





# What is The Education Alliance?

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.

The Education Alliance works to advance its mission and vision through a strategic plan with three goals:

- Equip students for success through educational opportunities and support.
- Mobilize business and community support for schools to improve student outcomes.
- Advance improvement of West Virginia's education system through vision setting, dialogue and advocacy.

## 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.

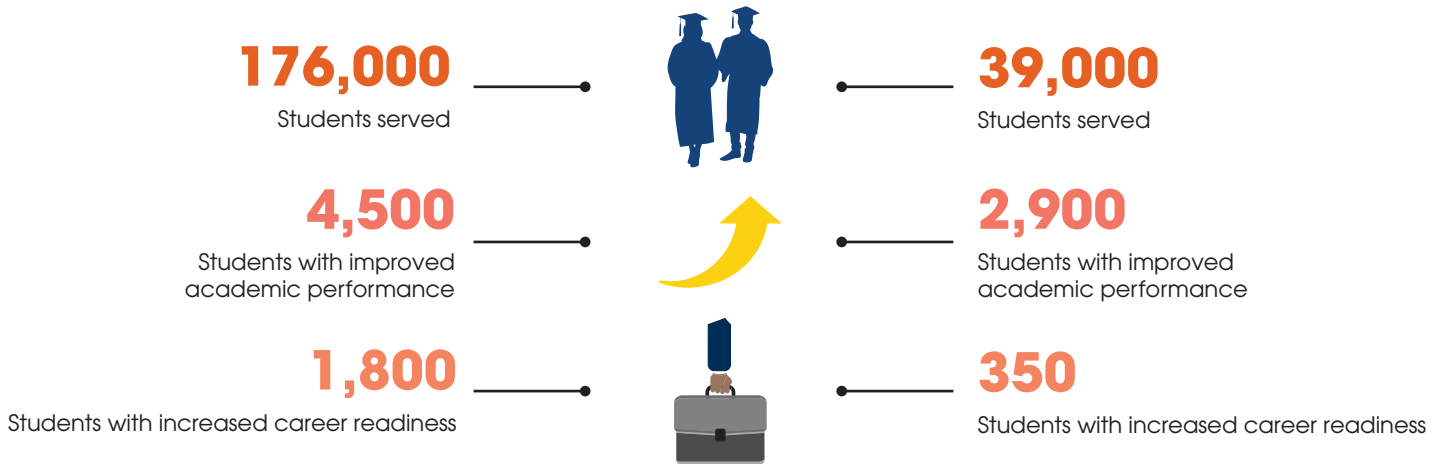
## Vision

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

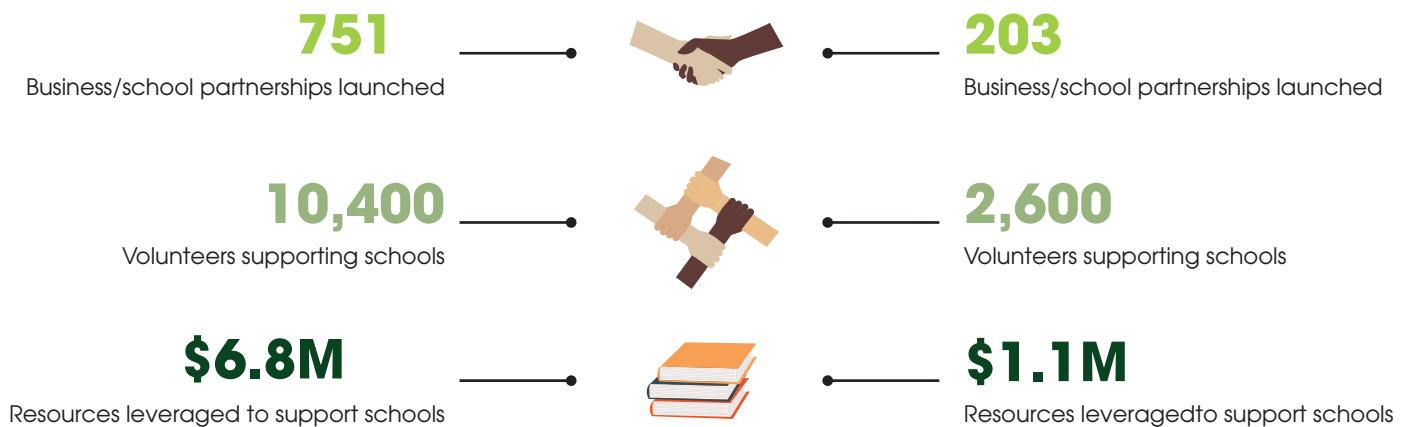
Over the past 5 years

In 2019

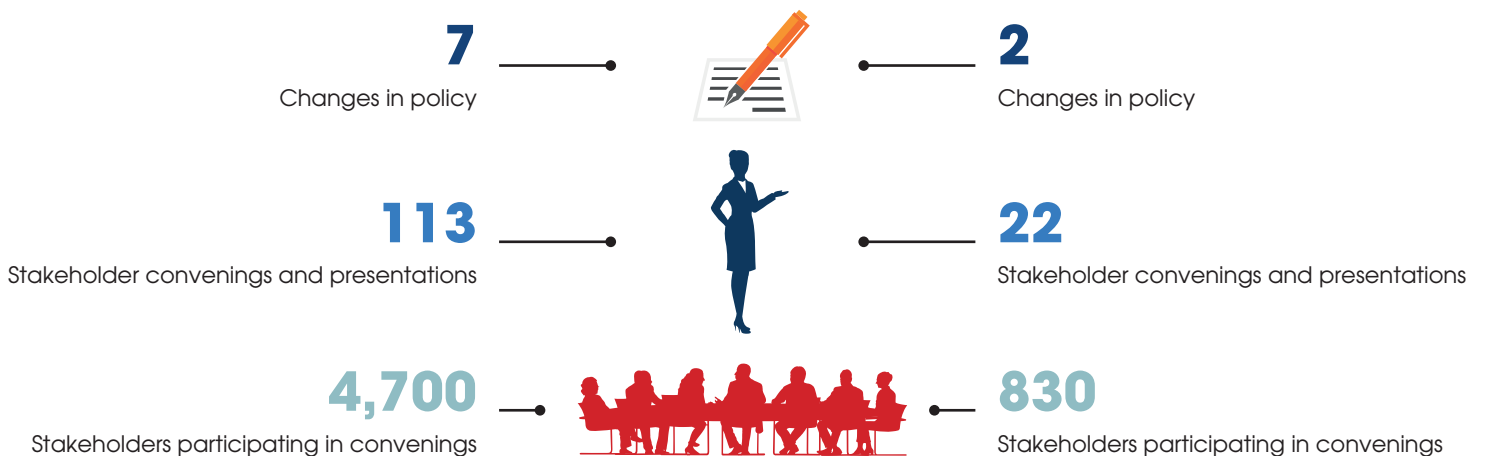
**Equipping Students for Success**



**Mobilizing Business & Community Support**



**Advancing Improvement of West Virginia's Education System**



**Equip WV Students for Success**  
Through Educational Opportunities  
& Support



Increase student literacy outcomes



Improve student  
graduation indicators



Improve student career readiness



Increase the number  
of students served by Alliance programs

**Mobilize Business & Community  
Support For Schools**  
To Improve Student Outcomes  
Through Programs



Cultivate effective business and school  
partnerships



Foster school innovation that leads to  
systemic change



Expand the number of schools impacted  
through direct programming



Identify and advocate for systemic  
changes that improve student outcomes



Participate in policy developments and  
inform policymakers with sound research-  
based information



Facilitate dialogue among stakeholders  
to further systemic change



Increase the number  
of public policy resources

Throughout the past year, members of the Board of Directors, our dedicated staff team, and friends of The Education Alliance have jointly celebrated the organization's 35th year anniversary. The celebration highlighted many of the powerful partnerships that have been inspirational in shaping our 35-year journey. This past year of reflection and celebration enabled us to both measure our strategic impact and to clarify our vision moving forward.

As we measured our strategic impact, our track record shows we are making progress toward our goals and we have metrics of success. Your role as a partner and supporter of the Alliance has been invaluable in this progress! This year's annual report highlights some impressive outcomes that demonstrate both short-term and long-term impact of your partnership with us (read more in the "Measuring Our Impact" section).

These data, while impressive, also underscore the need to do more! Early in its formative years, the Board of Directors adopted a Vision statement that "every West Virginia public school student will graduate ready to begin a career or pursue additional education and training." We acknowledge that more progress is needed and more partnerships required to achieve this vision. Over the past year, the Alliance convened a working group, comprised of business and education leaders, to clarify our vision of student readiness. The WV Ready Graduate articulates a "portrait" of the knowledge and skill sets that high school graduates need to be successful (read more in the "New in 2019" section).

Moving forward, we are working hard to align all of our programs and partnerships with this vision and to build alliances that reach even more students. 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 can change the future!



A handwritten signature in black ink that reads "Amelia Courts".

**Amelia Courts, Ed.D.**  
President/CEO.



A handwritten signature in black ink that reads "Brett Staples".

**Brett Staples**  
Chairman of the Board

### **Executive Committee**

Brett Staples, Senior Vice President/Financial Advisor, BB&T Scott & Stringfellow – Board Chair  
Christina Brumley, Member, Jackson Kelly PLLC – Board Vice-Chair  
Adam Krason, Principal and Architect, ZMM Architects & Engineers – Board Treasurer  
Joseph Letnaunchyn, President/CEO, West Virginia Hospital Association – Board Secretary  
Mallie Combs, Executive Director, Hardy County Rural Economic Development Authority – Past Chair  
Sammy Gray, Senior Advisor-WV Government Affairs, FirstEnergy – Research and Outreach Committee Chair  
James W. Thomas, Counsel, Jackson Kelly PLLC – Nominating and Governance Committee Chair  
Dr. Amelia A. Courts, President/CEO, The Education Alliance  
Jessie Reckart, Attorney-at-Law – Member-at-Large

### **Board of Directors**

Jessica Alsop, Associate General Counsel, WVU Health System  
Craig Baker, Partner/Architectural Division Manager, The Thrasher Group  
Ralph Baxter, Advisor, Writer and Speaker on the Legal Profession  
Chris Beam, President/COO, Appalachian Power  
Gat Caperton, President/CEO, Gat Creek  
Jonell Carver, Manager-Gas Operations, Dominion Resources  
Leah Curry, President, Toyota Motor Manufacturing, West Virginia, Inc.  
Dr. Michelle Easton, Dean-School of Pharmacy, University of Charleston  
Andy Feeney, External Affairs Director, West Virginia, AT&T  
Kevin Fowler, President/CEO, Cabell Huntington Hospital  
Stephen Hastings, Senior Staff Attorney, EQT  
MaryLu Hutchins, Director of Fluency Project, Carnegie Mellon University Create Lab  
Erica Mani, Regional Chief Executive Officer West Virginia, American Red Cross

Todd Marino, Plant Director, Quad Graphics  
DF Mock, Regional President-West Virginia Operations, United Bank  
Ryan Moore, HR Department Leader, Procter & Gamble  
Dan Page, Communications Director, West Virginia Health Care Association  
Dr. Steven Paine, State Superintendent of Schools, West Virginia Department of Education  
David A. Perry, President, West Virginia Board of Education  
Jada Reeves, 2019 WV Teacher of the Year, Bradley Elementary School, Raleigh County  
Scott Rotruck, Senior Account Executive, Orion Strategies, Inc.  
James E. Shupe, President-South Market, United Bank  
Judy Sjostedt, Executive Director, Parkersburg Area Community Foundation  
Laura Sutton, Attorney-at-Law, Bowles Rice LLP  
Michelle Wittekind, Vice President/Area Manager, JPMorgan Chase

### **Emeritus Directors**

The Honorable Gaston Caperton, Former Governor, State of West Virginia  
Daniel Foster, M.D., Retired, Charleston Area Medical Center  
Stephen Hopta, Retired Executive  
Despina "Dee" Kapourales, Owner, Kapourales Enterprises  
Dr. Priscilla Leavitt, Director, Counseling & Wellness Center  
Gayle Manchin, Former First Lady, State of West Virginia  
Jeri Matheney, Communications Director, Appalachian Power  
Joseph McDonie, President, Citation Investment, Inc.  
Lacy Rice Jr., Retired Executive, Bowles, Rice, McDavid, Graff & Love  
Sharon Rowe, SHR Consulting LLC  
Howard Seufer, Jr., Partner, Bowles Rice LLP  
Herchiel Sims Jr., Retired Business Executive  
L. Newton Thomas, Jr., Retired Executive, Carbon Industries, Inc.  
Joanne Jaeger Tomblin, Former First Lady, State of West Virginia

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

American Electric Power Foundation  
Claude Worthington Benedum Foundation  
Corporation for National and Community  
Service  
Volunteer West Virginia  
WV Higher Education Policy Commission

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

Appalachian Power  
Fenton Foundation

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

AT&T  
Bernard H. and Blanche E. Jacobson  
Foundation  
Bowles Rice LLP  
Cabell Huntington Hospital  
DOW Chemical Company  
FirstEnergy Corporation  
Jackson Kelly PLLC  
Northeast Natural Energy  
Northwood Health Systems  
The Daywood Foundation  
United Bank  
ZMM

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

Carbon Fuel Foundation  
Christina Brumley  
Dingess-Rum Properties, Inc.  
ESRI  
Fenton Foundation, Inc.  
Herscher Foundation  
Stephen Hopta

MaryLu Hutchins  
Despina Kapourales  
Joe Letnanunchyn  
Mylan  
Quad Graphics Inc.  
Howard Seufer  
Judith Gemma-Sjostedt  
Laura Sutton  
James W. Thomas  
L Newton Thomas Jr.  
Michelle Wittekind  
WV Economic Development Council

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

Jessica Alsop  
Christian Beam  
Amelia and Eric Courts  
Leah Curry  
Dominion  
Adam Green  
Lloyd Jackson  
Erica Mani  
Jeri Matheney  
Sharon Rowe  
Joseph McDonie  
David Mohr  
Ohio Valley Industry & Business Development  
Corp  
Phillip Page  
The Benevity Community Impact Fund  
Herchiel Sims, Jr.  
**Dean's List** (\$499 or below)  
Gat Caperton

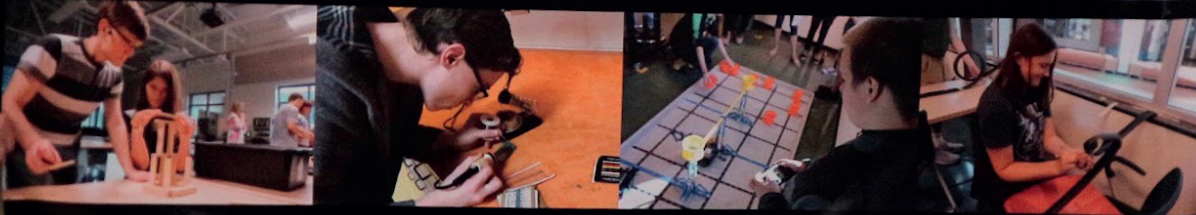
Jonell Carver  
Richard Cassis  
Mallie Combs  
Sheree Parks Downey  
Sammy L. Gray II  
Greenbrier County Board of Education  
Hardy County Rural Development Authority  
Mark Hutchins & Jennifer Drenning  
JP Morgan Chase Foundation  
Lou Karas  
Gayle Manchin  
Charles McElwee  
Eric McEwuen  
Perry and Taunja Willis Miller  
Donna Peduto  
Pullin, Fowler, Flanagan, Brown  
Sissonville High School  
South Charleston High School  
Brett Staples  
Step by Step  
Jonathon Syner  
Rebecca and Thomas Tinder  
TransCanada Charitable Foundation  
Sheree Parks Downey  
WV Board of Education  
WV Public Broadcasting  
WV Radio Co of Raleigh LLC  
WORKFORCE West Virginia





Lincoln County  
High School

# MAKERSPACE



SCIENCE • TECHNOLOGY • ENGINEERING • ARTS • MATHEMATICS

BallisJAR  
Foundation

Lincoln  
Professional  
Education  
Foundation



Member of  
NATIONAL &  
COMMUNITY  
SERVICE

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







### Education Alliance WV Ready Graduate

The WV Ready Graduate initiative is a collaboration between The Education Alliance and Leadership West Virginia and funded by grants from the Claude Worthington Benedum Foundation and the Roy and Gwen Steeley Foundation. The initiative provides a “portrait” or “snapshot” of a WV Ready Graduate outlining the knowledge and skill sets high school graduates need to be successful. Over the past year a working group, made up of business and education leaders from around the state studied current business hiring and, promotion criteria, college admissions requirements, as well as other research to develop a clear picture of the needed skill sets. Additionally, the Alliance has supported three WV school districts to implement the WV Ready Graduate and use it as a launch pad to make big shifts within their system.

### Education Alliance WV Ready Summer Internships

This year, The Education Alliance also launched the WV Ready Summer Internship pilot: a 4 week, paid summer internship opportunity for rising high school Juniors and Seniors within West Virginia businesses. The 2019 pilot placed a total of 10 interns at Toyota Motor Manufacturing WV (Buffalo, WV), Appalachian Power (Charleston, WV), and Cabell Huntington Hospital (Huntington, WV). The interns participated in a day-long training in May that focused on soft-skill development, weekly virtual cohort meetings throughout their internship period, and completed a final presentation on their internship experience at the conclusion of their internship. Upon completion of all required internship responsibilities, the students were eligible to receive college credit from Mountwest Community and Technical College. The Education Alliance intends to expand the internship program next year with the goal of going statewide in the coming years.

### Education Alliance College Visits

Beginning in 2019, The Education Alliance secured a grant to allow students from 25 West Virginia Middle Schools to visit in-state colleges. A recent study shows that students who visit college campuses early are more likely to go to college. The purpose of these visits was to increase those odds even further by teaching students about the colleges in their area, what those colleges offered in their courses, and what criteria were required to attend. Student survey data showed that the students learned more about the programs that interested them and 17% of students considered themselves more likely to attend the college they visited.



The Education Alliance advances the improvement of West Virginia's education system through research-based vision setting, dialogue and advocacy.

**Education Alliance Dialogue**

Through our public dialogue initiatives, The Education Alliance seeks to cultivate systemic improvement in West Virginia's Education system by connecting community members with up-to-date education news and policy information and by providing research on important issues facing the system. Over the past year, The Education Alliance provided real-time and in-depth coverage of the 2019 Legislative Session, West Virginia Board of Education actions, and other education-related news. The Alliance believes that public education is strongest when input from all stakeholders is valued and partners feel welcome to engage in the process. Our students and state deserve an active and engaged public.



**West Virginia Education Summit**

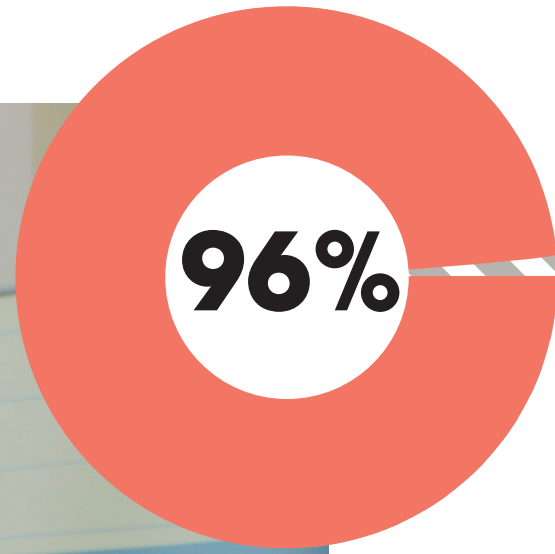
On October 17, 2018, more than 200 business, community, and education leaders gathered in Charleston for the West Virginia Education Summit to discuss how student-centered learning can improve student achievement. The highlight of the event was the keynote provided by Tom Rooney, Superintendent of the Lindsay Unified School District, who shared lessons learned and evidence-based strategies to prepare students academically, socially, and emotionally for future success. Sponsors for the Summit include: Appalachian Power; AT&T; Bowles Rice; Cabell Huntington Hospital; FirstEnergy Foundation; Jackson Kelly; Mountain Valley Pipeline; Mylan; Northeast Natural Energy; United Bank; West Virginia Economic Development Council; and ZMM Architects & Engineers.

**100%** of participants rated the Education Summit very good or excellent



**EDTalks**

EDTalks is a statewide speaker series that features innovative thought leaders who share big ideas about how we can work together to develop students who are WV Ready. The Education Alliance launched the EDTalks Initiative in 2014 and proudly host two regional events each spring. The 2019 EDTalks events were held in Beckley and Wheeling. The EDTalks featured presentations from Dan D'Antoni, Marshall University Men's Basketball Coach; The Honorable Amy Shuler Goodwin, Mayor of Charleston WV; Dr. Brad Price, West Virginia University Assistant Professor; Jada Reeves, 2019 West Virginia Teacher of the Year; Faith Richter, Senior at Wheeling Park High School; and Dr. Sarah Armstrong Tucker, Chancellor of the WV Community and Technical College System. This year's EDTalks were sponsored by Northwood Health Systems, Bowles Rice, Cucumber & Company Inc., Dow, RED: Regional Economic Development, United Bank, West Virginia University College of Business and Economics, and partners New River Community and Technical College, and Ohio County Schools.



**96%** of participants rated the EDTalks speaker series as very good or excellent.

The Education Alliance mobilizes business and community support for schools to improve student outcomes through programs.

### **Education Alliance Partnerships in Education**

A strong, skilled, and resilient workforce is vital to West Virginia's future. Ensuring a strong link between our education system and our business community is critical in this effort. West Virginia business leaders consistently report the need to develop a strong workforce and prioritize education to meet the needs of our state's shifting economy. The ability to find the skilled and productive employees necessary to succeed in increasingly competitive global markets is a growing challenge for West Virginia businesses. The Partnerships in Education initiative supports and recognizes local schools and districts in the development of strategic partnerships with local businesses and community organizations.

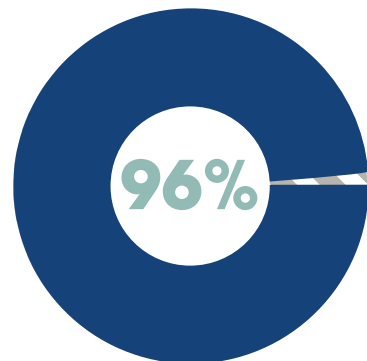
Through strong, strategic, and intentional partnerships, our schools have the potential, perhaps as never before, to prepare students with knowledge and skills needed to thrive in the workforce and to make themselves and West Virginia more prosperous.



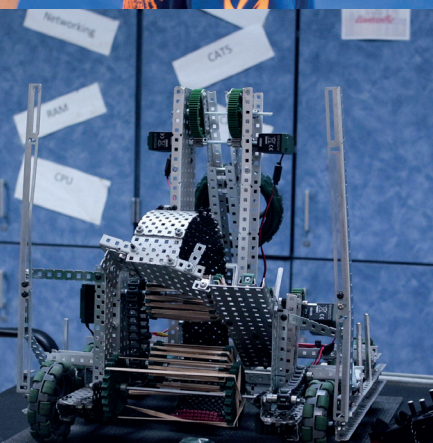
**751** new partnerships launched  
within the last 5 years

### **Born Learning Academy**

The Born Learning Academy, funded by Toyota Motor Manufacturing West Virginia, Inc. and the Greater Kanawha Valley Foundation, creates opportunities for families of young children to connect with local schools during the critical period of early learning prior to school enrollment. As part of the program, families participate in six engaging academies where they learn how to create teachable moments with their children. This year, nearly 200 parents and caregivers from 11 schools came together to participate in hands-on activities and discussions about what it means to be ready for kindergarten and how they can implement strategies to maximize their child's early learning and development. The Born Learning Academy is continuing to empower families to create a better future for their children.



**96%** of families reported regularly  
reading to their child for at  
least 15 minutes a night after  
participating in Born Learning  
Academy.



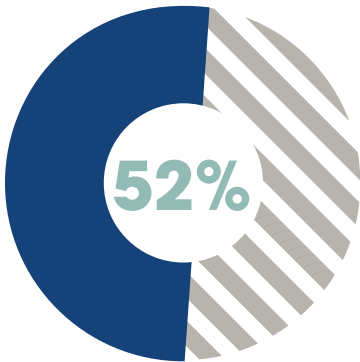


### Education Alliance Blended Learning

Education Alliance Blended Learning helps teachers in seven rural West Virginia schools “blend” face-to-face instruction with online resources to provide engaging, technology-rich learning opportunities for students. Face-to-face instruction is enhanced with Makerspaces that enable hands-on, project-based learning. Participating teachers blend digital instruction using a Learning Management System platform to organize and create content that enhances STEM learning. The Blended Learning initiative is funded through generous contributions from the BelleJAR Foundation, Claude Worthington Benedum Foundation, Chevron, and Ross Foundation.

### Education Alliance STEM VISTA

Education Alliance STEM VISTA focuses on enhancing STEM education in West Virginia in a number of ways: providing high quality professional development opportunities for teachers; engaging students in STEM centered educational offerings; and partnerships between schools and STEM business partners in their communities. STEM VISTAs build the organizational, administrative, and financial capacity of public schools by developing resources to implement and enhance the scalability of STEM efforts across the state. The STEM VISTA project is made possible through a generous contribution from the Corporation for National and Community Service.



**52%** of participants increased their ability to use online resources to complete class assignments.

**\$65,000**  in resources leveraged directly for West Virginia schools

**600** teachers trained on STEM education best practices





The Education Alliance equips West Virginia students for success through education opportunities and support.

### **Education Alliance AmeriCorps Mentors**

Education Alliance AmeriCorps Mentors is a dropout prevention mentor-based intervention that addresses student attendance, behavior, and course performance. This program enables 40 AmeriCorps mentors to provide more than 17,000 mentoring sessions to 775 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 450 community volunteers from local business and community organizations to engage students in job-shadowing activities and extended learning opportunities. Major funding for this program was provided by the Corporation for National & Community Service and Volunteer West Virginia with support from the Fenton Foundation, the Parkersburg Area Foundation, and the Greater Kanawha Valley Foundation.

Of the students who participated in The Education Alliance AmeriCorps Mentors program this year:

**62% improved or maintained attendance**

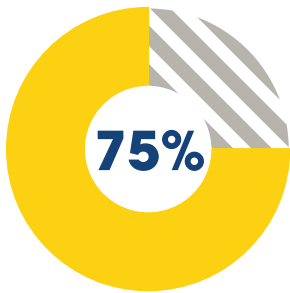
**75% improved or maintained behavior**

**69% improved or maintained course performance**



### Education Alliance Energizing steM

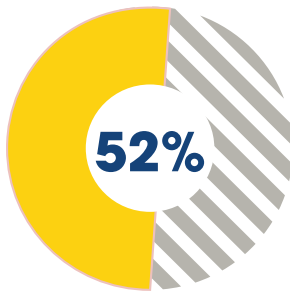
Education Alliance Energizing steM uses a two-part approach to strengthen math in elementary grades and to promote the importance of math to the broader community. The project provides 2,000 elementary students in Lincoln and Logan counties with an effective computer-based supplemental curriculum called Imagine Math to improve math outcomes over a three-year period. The Energizing steM project promotes a greater public understanding of the need for STEM, builds STEM career awareness, and provides a specific focus on the critical role of building strong Math skills. The Education Alliance partnered with the Regional Educational Laboratory – Appalachia (REL AP) to offer community math nights that engage family members in supporting their child’s math learning. This initiative was made possible through a generous contribution from American Electric Power Foundation.



**of participants improved their math achievement by passing on-grade level lessons.**

### Education Alliance Financial Literacy

The Education Alliance Financial Literacy program is a tool for educators, students, and families to strengthen Financial Literacy. The [makecentswv.org](http://makecentswv.org) website was launched in 2017 and has since served as a “clearinghouse” for resources to promote wise, informed financial choices, as well as developing new lesson plans that have helped 140 students increase saving, and improve credit. During the 2018-19 school year, three schools received funding and support to conduct a self-assessment of existing financial literacy programs and practices. Based on those results, they received training, support, and resources to strengthen their students’ personal finance skills.



**of students ages 18-24 who completed a national survey about what high school level course would have benefited them most, answered “Money Management.”**





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