



REMAKING LEARNING



MESSAGE

FROM THE CHAIRWOMAN OF THE BOARD AND PRESIDENT/CEO



This year's Annual Report highlights The Education Alliance's ongoing work throughout the past year to push forward educational innovation by **Remaking Learning**. We believe that West Virginia must redesign and re-envision our students' learning environment and that strong business and community partnerships are a key component of that effort.

Our efforts to **remake learning** are rooted in our vision that every West Virginia public school student will graduate ready to begin a career or pursue additional education and training. Within that vision we acknowledge that the world around us is changing. The careers and education opportunities for today's students are not the same as those available a decade ago or those that will exist ten years from now. Our Board of Directors, made up of business and community leaders from every major industry and region of the state, understand this fact. They support The Education Alliance's hard work to be an effective advocate of programs and practices that prepare our students for this reality.

As we push toward innovation and **remaking**, we are also constantly ensuring that we measure and evaluate our efforts. Throughout this report you will see data that highlights how our programs and partnerships have moved the needle in some key outcomes in this past year. The Alliance launched several new initiatives including a STEM Network Schools, Financial Literacy, and a public engagement initiative. We continued to build upon the positive momentum of our annual Education Summit and EDTalks series. Please take a moment to share in our progress as you read personal stories about the individual lives our organization is touching.

We want to thank our Board of Directors and the state's business and community partners for their leadership and demonstrated commitment to education. Together, we are **remaking learning** today in order to ensure our students are well-equipped for a bright tomorrow.

Sincerely,

Amelia Courts, Ed.D.
President/CEO



Mallie Combs
Chairwoman of the Board



WHAT IS THE EDUCATION ALLIANCE?



MISSION The Education Alliance is an independent voice, earnest advocate, and statewide participant that advances policies and practices to continually improve public school student achievement in West Virginia.

VISION Every West Virginia public school student will graduate ready to begin a career or pursue additional education and training.

HISTORY The Education Alliance is a nonprofit organization that advocates for a quality public education for all West Virginia children. It was established in July 1983 by business executives who saw the importance of supporting public schools and giving the business community a voice in education. As a nonprofit organization, it is supported 100 percent by grants

and donations from businesses and individuals. Through statewide advocacy efforts and student-centered programs, The Education Alliance

- > **SERVES MORE THAN 39,000 STUDENTS ANNUALLY**
- > **UTILIZES MORE THAN 1,600 VOLUNTEERS TO PROVIDE MORE THAN 46,000 HOURS OF SERVICE**
- > **MATCHES MORE THAN 900 STUDENTS WITH A CARING ADULT ROLE MODEL TO PROVIDE MORE THAN 27,000 MENTORING SESSIONS**
- > **PAIRS 96 PERCENT OF WEST VIRGINIA SCHOOLS WITH AT LEAST ONE BUSINESS PARTNER**
- > **PROVIDES NEARLY \$1.5 MILLION IN RESOURCES LEVERAGED DIRECTLY TO WEST VIRGINIA SCHOOLS**
- > **PROVIDES SOUND RESEARCH AND DATA IN PUBLIC DIALOGUES ABOUT EDUCATION**

From the Partnerships in Education program in the 1980s to our current programs, The Education Alliance has continually placed students first and supported higher levels of excellence from our public education system. From the very beginning, business and community partners have been the key to the organization. Without these dedicated men and women, The Education Alliance would not be where it is today. Together with our partners, we look forward to a strong collaboration to improve public education in West Virginia.





REMAKING LEARNING



▶ **THE THEME** OF OUR 2016 ANNUAL REPORT IS REMAKING LEARNING. THIS THEME HIGHLIGHTS THE EDUCATION ALLIANCE'S WORK TO CHAMPION EDUCATIONAL INNOVATION BY REMAKING LEARNING. THE ALLIANCE IS WORKING HARD TO RE-ENVISION AND REDESIGN OUR STUDENTS' LEARNING ENVIRONMENT AND TO BUILD STRONG BUSINESS AND COMMUNITY PARTNERSHIPS THAT SUPPORT THESE EFFORTS.

Throughout the past year our work to support “**remaking learning**” was galvanized through several key initiatives including the launch of eight STEM Network Schools, our 3rd Annual Education Summit, and, most noticeably, through our collaboration and membership in the Remake Learning Council.

In September 2015, we were pleased to announce over one million dollars in resources would support our newest effort to support the **remaking** of Science, Technology, Engineering, and Math (STEM) education.

In response to the state’s strong business demand for a STEM-skilled workforce, the Alliance has committed to provide resources and training for eight schools across the state for the next three years. The STEM Network Schools program aims to build model schools that increase student engagement in STEM learning, enhance school-wide STEM instruction and expand meaningful STEM partnerships. Through this effort, we leveraged partnerships with the Carnegie Science Center, NASA Education Resource Center, and the Ohio STEM Learning Network. In its first year, the eight



public education. It also serves as a critical venue for research-based vision setting that enables dialogue among leaders and stakeholders.

In May 2016, The Education Alliance was pleased to participate in an education rally at Google Pittsburgh for the official kick-off of the **Remake Learning Days**. This effort sponsored by the Remake Learning Council supported events and activities that celebrated educational innovation. Throughout the week-long celebration, we worked collaboratively with the council to galvanize business, school and community organizations to engage students and their families in STEM, STEAM, Maker and other innovative education experiences. West Virginia's participation was acknowledged by a proclamation issued by Governor

Earl Ray Tomblin and the Alliance received a grant from the Claude Worthington Benedum Foundation to support this effort. As a proud partner in this regional campaign, The Education Alliance provided nearly \$25,000 in grants to support local schools and organizations to remake learning in their own communities across the state.

Finally, as we reflect on this past year, this report highlights the ongoing efforts of our business and community partners who have mobilized in powerful ways to leverage resources, provide programs, and join forces with schools across the state. Born Learning Academies funded by Toyota Motor Manufacturing WV, Inc. continue to grow the number of participating schools and provide them with resources they need to strengthen family engagement and foster positive youth development. AmeriCorps on the Frontline expanded its reach across the state through programs that provide mentoring to at-risk students. The Partnerships in Education program celebrates the continuing commitment of the business community to their local schools. This report provides shining examples of success as we look back at each of these areas.

As we look to the upcoming year, The Education Alliance will support both a mindset and an action plan that embodies a **"Remaking Learning"** approach. Please contact our organization to find out more about how you can play a role in a mentoring program, in a school-based partnership, or simply by lending your voice and ideas. Business leaders, parents, community members, we ask for your help – please join us in this effort.

schools leveraged an additional \$620,000 in resources and trained more than 430 teachers on STEM.

The 3rd Annual Education Summit, held in November 2015, focused our attention on the importance of transforming our system through innovation to **remake learning** for our students. The discussion centered on numerous perspectives for innovation, such as unique approaches to time, creative uses of technology, and inventive teaching. With a diverse audience of business, education, community, and legislative leaders, the Summit continues to be an important outreach effort that promotes long-term systemic change to improve



REMAKING STUDENT SUPPORT



AMERICORPS ON THE FRONTLINE

AmeriCorps on the Frontline is remaking at-risk students' future by connecting them with a caring adult role model — an element lacking in many of their lives. This connection helps the students realize that success is possible despite negative situations they might currently face in their lives. AmeriCorps mentors have been able to make meaningful impacts on student lives, particularly in the areas of attendance, behavior, and course performance.

Major funding for this program was provided by Volunteer West Virginia with support from the ECA Foundation and the Enterprise Holdings Foundation. This grant enabled 37 AmeriCorps mentors to provide more than 24,000 mentoring sessions to at-risk students in grades 3-12. These sessions help students develop positive attitudes towards school and learning, problem solving, social skills, note taking, homework help and time management. Mentors leveraged the support of 420 community volunteers from local business and community organizations to engage students in job-shadowing activities and extended learning opportunities.

During 2015-16, AmeriCorps on the Frontline helped 875 students remain on course for graduation and other important life outcomes.



JADE'S STORY

THE AMERICORPS ON THE FRONTLINE PROGRAM HAS HAD A POSITIVE IMPACT ON JADE'S LIFE.

JADE IS A SIXTH GRADE STUDENT WHO WAS ALWAYS SILENT; SHE WOULD NOT EVEN SPEAK IN CLASS. TO TRY TO GET JADE TO COME OUT OF HER SHELL, TIFFANY ASKED HER WHY SHE FELT LIKE SHE NEEDED TO STAY SO QUIET. IT WAS AT THAT MOMENT THAT SHE LOOKED UP AT TIFFANY AND SAID WHEN I WAS IN THE SECOND GRADE A BOY TOLD ME I WAS SO STUPID I SHOULD JUST KEEP MY MOUTH SHUT. HIS DAD TOLD HIM THAT STUPIDITY WAS CONTAGIOUS AND HE WAS AFRAID THAT SHE WAS GOING TO MAKE THE REST OF THE STUDENTS STUPID. SO THAT'S WHAT SHE DID, SHE JUST STAYED QUIET TO KEEP FROM INFECTING THE REST OF THE STUDENTS WITH STUPIDITY.

JADE IS A VERY BRIGHT STUDENT WHO HAS A LOT OF POTENTIAL. TIFFANY WORKED WITH HER ALL YEAR ON HER OPENING UP TO PEOPLE. NOW, JADE HAS SEVENTEEN FRIENDS, SHE SPEAKS IN CLASS AND EVEN VOLUNTEERS TO HAND OUT PAPERS.

THIS IS JUST ONE EXAMPLE OF WHY THIS PROGRAM IS SO IMPORTANT TO WEST VIRGINIA STUDENTS.

** This report highlights stories of real West Virginia students and mentors whose names have been changed to protect their identity.*

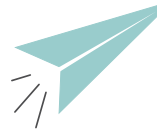
OF THE STUDENTS WHO PARTICIPATED IN THE AMERICORPS ON THE FRONTLINE PROGRAM THIS YEAR,

57%



IMPROVED OR MAINTAINED IN ATTENDANCE

62%



IMPROVED OR MAINTAINED IN BEHAVIOR

64%



IMPROVED OR MAINTAINED IN COURSE PERFORMANCE

FINANCIAL LITERACY INITIATIVE

This year, The Education Alliance launched a new Financial Literacy Initiative in partnership with the West Virginia Higher Education Policy Commission (HEPC), the West Virginia State Treasurer's Office, West Virginia State Auditor's Office, West Virginia Bankers Association, and the West Virginia Department of Education. This initiative will work to develop tools and strategies that strengthen West Virginia students' financial capability with the ultimate goal of increasing college access and completion.

Why Financial Literacy? In West Virginia and across the nation, financial issues contribute to a variety of troubles many people face today, from crushing debt to retirement shortfalls.

- > **MOST HIGH SCHOOL STUDENTS ARE MAKING FINANCIAL CHOICES NOW. MANY SHOP, HAVE JOBS, PAY BILLS, ARE ELIGIBLE FOR TAX REFUNDS IF THEY FILE, HAVE ACCOUNTS AT FINANCIAL INSTITUTIONS, MAKE CAR PAYMENTS, PAY CAR INSURANCE — AND MOST IMPORTANTLY, COLLEGE-BOUND STUDENTS ARE PREPARING TO MAKE A STUDENT DEBT CHOICE.**
- > **ACCORDING TO THE INSTITUTE ON COLLEGE ACCESS AND SUCCESS' 10TH ANNUAL REPORT, STUDENT DEBT AND THE CLASS OF 2014, ABOUT SEVEN IN 10 (69%) COLLEGE SENIORS WHO GRADUATED FROM PUBLIC AND PRIVATE NONPROFIT COLLEGES IN 2014 HAD STUDENT LOAN DEBT, THE SAME SHARE AS IN 2013. THESE BORROWERS OWED AN AVERAGE OF \$28,950, UP TWO PERCENT FROM THE 2013 AVERAGE OF \$28,400.**
- > **LAST YEAR'S WEST VIRGINIA GRADUATES WHO TOOK OUT LOANS LEFT SCHOOL OWING MORE THAN \$27,000.**

We know that the financial decisions young people make early on are going to affect their financial well-being as adults. Financial literacy is a critical life-skill that students can cultivate beginning in elementary school and continue throughout their middle, high school, and post-secondary education.



Funded by a grant from the West Virginia Higher Education Policy Commission's GEAR UP initiative, The Education Alliance formed a Financial Literacy Committee that meets quarterly. Since 2015, the Committee collaborated to develop this website, [MakeCentsWV](#), to serve as a resource for families, students, and educators. The goal of the Financial Literacy website is to grow students' appreciation for the financial tools that are available to them and

can improve their lives. The website also serves as a clearinghouse for existing resources that promote wise and informed financial choices by learning how to increase savings, improve credit, and build assets.

Over the upcoming year, this stakeholder group will work to expand the reach of MakeCentsWV and continue to provide Financial Literacy supports and services to West Virginia students and their families and educators.





“OUR BORN LEARNING ACADEMY HAS BECOME A FAMILY. OUR FAMILIES JUST KEEP COMING BACK, EVEN OUR FAMILIES FROM LAST YEAR. WE HAVE REALLY BEEN ABLE TO BOND TOGETHER AND BECOME A SUPPORT SYSTEM. IT IS TRULY SOMETHING SPECIAL.”

SUSAN, FACILITATOR OF BORN LEARNING AT HIGHLAWN ELEMENTARY SCHOOL IN CABELL COUNTY



REMAKING

SCHOOL PARTNERSHIPS



UNITED WAY BORN LEARNING ACADEMY

The United Way Born Learning Academy program, which was brought to West Virginia by Toyota Motor Manufacturing, WV, Inc., makes opportunities for families of young children to connect with local schools during the critical period of early learning prior to school enrollment. In 2015-2016, it provided parents of PreK children in Cabell, Putnam, Wayne, Mason, and Preston counties with tools to help their children succeed in PreK, kindergarten, and beyond. As part of the program, parents participate in six entertaining academies, where they learn how to remake their daily routines to create teachable moments with their children. Local United Way partners also provide support for local schools and partner to enhance the Academies progress.

The concept, based on the Harlem Children's Zone Baby College, emphasizes the importance of early learning. The goal of the academy is to help parents better prepare their child for kindergarten entry by providing information and resources on what it means to be ready for kindergarten. The academy offers the families strategies they can use at home to maximize their child's early learning and development. The materials are research-based and the academies

UNITED WAY bornlearning® academy

provide an interactive and engaging way to support early learning in the daily routines and lives of the families involved. Ultimately, Born Learning helps families make lasting relationships with their school and enables more children to be better prepared for school when they enter kindergarten.

This year, more than 260 families from six schools (Highlawn Elementary in Cabell County, Buffalo Elementary and Poca Elementary in Putnam County, East Lynn Elementary in Wayne County, Leon Elementary in Mason County, and Aurora Elementary in Preston County) participated in hands-on activities and discussions about what it means to be ready for kindergarten and strategies to maximize early learning and development. Toyota's continued support and the new support of The Greater Kanawha Valley Foundation has made it possible to expand the program to 7 additional schools during the 2016-17 school year.



TRACY'S STORY

TRACY COMES TO EVERY ONE OF THE BORN LEARNING EVENTS WITH HER GRANDSON ALEX. IN FACT, SHE HAS BEEN COMING TO OUR BORN LEARNING EVENTS SINCE LAST YEAR.

TRACY FEELS THAT BORN LEARNING HAS MADE SUCH A POSITIVE IMPACT ON BOTH HER AND ALEX THAT SHE JUST KEEPS COMING. SHE HAS TAKEN THINGS FROM EACH SESSION AND IMPLEMENTED THEM AT HOME. THIS YEAR, TRACY HAS BEEN MORE OUTSPOKEN AT SESSIONS, OFFERING HER OWN INSIGHTS ON EACH TOPIC. HER IDEAS AND COMMENTS HAVE BEEN HELPFUL TO THIS YEAR'S PARTICIPATING FAMILIES. SHE HAS ALSO BECOME MORE INVOLVED AT HIGHLAWN ELEMENTARY, WHERE HER GRANDSON ALEX IS A STUDENT.

TRACY SAYS THAT BORN LEARNING HAS REALLY HELPED HER TO BECOME ALEX'S FIRST TEACHER AND CHANGED THEIR RELATIONSHIP FOR THE BETTER. SHE AND ALEX LOOK FORWARD TO BORN LEARNING EACH MONTH.

** This report highlights stories of real West Virginia families whose names have been changed to protect their identity.*



OF THE FAMILIES WHO PARTICIPATED IN THE BORN LEARNING ACADEMY PROGRAM THIS YEAR,

93% PLAN TO USE WORKSHOP IDEAS AT HOME

91% UNDERSTAND HOW TO MAKE READING FUN

86% UNDERSTAND WHY GETTING ENOUGH SLEEP IS IMPORTANT FOR LEARNING

STEM NETWORK SCHOOLS

STEM Network Schools are transforming student's futures by remaking Science, Technology, Engineering, and Math (STEM) education. Participating schools are working to incorporate best practices in STEM education and scientific design to positively impact student achievement. The goal of the STEM Networks Schools program is to increase student engagement in STEM learning, enhance school-wide STEM instruction, and expand meaningful STEM partnerships.

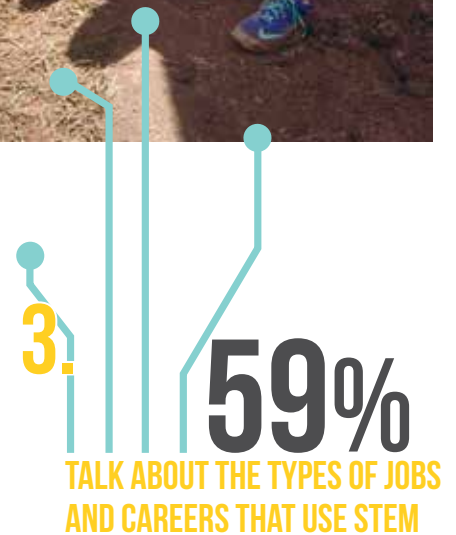
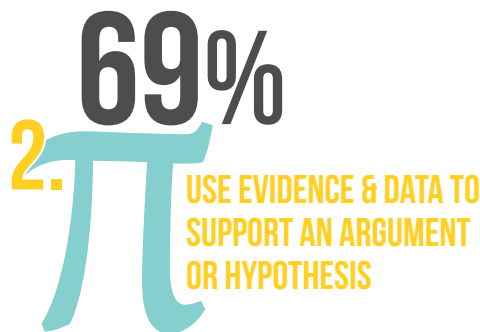
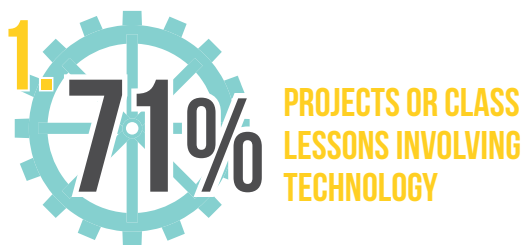
This initiative will invest \$1 million in the eight STEM Network School over the course of three years through generous contributions from the BelleJAR Foundation, Chevron Foundation, Claude Worthington Benedum Foundation, Corporation for National and Community Service, Governor's Statewide STEM initiative, Ross Foundation, and Southwestern Energy Foundation.

This past year, participating schools leveraged an additional \$620,000 to support STEM education, trained 430 teachers on STEM practices, and partnered with 162 businesses to offer job-shadowing activities and extended learning opportunities for students.



STEM NETWORK SCHOOLS

TOP 3 TYPES OF STEM STUDENTS ENGAGEMENT:



▶ HELPING HAND

STUDENTS AT GREENBRIER EAST HIGH SCHOOL DESIGNED A SPECIAL GIFT FOR A LITTLE BOY NAMED NATHANIEL. WITH THE HELP OF 3D PRINTING, THE HIGH SCHOOL'S ENGINEERING CLASS WAS ABLE TO MAKE A HAND FOR AN 8-YEAR-OLD.

NATHANIEL'S BIRTH DEFECT LEFT HIM WITHOUT FINGERS AND A PALM, MAKING IT DIFFICULT TO DO EVERYDAY ACTIVITIES. AFTER NATHANIEL'S GRANDMOTHER ASK THE SCHOOL IF THEY COULD MAKE HIM A HAND, THE STUDENTS TOOK OVER AND WERE DETERMINED TO MAKE IT A PERFECT FIT. THE PROJECT TOOK TWO WEEKS AND THE STUDENTS EVEN TOOK THE 3D PRINTERS HOME OVER THE SNOW DAYS AND WORKED ON IT OUTSIDE OF SCHOOL.

IN FEBRUARY 2016, THE CLASS PRESENTED NATHANIEL WITH HIS NEW HAND. NATHANIEL'S REACTION WAS, "I FEEL HAPPY, AND I WANT TO THANK THEM THAT THEY HELPED ME GET A NEW HAND." NATHANIEL'S MOM SAID THE HAND HAS MADE A HUGE DIFFERENCE IN HIS LIFE.



* This report highlights stories of real West Virginia students whose names have been changed to protect their identity.

PARTNERSHIPS IN EDUCATION

Ensuring that West Virginia has a strong, skilled, and resilient workforce is vital to the state's future. Creating and sustaining a strong link between our education system and our business community is critical in this effort.

West Virginia business leaders consistently report that they cannot find the skilled, productive employees they need in order to succeed in increasingly competitive global markets. Through strong, strategic, and intentional partnerships, our schools have the potential, perhaps as never before, to prepare students with knowledge and skills needed to thrive in the workforce and to make themselves and our state more prosperous.



This year, The Education Alliance is celebrating the 25th year anniversary of the Partnerships in Education program implementation in all 55 school districts. As a part of the celebration, we hope to continue to highlight and expand upon the successful partnerships throughout the state and create resources and supports to cultivate new, meaningful partnerships. Currently, 96% of all schools in West Virginia are linked with at least one business partner and more than 1,600 businesses support local schools. We hope to increase and promote the value of meaningful partnerships across the state in the coming year.

Today more than ever the business community can and does play a vital role in public school education.

“OUR BUSINESS EDUCATION PARTNERS PROVIDE ADDITIONAL OPPORTUNITIES FOR OUR STUDENTS AND STAFF. THEY NOT ONLY SUPPORT US FINANCIALLY, BUT WITH VOLUNTEER TIME AND TALENTS. OUR BUSINESS EDUCATION PARTNERS ASSIST WITH OUR SOCIAL STUDIES AND SCIENCE FAIRS, GET A LIFE FINANCIAL LITERACY PROGRAM, COMMUNITY FAIR, AND SUPPORT OUR ARTS AND ATHLETICS PROGRAMS. THEY ARE AN INTEGRAL PART OF OUR SCHOOL AND WE VALUE THIS RELATIONSHIP AND THEIR SUPPORT.”

**REBEKAH EYLER, PRINCIPAL,
MARTINSBURG NORTH MIDDLE SCHOOL**

**BUSINESS EDUCATION PARTNERS:
MID-ATLANTIC PRO-TEL AND MY BANK FIRST UNITED**

According to a recent national survey (Harvard School of Business, 2014), the top 2 Strategies for Strengthening schools and businesses partnerships are:



39%

COMMUNICATING EDUCATORS' NEEDS, REQUESTS AND/OR PERSPECTIVES MORE EFFECTIVELY

23%

MORE OPEN TO CHANGE OR MORE WELCOMING TO BUSINESS

STEM WORKS

STEM Works is The Education Alliance's effort to partner with other business, industry and community leaders from across the state to remake West Virginia's workforce readiness for the ever-increasing STEM-related careers in the state. STEM is an acronym for science, technology, engineering, and mathematics. Through partnerships with industry leaders and private foundations, The STEM Works initiative saw advances in three areas of work: teacher professional development, student engagement, and STEM partnerships.



STEMERSION: PROFESSIONAL DEVELOPMENT FOR TEACHERS

In 2016, The Education Alliance was pleased to receive a grant from JP Morgan Chase to fund the second annual STEMersion teacher training program. STEMersion provides intense, hands-on professional development to approximately 25 middle and high school science, technology, engineering, and mathematics (STEM) teachers from across the region. Teachers saw STEM in action each day as they participated in site-based "immersion" in top STEM businesses in the Kanawha Valley area including Appalachian Power, Columbia Pipeline Group, Dow Chemical, Toyota Motor Manufacturing West Virginia, Inc., and Walker Machinery. The program is offered through a partnership with BridgeValley Community & Technical College, the Charleston Area Alliance, and the West Virginia Manufacturing Association. Survey results show participating teachers are prepared to take this real-world experience back to their classrooms to impact their instruction and encourage their students to follow STEM career pathways.

STEM CHALLENGE: ENGAGING STUDENTS IN STEM

In January, we launched our second annual WV STEM Challenge. Designed to motivate interest in STEM learning, this year's contest challenged teachers to try computer science and coding with their students for at least one hour in the classroom. The contest motivated students' creativity and interest in the ever-growing field of coding. Teachers across West Virginia submitted pictures of coding projects and posted them to social media with the hashtag #makeSTEM. Projects ranged from elementary classrooms just learning to code to more experienced coding projects from high school classrooms. Approximately 100 projects were submitted to the contest and a Taylor County Middle School teacher was randomly selected as the winning submission which entitled her to a resource package including Lego education tools for her students.



STEM PARTNERSHIPS: EXTENDING STEM OPPORTUNITIES BEYOND THE CLASSROOM

This past year, The Education Alliance was privileged to work with the West Virginia Statewide Afterschool Network (WVSAN) to provide support and research to facilitate a Strategic Plan for STEM in afterschool. Through partnerships with WVSAN and other strategic efforts, the Alliance is committed to increasing both the quality and quantity of STEM opportunities for West Virginia's students. We acknowledge that schools



working alone cannot accomplish this goal. Children, particularly in a rural state such as West Virginia, must have extended learning opportunities to bridge their STEM learning in afterschool, before school, and summer learning. The Education Alliance is working hard to help facilitate these connections.

The Education Alliance partnered with the Children's Museum of Pittsburgh to launch the new West Virginia Marker Network in August 2015. The pilot project provided seven schools and

non-profit organizations with \$10,000 to develop community-based makerspaces in West Virginia. This year, participating sites launched their own makerspaces, participated in comprehensive professional development, and learned to develop and present making programs that support their learning objectives. The Children's Museum worked closely with these sites not only to build permanent makerspaces, but also to create a corps of confident, competent, engaged facilitators of making throughout West Virginia.

EXCELLENCE
IN EDUCATION
It's Everyone's Business



REMAKING

**LEARNING WITH
ADVOCACY**



EDUCATION SUMMIT

On November 2, 2015, The Education Alliance and Governor Earl Ray Tomblin co-hosted the 3rd Annual “Excellence in Education: It’s Everyone’s Business” Summit at the Embassy Suites in downtown Charleston. Nearly 250 business, community, and education leaders gathered to discuss new strategies and innovations for improving student achievement in West Virginia.

The morning session began with a powerful panel discussion with local and national education leaders. The discussion centered on numerous perspectives for innovation, such as unique approaches to time, creative uses of technology, and inventive teaching. The keynote address was delivered by Matt Williams, Vice President of Policy and Advocacy at KnowledgeWorks. During his address, Williams discussed how a flexible framework of policy and practice allows states and school districts to increase innovation, which in turn leads to higher levels of student engagement and success.

The afternoon session featured a roundtable discussion with education professionals from surrounding states that have implemented the sort of innovative structural changes discussed throughout the event. Dr. Brian White of the Chartiers Valley School District in Pennsylvania and Beth Peterson of the Division of Innovation and Partner Engagement in Kentucky provided a number of concrete examples of innovation in policy and practice that have changed the learning landscape in their schools.

OUR VOICE

In the ongoing effort to support systemic improvement in West Virginia’s public schools, The Education Alliance is connecting community members with up-to-date important education news and policy information through the Our Voice campaign. We believe that knowledge and information provide education officials, business leaders, and community members with opportunities to remake our education system and create a better tomorrow for students across West Virginia. This year, The Education Alliance provided real-time and in-depth coverage of the 2016 Legislative Session, monthly State Board of Education meetings and other education-related events.

The Education Alliance also launched an exciting statewide public engagement initiative called Education Powers Tomorrow. The campaign was designed to remake public understanding of and support for a strong West Virginia public education



92% OF PARTICIPANTS RATED THE PANEL DISCUSSIONS INFORMATIVE OR HIGHLY INFORMATIVE

86% RATED THE KEYNOTE SPEAKER INFORMATIVE OR HIGHLY INFORMATIVE

Many of the business, community, and education leaders in attendance indicated that the Summit provided serious and relevant content delivered in an engaging and compelling program. The Education Alliance plans to host the 4th Annual Education Summit in the fall of 2016. For more information and to register for this event, visit EducationAlliance.org/Summit.



system. The campaign consisted of two major components: a statewide paid media campaign and support for 10 grassroots community engagement projects that aligned with the statewide effort.



MEDIA IMPACT:



> MEDIA SPOTS: **4,500**

> MEDIA IMPRESSIONS: **13 MILLION**

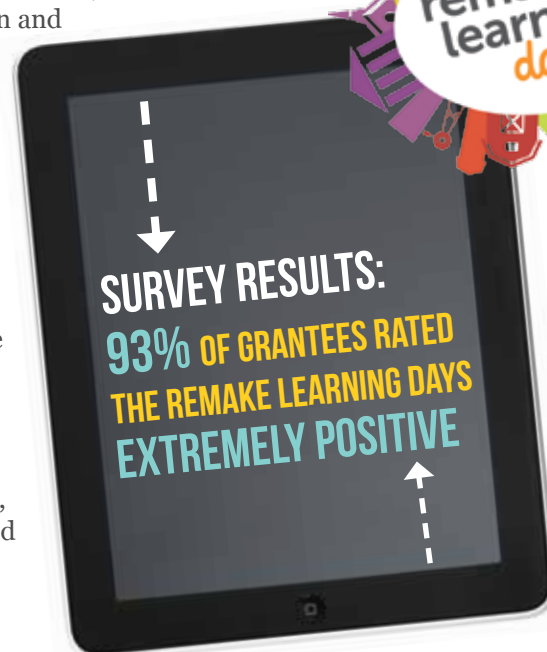


> WEST VIRGINIANS REACHED:
1.3 MILLION

> PAID MEDIA: **\$120,000**

REMAKE LEARNING DAYS

Remake Learning Days (May 9-15, 2016) was a week of events that celebrated educational innovation and shined a positive light on the tremendous educators, students, nonprofits, governments, and companies that are creating remarkable, innovative learning experiences for children and youth. More than 45 events took place in West Virginia during Remake Learning Days. In collaboration with the Remake Learning Council, the Claude Worthington Benedum Foundation, and The Grable Foundation, The Education Alliance provided nearly \$25,000 to help celebrate Remake Learning Days across West Virginia. Nearly 3,000 students and 900 adults in West Virginia were exposed to events featuring STEM, STEAM, maker, and technology-enhanced learning during the campaign.



> IN-KIND MEDIA: **\$80,000**



> WEBSITE VISITS: **143,797**

> EMAIL MARKETING VIEWS: **91,603**



> SOCIAL MEDIA FOLLOWERS: **2,631**

> SOCIAL MEDIA IMPRESSIONS:
471,608





FLOODSOFSUPPORT.COM

On June 23, 2016, a devastating flood hit West Virginia damaging several schools across the state. In response, The Education Alliance partnered with the West Virginia Board of Education, West Virginia Department of Education, and Leadership West Virginia Education Alumni Committee to launch a fundraising campaign to assist teachers. At the time of publication, the campaign has already raised over \$26,000 provided directly to teachers who need to restock and resupply materials and classroom items that are not covered by insurance or other emergency funding.



EDTALKS

EDTalks is a statewide discussion series that provides a lively series of networking and education events designed to engage business, education, and community leaders in issues concerning public education. Each EDTalk event features compelling presentations by business professionals, community leaders, and education advocates, along with ample time for discussion and networking. Building on prior years' successes, The Education Alliance hosted two EDTalks in 2016.

The year's first EDTalk was held in Beckley on May 19, 2016 and featured Tim O'Neal of The Dow Chemical Company, Phillip Ferrier of Boy Scouts of America, and Rochelle Goodwin of West Virginia University. During his talk, Mr. O'Neal shared his views concerning changing business expectations for new employees. Mr. Ferrier spoke of the need for educators to encourage student exploration as a key component of the learning process. In her discussion, Ms. Goodwin spoke of how schools need to help students learn not only the technical skills needed in the workplace, but also soft skills such as flexibility and communication.



A second EDTalks was held in Fairmont on June 16, 2016. At this EDTalk, Kenneth Rehm of NASA shared how a positive view of failure leads to greater success. Woody Thrasher of The Thrasher Group shared about how strengthening education in West Virginia is essential for future market successes. Andrea Santos, the 2016 West Virginia Teacher of the Year, spoke on the importance of identity and culture in educating students.

Not only do EDTalks provide a venue for sharing innovative ideas and engaging community leaders, they also highlight the important role The Education Alliance plays as a statewide partner for connecting education, jobs, and West Virginia's future. More EDTalk events are being planned for 2017. For more information on EDTalks or to view a video of featured speakers, visit EducationAlliance.org/EDTalks.

SERVICE AREA

During the 2015-2016 school year, The Education Alliance served 84 schools and education programs in 33 counties in West Virginia.

AMERICORPS ON THE FRONTLINE

Barboursville Middle School (Cabell)
 Belmont Elementary School (Pleasants)
 Boys and Girls Club of Pleasants County (Pleasants)
 Capital High School (Kanawha)
 Doddridge County Elementary School (Doddridge)
 Doddridge County Middle School (Doddridge)
 Doddridge County High School (Doddridge)
 Elkins Middle School (Randolph)

Elkins Third Ward Elementary School (Randolph)
 Fairplains Elementary School (Wood)
 Green Bank Elementary/Middle School (Pocahontas)
 Guyan Vally Middle School (Lincoln)
 Hamlin Pk-8 (Lincoln)
 Horace Mann Middle School (Kanawha)
 Huntington East Middle School (Cabell)
 Huntington Middle School (Cabell)
 James Monroe High School (Monroe)
 Lincoln County High School (Lincoln)
 Marlinton Middle School (Pocahontas)
 Milton Middle School (Cabell)
 Mountain View Elementary/Middle School (Monroe)
 North Elementary School (Randolph)

Peterstown Elementary/Middle School (Monroe)
 Piedmont Elementary School (Kanawha)
 Pleasants County Middle School (Pleasants)
 South Middle School (Monongalia)
 St. Marys Elementary School (Pleasants)
 St. Marys High School (Pleasants)
 Stonewall Jackson Middle School (Kanawha)
 Tucker County High School (Tucker)
 Williamstown Elementary School (Wood)
 Williamstown High School (Wood)
BORN LEARNING ACADEMY
 Aurora Elementary School (Preston)
 Buffalo Elementary School (Putnam)
 East Lynn Elementary School (Wayne)

Highlawn Elementary School (Cabell)
 Leon Elementary School (Mason)
 Poca Elementary School (Putnam)
EDUCATION POWERS TOMORROW GRANTS
 Beale Elementary School (Mason)
 Cabell County Schools (Cabell)
 West Side Elementary and Keep Your Faith Corporation (Kanawha)
 Monongalia County Schools and TheEdVenture Group (Monongalia)
 Harrison County Schools and Harrison County Chamber of Commerce (Harrison)
 Roane County Schools and Read Aloud WV (Roane)
 Warm Springs Middle (Morgan)
 East Hardy High School (Hardy)



Berkeley County Schools
(Berkeley)

Ohio County Schools
(Ohio)

FINANCIAL LITERACY

Mingo County
Comprehensive High
School (Mingo)

Summers County High
School (Summers)

Tug Valley High School
(Mingo)

REMAKE LEARNING DAYS

Blackshere Elementary
School (Marion)

Boys and Girls Clubs of
Marion County (Marion)

BridgeValley Community
and Technical College
(Kanawha)

Cabell County Public
Libraries, Milton Branch
(Cabell)

Calhoun Middle-High
School (Calhoun)

Challenger Learning
Center at Wheeling Jesuit

University (Ohio)

East End Family Resource
Center (Kanawha)

Greenbrier East High
School (Greenbrier)

Independence High School
(Raleigh)

John J. Cornwell
Elementary School
(Hampshire)

Kanawha County 4-H
Leaders Association
(Kanawha)

Liberty High School
(Harrison)

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Girls Club (Monongalia)

North Marion High School
(Marion)

Philippi Public Library
(Barbour)

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Spencer Middle Schools
(Roane)

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(Cabell)

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(Marshall)

South Charleston High
School (Kanawha)

Spring Mills High School
(Berkeley)

Step by Step (Kanawha)

Tucker County High School
(Tucker)

Union Elementary School
(Upshur)

Wheeling Park High School
(Ohio)

WV Schools for the Deaf
and the Blind (Hampshire)

STEM NETWORK SCHOOLS

Edison Middle School
(Wood)

George Washington High
School (Kanawha)

Greenbrier East High
School (Greenbrier)

Sherrard Middle School
(Marshall)

Spring Mills High School
(Berkeley)

Tucker County High School

(Tucker)

Warwood Middle School
(Ohio)

Wheeling Park High School
(Ohio)

WEST VIRGINIA MAKER NETWORK

Fairmont Senior High
(Marion)

Heritage Farm Museum
(Wayne)

Larry Joe Harless
Community Center
(Mingo)

Robert C. Byrd Institute
(Cabell)

South Middle School
(Monongalia)

Washington Lands
Elementary School
(Marshall)

Wildwood Middle School
(Jefferson)

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