

Prepared and educated students are the engaged, skilled workers and citizens of tomorrow. Since 1983, The Education Alliance has worked to make this premise a reality for West Virginia. Working in communities through partnerships has been key to this effort from the beginning.

Our Partnerships in Education (PIE) program began in 1984 as a way for businesses to work with schools to enhance student achievement. Kraton Polymers in Parkersburg, WV has worked with PIE for 25 years, providing math tutors for students in the Wood County area.

Dan Sterrick works for Kraton, and has been a math tutor for about 20 years. He recognizes that public school teachers and students need support from their community.

The value of his time is measured, he said, when students thank him years later for the time he took to tutor them. “I hope that the concept of mentoring others in their community will stay with them for a lifetime,” he said.

Please look over the pages that follow to see more examples of how The Education Alliance is forging partnerships to ensure more students graduate from high school and college career-ready.



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

1. To recognize and promote partnerships with public school that produce positive results for students.
2. To positively impact education policy at the state and local levels.
3. 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.

This report contains real quotes from West Virginia students; however, the students' names have been changed to protect their privacy.



Goal #1

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

Before the internet, mentoring was a face-to-face activity. Now, WV eMentoring connects West Virginia high school students with mentors based on the students' career interests.

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222 Students in four counties participated during the spring of 2011. The program's goal is to reach every West Virginia high school student before they complete high school.





The first lady of West Virginia is a busy person, but she loves connecting with young people. How does she make time to mentor a student? Through The Education Alliance's WV eMentoring program. "As a college president, I really appreciate how important it is for high school students to have someone they can talk with about their future," she said.

Tomblin and Samantha, now a junior in Pocahontas County, connected through the WV eMentoring program last year. Samantha told the First Lady that she really wanted to be a nurse so she could help other people. "We talked about what classes she could take, and what she needed to focus on if she wanted to pursue nursing," said Tomblin. The First Lady said being an eMentor has taught her something, too. "Students really benefit from the one-on-one coaching they get from a mentor," she said.

The pair finished up their WV eMentoring sessions last year, but stay in touch. "I've promised Samantha that I'll be her mentor until she graduates," said Tomblin.

"I applaud the efforts of The Education Alliance."

—West Virginia First Lady Joanne Tomblin

Goal # 2

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

The Frontline Network for High School Completion is a collaborative project designed to improve high school graduation rates in four West Virginia counties. It provides research-based guidance and support for communities to develop and implement plans that improve high school completion and lower dropout rates in their schools.

6 *“Students need to know they have a voice.”*

—Penny Fisher, Assistant Superintendent of Schools, Putnam County





What's it like to be a kid in school today - and why do so many dropout before graduating from high school? The Education Alliance's Frontline Network wants to know.

In Putnam County, students were surveyed to find out why they thought their peers were dropping out of school. Laziness, cyber-bullying, and lack of hope for the future were a few of the reasons students cited in their responses. One Winfield High School Student said that "pregnancy, drugs, sex, bullying, suicide, and racism," were the biggest challenges facing students at their school.

"We learned the students need to have a voice, to feel heard by the community," said Penny Fisher, who is the Assistant Superintendent of Schools for Putnam County. Community awareness and involvement were things students were missing, according to Fisher.

Putnam County now schedules regular student focus groups in high school and middle school so that needs can be heard. This helps schools identify warning signs for at-risk students, which helps administrators focus resources strategically. The goal? To make sure West Virginia students get a chance to graduate.

Goal #3

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.

“Students are comfortable asking another student for help.”

—Jeff Woofter, Assistant Principal, Oak Glen High School



SEEDS, which stands for Student Educational & Economic Development Success, is an exclusive professional development experience for public school principals.

Our premise starts with the belief that well-supported administrators can effect real change at their schools. With *SEEDS*, principals receive funding for a school initiative, along with expert guidance from an educational consultant and a successful business CEO. Together, they develop and execute an innovative plan to facilitate student achievement.

Reading proficiency (WESTEST 2) jumped from 43% to 64% over two years at Rupert Elementary School.

46% of students participating in the SEEDs program at Oak Glen High improved their mathematics grade by one letter grade within one year.

Julie was failing English in the 8th grade. "It was so bad, I had to go to summer school, just to pass - so I could go on to high school," she said. Her WESTEST 2 scores were high, but her grades were low, something her assistant principal noticed in other students too.

The transition from eighth to ninth grade is the "toughest in education," said Jeffrey Woofter, Assistant Principal at Oak Glen High School in Hancock County. With *SEEDs* funding, Woofter put technology in the hands of students who were underachieving - and paired them with peer mentors to help them with their school work.

For Julie, it made a difference. "I raised my grade to the A/B range," she said. "In less than a semester." The difference? "My mentor explained things to me in way I could really understand."



Goal # 3

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.

Walk the Talk pairs caring business mentors with at-risk students at five West Virginia high schools. Mentors stay with the same group of students for every year of the high-school experience.





"I think a program like this should be part of the everyday school experience," said Tim McClung, after leading four young men through a session for "Walk the Talk" at South Charleston High School this spring. McClung, who works for Wells-Fargo, takes time each week to mentor at-risk youth because he believes students need adults who they can look up to outside of school and home.

McClung's group of students, now juniors in high school, are all on track to graduate. Each week, they talk about everything from school projects to girlfriends to life after high school. "It's a community," said McClung

*"I realized that it's helped me
be ready for the rest of my life."*

—Stanley, a high school junior and *Walk the Talk* participant

*250 Students at 5 High Schools
participate in Walk the Talk*

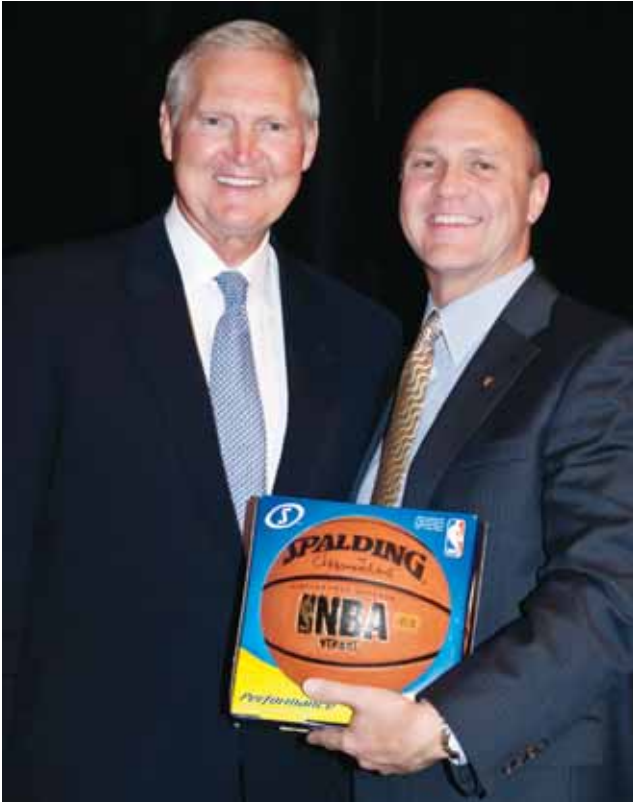
Annual Dinner

On December 7, 2010, The Education Alliance honored two legendary West Virginians. Jim Justice and Jerry West exemplify the core values of hard work and commitment - qualities that West Virginia's public school students can emulate to succeed in life.

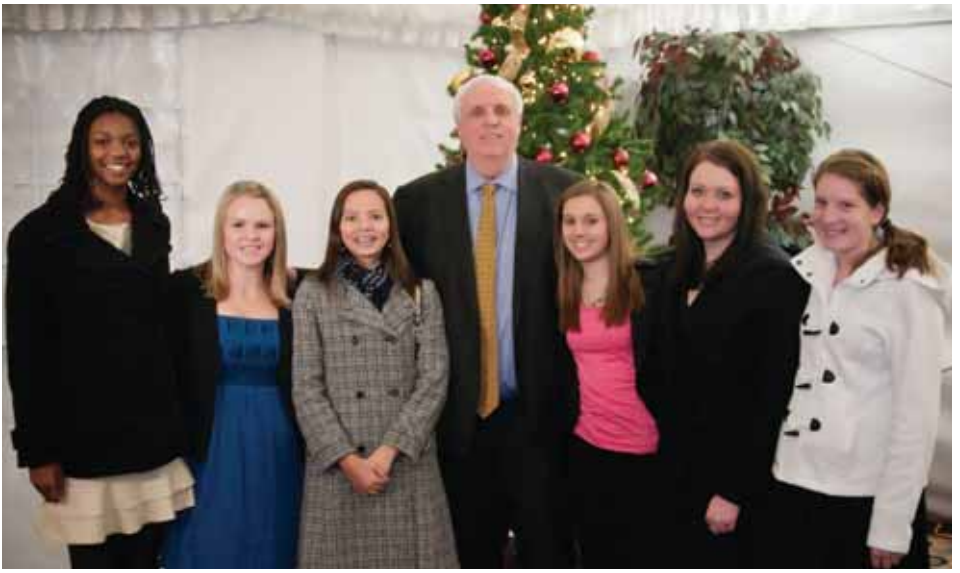
Jerry West was a smaller than average for a young person his age. When he failed to make the track, football, and basketball teams in junior high school, West turned his attention to basketball. He practiced on a dirt-covered court, pouring shot after shot into a hoop hanging on a neighbors shed.

Even after making East Bank High School's varsity squad his junior year, he rode the bench. Finally, during the summer between his junior and senior year, he sprouted up and grew six inches. Needless to say, he was a starter during his senior season at East Bank.

The rest is history. Now the world knows West as an All-American and legendary NBA player, coach, and leader.



Jerry West with Dr. James P. Clements, President of West Virginia University.



Jim Justice with members of his basketball team from Greenbrier East High School.

Supporting education and community are traditions in the Justice family. When Jim Justice purchased The Greenbrier Resort in 2009, he was already well-known for his business accomplishments. His commitment to the community is equal to his business acumen.

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Since 1992 he has been President of the Beckley Little League. He has helped the program expand to more than 1,000 kids playing on 80 teams. He has coached basketball teams of all ages for the past 30 years and is currently the head girls' basketball coach at Greenbrier East High School in Lewisburg, WV. Since 1995, he has been director of the Mountain State Coal Classic which has awarded hundreds of thousands of dollars in scholarships.

As a major supporter of education in West Virginia, Jim Justice went above the call of duty to support The Education Alliance's mission. The Greenbrier served as lead event sponsor for the 2010 Annual Dinner, providing 25% of total revenue.

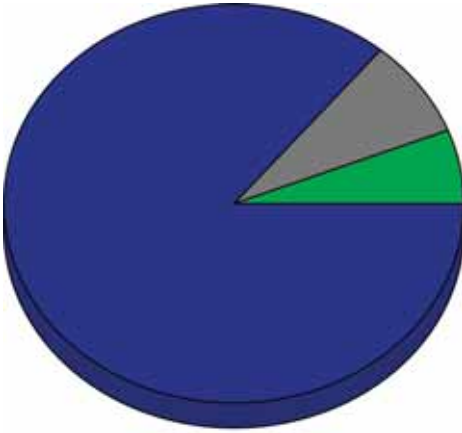
The example of these two outstanding West Virginians are an inspiration to Mountaineers everywhere!



Financial Report

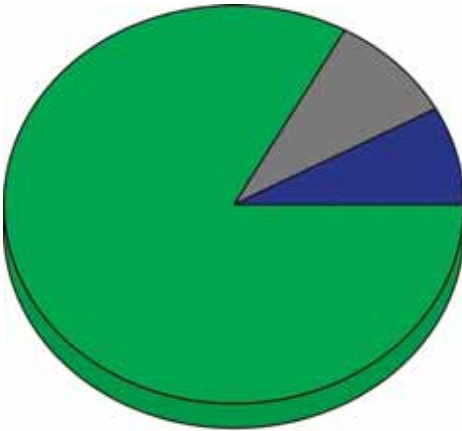
Fiscal Year July 1, 2010 to June 30, 2011

Total Revenue and Support



- ◆ Gifts and Grants = 86%
- ◆ Special Events = 8%
- ◆ Investment Income = 6%

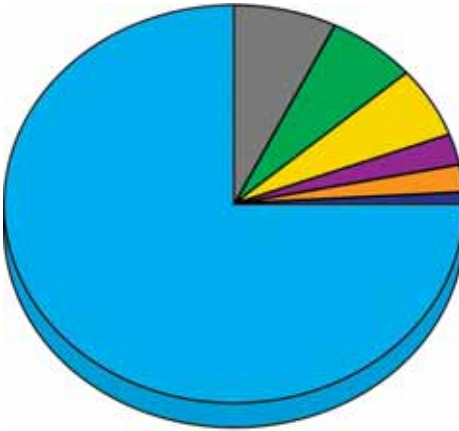
Total Expenses



- ◆ Programs = 83%
- ◆ General Operating/New Program Development = 9%
- ◆ Outreach/Fundraising = 8%

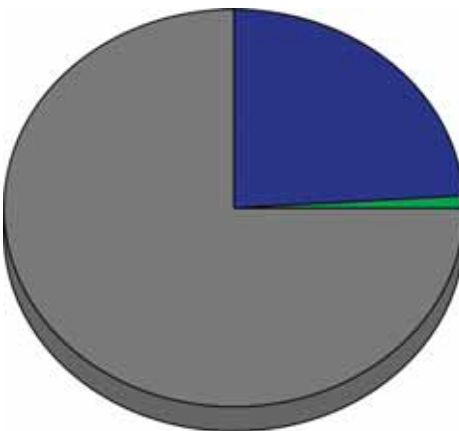
We welcome your tax-deductible investment!

Sources of Funds



- | | |
|--|------------------------|
| Corporations and Corporate Foundations = 74% | Interest Income = 6% |
| Foundations = 8% | Government Grants = 2% |
| Fundraising Events = 7% | Individuals = 2% |
| | Miscellaneous = 1% |

Distribution of Revenue



- | |
|--------------------|
| Designated = 74% |
| Undesignated = 25% |
| Gifts In-Kind = 1% |

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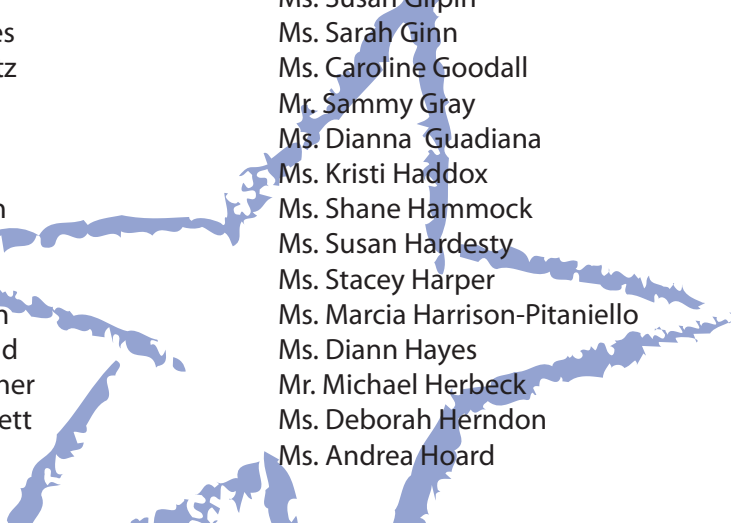
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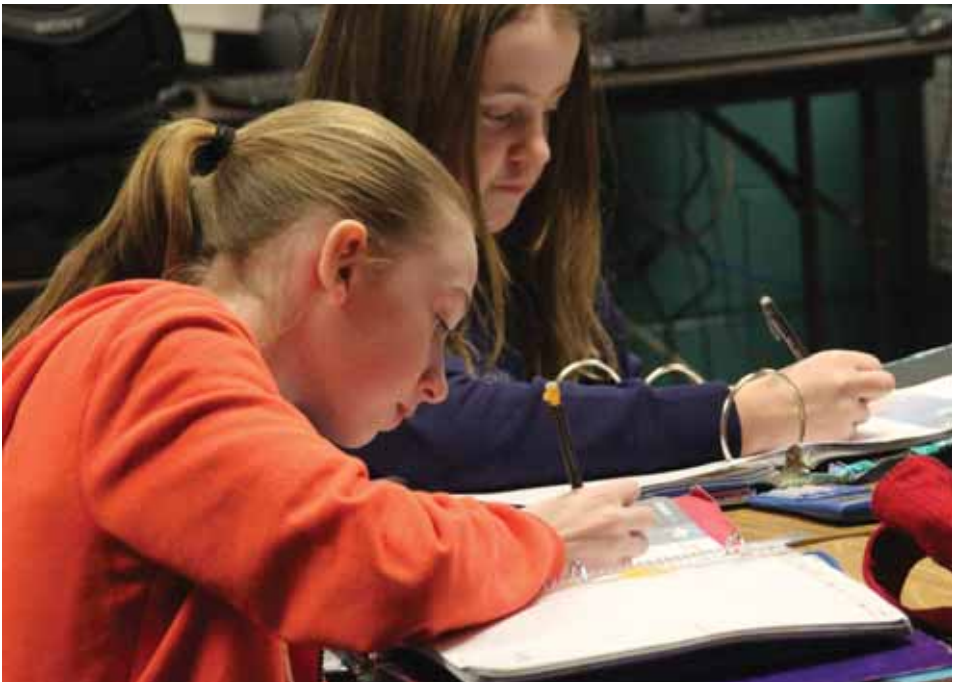
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