

THE EDUCATION ALLIANCE

2021 ANNUAL REPORT



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Board of Directors

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MESSAGE

FROM THE CHAIR OF THE BOARD AND PRESIDENT/CEO

Dear Friend,

This past year will no doubt be remembered for the unprecedented impact of the COVID pandemic on students, families, educators, employers, and communities across the world. At The Education Alliance, our priority continues to be mobilizing partnerships and building “alliances” to assist students in their path forward.

For some students, that means our business partners are cultivating **Career Readiness** through Work-Based Learning Internships that spark hope and ignite their passion for a brighter future. For others, it means strengthening **College Access** through Virtual College Visits. And for some, it means engaging with our AmeriCorps Mentors who contribute to **School Success** by providing social emotional support to help students re-engage after extended learning loss.

During this most challenging time, our team members, board of directors, and partners have been nimble and resilient. They came together to support each other and to advance the mission of The Education Alliance. The 2021 Annual Report highlights the outcomes of their efforts which resulted in 320 new school-business partnerships and over 4,500 volunteers leveraged (see page 3).

To grow these successes even further, we launched the Campaign for the Caperton Center for School and Business Partnerships (raising to date over \$1M of \$1.5M goal) to revitalize and sustain partnerships in education (see page 16). This would not have been possible without the extraordinary leadership of our two co-chairs and the campaign committee.

As we enter the next phase of recovery, The Education Alliance is committed, now more than ever, to standing up meaningful partnerships. We are working hard to build bridges where there are gaps and to provide resources that accelerate innovative, student-centered learning.

We are immensely appreciative of your support and we are proud of the way our organization has responded to the pandemic. The events of the past year have confirmed the critical role of the Alliance in times of crisis, and the compelling purpose we will serve moving forward.

Sincerely,



*Christina Brumley
Chair of the Board*



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



THE EDUCATION ALLIANCE

MISSION DELIVERABLES AND IMPACT

The Education Alliance is a statewide non-profit organization that mobilizes business and community support for public schools. We are passionate about helping ensure all West Virginia students graduate high school READY for success.

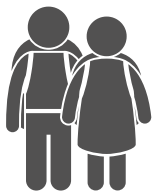
Founded in 1983, we are proud of our **Historic Impact:**

- 1984 - Launched Partnerships in Education program that links West Virginia schools with business partners.
- 1982 - Adopted Read Aloud and expanded it statewide to teach children the joy of reading.
- 2012 - Initiated AmeriCorps Mentor program to match caring adult role models with high need students.
- 2014 - Trademarked EDTalks to foster dialogue between business and community leaders to strengthen public education.
- 2018- Developed the profile of a West Virginia Ready Graduate Profile to provide a clear picture of the knowledge, skills, and characteristics students need for success.

In the past decade, The Education Alliance has a track record of **Innovative Impact:**

- Galvanized West Virginia's STEM Initiative - STEM programming in low-scoring districts resulted in 9% to 24% increase in math proficiency over three years.
- Jumpstarted Blended Learning (3 years before pandemic) - Educators saw 38% to 93% increase in capacity to blend "face-to-face" instruction with online learning.
- Forged Partnerships with Leading Businesses - High school students report a 100% increase in career readiness through Internships with Toyota, Appalachian Power, Dow, WV American Water, Rockwool, CAMC and others.

In 2021, we advanced our mission to ensure a **Strategic Impact:**



18,043

STUDENTS
SERVED



4,556

VOLUNTEERS
LEVERAGED



320

SCHOOL-BUSINESS
PARTNERSHIPS



593K

RESOURCES
LEVERAGED

CAREER READINESS

WV READY WORK-BASED LEARNING INTERNSHIPS



In the 2021 spring semester, Jacob enrolled in the WV Ready Work-Based Learning Virtual Internship course during his senior year of high school. Each week, he participated in the high quality, virtual job shadow training modules offered by Toyota, Dow, WV American Water, Charleston Area Medical Center, Bowles Rice, Encova, Rockwood, AEP, Yeager Airport, and many other businesses. *"They're fantastic!"* he said enthusiastically.

In addition, Jacob's class was matched with one business, Appalachian Power, to develop a capstone project on "power service installation for a barn in Culloden." To support the capstone, AEP team members joined weekly mentoring calls and during one mentoring session, Jacob asked the AEP engineers – *"Is AEP involved with the power hook up for our new high school building that is under construction?"* To which the engineers replied *"Yes, would you like to learn about that?"* The next week, the AEP engineers took this teachable moment and provided Jacob's entire class with a "behind the scenes look" at all of the electrical systems plans for their new high school. Jacob was so engaged and excited to learn about all the technical, architectural, and structural plans for their new school building. He said *"I loved the real-world learning!"*

Reflection

We found that the Kaizens we composed imp

A couple of the hardest parts:

- Individual Meeting Times
- Communication and ...tion As A
- Less Hands On

In **2018**, The Education Alliance convened a working group comprised of 16 key business and education leaders from across the state to guide the development of the West Virginia Graduate Profile. The working group reviewed hiring and promotion criteria used by West Virginia businesses as well as tools/metrics used for assessing those criteria. The result was a clear, concise vision document called the **WV Ready Graduate Profile that outlines the knowledge, skills, and characteristics students need for success** after graduation.

In **2019**, we translated that vision into action and launched the innovative **high school Summer Internship Program**. The program recruited students from diverse backgrounds to minimize socioeconomic, gender, and rural barriers. It provided paid internships with transformational mentoring/work-based learning opportunities in the state's top industries of health care, manufacturing, and energy.

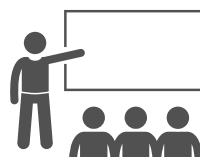
In **2020**, due to the pandemic, the program transitioned to a virtual summer internship experience in which high school students received **weekly training modules, business mentoring, and completed a capstone project** using a digital Learning Management System (LMS). By adding the virtual component, more high-need students (previously unable to participate due to rurality or lack of transportation) gained access.

This year, in Spring of **2021**, the Education Alliance integrated the program within the school day through a **Virtual Work-Based Learning Internship course** that provided high school credit. The program grew from 3 businesses to 13, and from 10 students to more than 100, all in the midst of a global pandemic. The ultimate aim is to expand access to career readiness opportunities to all West Virginia students through a robust talent pipeline in which businesses and schools collaborate to develop WV Ready Graduates.

The WV Ready Internship consists of two primary components: Weekly Job Shadowing Training Modules, and Capstone Projects supported by mentoring. Together, these components create an experience that enables students to broaden their career awareness and gain a deeper understanding of the life skills needed for career readiness.



Job Shadowing
Training Modules



Capstone Projects
and Mentoring

COLLEGE ACCESS

**MIDDLE SCHOOL COLLEGE VISITS &
COLLEGE APPLICATION SUPPORT**



MARSHALL
THUNDERING HERD





COLLEGE VISITS

FOR MIDDLE SCHOOLS

In order to meet future workforce needs, West Virginia Climb established a statewide college attainment goal of **60% of West Virginians with a certificate or degree by 2030**. Research is clear, in order to meet this goal we need to start early and have conversations about careers and college in middle school.

In Spring 2021, with a grant from the WV Higher Education Policy Commission, the Alliance supported 1-hour Virtual College Visits for Middle School students.

The WVU Potomac State visit provides a great "snapshot" of a typical visit. The college Admission Coordinators started the virtual visit with a fun video of "Paws" their campus mascot. They talked to the students about how college life is different than high school with less time in class but more outside homework.

They used their webcam to look inside a typical dorm room and the college cafeteria. They even showcased their college "E-sports" program where school teams compete in video game competitions just like traditional sports. The students asked many questions and thoroughly enjoyed the visit. They also learned about the financial aid that is available to them and the Potomac State counselors encouraged them to start thinking about college now. This program no doubt helped spark a vision for many 7th graders of a brighter future here in the mountain state.



8,249

MIDDLE SCHOOL STUDENTS



15

COLLEGES AND UNIVERSITIES



275

CLASSROOM TEACHERS

COLLEGE APPLICATION

INCENTIVES AND SUPPORT

Due to the pandemic, the number of students applying to college significantly decreased in 2021. Perhaps equally devastating, financial aid applications, such as the Promise Scholarship, also initially decreased 20% in West Virginia. This means that thousands of high school seniors could miss out on more than \$115 billion in financial aid that is available to help them finance a college education.

To combat this challenge, the Alliance joined forces with the WV Higher Education Policy Commission and WV Department of Education to host a variety of initiatives. Our Cool Cash For College Contest and College Bound Saturday events gave away thousands of prizes and our College Ambassador program provided support for students and families to file the FAFSA. Combined, these efforts help close the gap by more than 29% as students took important next steps for their future.



29%

APPLICATION GAP CLOSED

SCHOOL SUCCESS

**CAPERTON CENTER &
AMERICORPS MENTORS**

CAPERTON CENTER

FOR SCHOOL AND BUSINESS PARTNERSHIPS

ENDOWED PERMANENT FUND

Fundraising Goal: \$1.5 Million

The Caperton Center's purpose is to **develop and sustain school-business partnerships** that promote student success. The Caperton Center will focus on three primary goals:

1. REVITALIZATION:

The Caperton Center will complete a gap analysis of all schools' existing business partnerships and craft a plan to revitalize and sustain their impact on students and communities statewide.

2. EQUITY & ACCESS:

With a focus on helping traditionally underserved students, the Caperton Center will help foster new business partnerships specifically aimed at strengthening student equity and access to quality education through a broad array of programs, services, and events.

3. INNOVATION:

The Caperton Center will have the flexibility to respond quickly to new challenges and direct resources to emerging priorities — more important now than ever before.



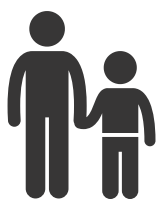


AMERICORPS MENTORS

SUPPORT SOCIAL EMOTIONAL LEARNING

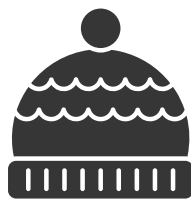
There have been substantial increases in stress and anxiety for students and adults due to the recent pandemic. There is little doubt that these struggles lead to poor academic achievement by students and decreased graduation rates. The Education Alliance developed a Social Emotional Learning Toolkit to help AmeriCorps Mentors and other individuals working with students integrate mental health best practices and strategies into their ongoing mentoring approach (<http://educationalliance.org/sel/>)

In Spring of 2021, Sophia, an AmeriCorps Mentor, used the Social Emotional Learning Toolkit to support her students. Sophia mentored a group of students that were full of energy. She noticed that many students had difficulty focusing in the afternoon mentoring sessions and struggled to listen and participate. One student, Emmanuel, who is slightly older than the other students, seemed especially challenging to engage and most of the mentoring techniques that Sophia tried did not resonate with him. After participating in the Toolkit training, Sophia decided to incorporate yoga after lunch to help the students refocus their minds and bodies. The students enjoyed the unique names for each pose and found the process challenging. This activity allowed the students to have fun and become reenergized after lunch. Even Emmanuel enjoyed the sessions and found it challenging enough to keep his interest. Sophia was able to develop a relationship with Emmanuel through the yoga exercise. Now the students ask to do yoga and enjoy the quiet time to refocus on their afternoon classes.



8,076

MENTORING
SESSIONS PROVIDED



5,584

WINTER CLOTHING
ITEMS PROVIDED



78,138

MEALS / SNACKS
PROVIDED



23,425

EDUCATIONAL
MATERIALS PROVIDED

PROGRAM HIGHLIGHTS



EQUIPPING STUDENTS FOR SUCCESS

The Education Alliance equips West Virginia students for success through innovative education programming, mentoring, and support.

AmeriCorps Mentors: 35 AmeriCorps members provide a dropout prevention mentor-based intervention designed to improve student attendance, behavior, and course performance. Major funding provided by AmeriCorps and Volunteer West Virginia with support from the Fenton Foundation, the Pallottine Foundation of Huntington, the Parkersburg Area Foundation, and the Greater Kanawha Valley Foundation.

College Ambassadors: 9 AmeriCorps members serve at Community Colleges working to increase college access and enrollment. Major funding provided by West Virginia Community and Technical College System, AmeriCorps and Volunteer West Virginia.

West Virginia Statewide College Access Network (WVSCAN): As a member of the National College Attainment Network, WVSCAN brings together business, education, and community leaders to improve college access across the state. Under the Network, 8,000 middle school students participated in college visits, and the Cool Cash for College contest helped close the "FAFSA gap" between the 2020 and 2021 school years by 29%. Major funding provided by the WV Higher Education Policy Commission, WV Department of Education, with support from Mister Bees Potato Chips.

Financial Literacy: Statewide partnership that provides resources to help students make wise and informed financial choices.

MOBILIZING BUSINESS & COMMUNITY SUPPORT

The Education Alliance mobilizes business and community support to leverage expertise and resources that improve student outcomes.

Partnerships in Education: Recognizes school and business partnerships that produce WV Ready Graduates through an Education Alliance certificate of recognition and technical support.

Work-based Learning Internships: Offered in collaboration with West Virginia businesses, the program provides high school students with work-based learning opportunities through paid summer internships and in-school coursework for graduation credit. Major funding provided by Benedum Foundation, Steeley Foundation, Toyota Motor Manufacturing West Virginia, and American Electric Power Foundation.

WV Ready VISTA: 6 AmeriCorps Volunteer in Service to America (VISTA)'s help build capacity of schools and nonprofit organizations to develop WV Ready students equipped with knowledge and skills to be successful after high school. Major funding provided by AmeriCorps.

ADVANCING SYSTEM IMPROVEMENT

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

EDTalks®: Statewide speaker-series held annually to generate innovative discussions and big ideas about connecting education, jobs and West Virginia's future. Event sponsorship provided by Toyota Motor Manufacturing West Virginia, Inc., Bowles Rice LLP, and Jackson Kelly PLLC.

WV Education Summit: Statewide education summit that engages businesses, community and education leaders in innovative dialogue and collaboration to achieve excellence in education in West Virginia. Event sponsorship provided by Appalachian Power; AT&T; Bowles Rice; Dominion Energy; EQT; First Energy Foundation; Jackson Kelly; Mountain Health Network; Mylan; Northeast Natural Energy; United Bank; West Virginia's CLIMB; West Virginia Economic Development Council; West Virginia Public Broadcasting; and ZMM Architects & Engineers.

Research and Outreach: Research and outreach initiatives connect community members with up-to-date education news, policy, and research on important issues facing the system. Recent publications include: Playbook for Work-Based Learning, Social Emotional Learning Toolkit, and Innovation Showcase STEM Toolkit.



DONOR SUPPORT

THANK YOU TO OUR PARTNERS





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

AmeriCorps/Volunteer West Virginia
Claude Worthington Benedum Foundation
Park Foundation and Raymond P. Park

Leader's Circle (\$25,000 - \$99,999)

American Electric Power Foundation
AT&T Foundation
BelleJAR Foundation
Encova
Gat and Susan Caperton
Harry H. & Margaret Esbenshade and Tri-State
Roofing and Sheet Metal Company
H.B. Wehrle Foundation
Marty and Kathy Becker and The Becker Family
Foundation
Richard and Liza Adams
Roy & Gwen Steele Foundation, Inc.
Step by Step
Stephen and Laura Wehrle
The Greater Kanawha Valley Foundation
Toyota Motor Manufacturing WV, Inc.
WV Higher Education Policy Commission
WV Department of Education

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

Appalachian Power
EQT Foundation
Dan and Kathy Foster
Fenton Foundation, Inc.
Joe and Gayle Manchin
Pallottine Foundation
Parkersburg Area Community Foundation
WesBanco
ZMM

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

Christina Brumley
Daywood Foundation
Bowles Rice
FirstEnergy
Jackson Kelly
Summit Bank
Srini Matam
Tom Heywood and Melody Simpson
United Bank
WV Humanities Council

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

Amelia and Eric Courts
Andrew and Mary Jo Paterno
AT&T
Brett Staples
Board of Education Lincoln County
Cabell Huntington Hospital

ENERGIZING STEM

3-year grant from **American Electric Power Foundation** that increased the number of Lincoln and Logan County students scoring "Proficient" in math from:



24% in 2018



35% in 2020

Carbon Fuel Foundation
 Craig Baker
 Criss Elementary School
 Despina "Dee" Kapourales
 D.F. Mock
 Dingess-Rum Properties, Inc.
 Dominion Energy
 ESRI
 Herchiel Sims
 Herscher Foundation
 Health and Human Services
 Howard Seuffer
 James Thomas
 Jefferson County Board of Education
 Joanne and Earl Ray Tomblin
 Jonell Carver
 Joseph Letnaunchyn
 Judith Gemma-Sjostedt
 Ketelsen-Mister Bees
 Lacy Rice, Jr.
 Laura Sutton
 Lloyd and Trina Jackson
 Joe McDonie
 MaryLu Hutchins
 Mylan Pharmaceuticals Inc.
 Otis Laury
 Pleasants County Board of Education
 Ralph Bean
 Robert Ludwig

Rudd Equipment Company
 Sally Barton
 Scott D. Ritchie
 Sharon Chapman
 Southern Economic Development Council
 St. Mary's Medical Center
 Stephen Hopta
 Troy Stallard
 Wayne County Board of Education
 WV DHHR
 WV Economic Development Council
 WV Development Office

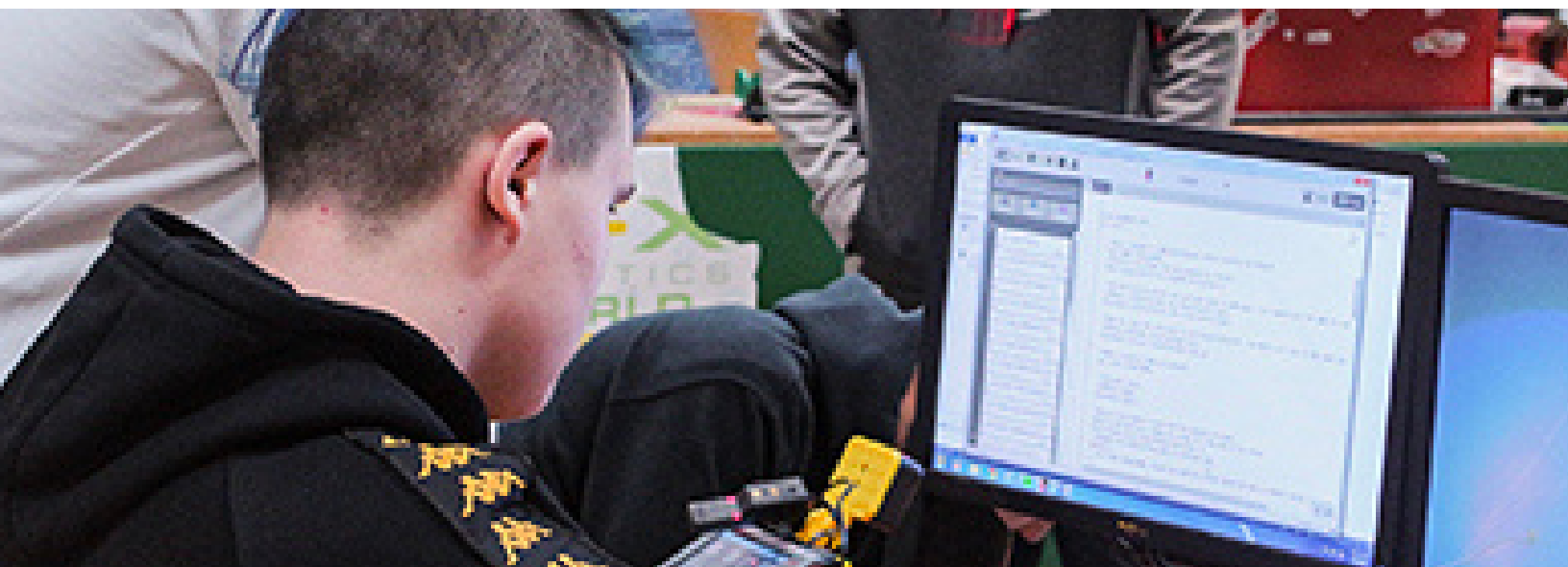
Cum Laude (\$500 - \$999)

Carolyn Long
 Christian Beam
 Dale Bowyer
 Erica Mani
 Joe McDonie
 Priscilla Leavitt
 Sharon Rowe

Dean's List (\$499 or below)

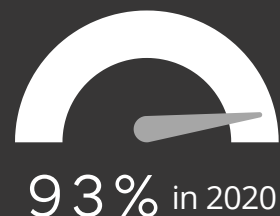
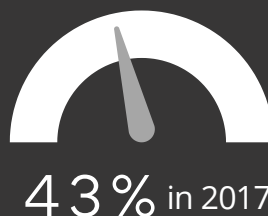
Adam Green
 Adam Krason
 Andy Feeney
 Anne Barth
 Brandy McKnight

Caperton Furniture
 Caroline Goodall
 Dana Burns
 David Gladkosky
 Derek Vance
 Donna Brenwall
 Fidelity Investments
 Hamlin Piggly Wiggly
 Harry Rubenstein
 Jessica Alsop
 Leah Summers
 Mallie J. Combs
 Michelle Wittekind
 Mrs. Wright
 Nicholas Sparachane
 Olivia McCuskey
 Pamela Reed
 Richard Cassis
 Ryan Moore
 Samantha Norris
 Sammy L. Gray II
 Service Wire Company
 Sherrone Hornbuckle
 Stephen Hastings
 Toney Stroud
 Trey Morrone
 Valerie Bone



BLENDDED LEARNING

4-year grant from the **BelleJAR Foundation**, **Benedum Foundation**, and **Ross Foundation** that increased teacher capacity to provide "blended" instruction from:





Education[★]Alliance

Business & Community for Public Schools



/TheEduAlliance



/TheEduAlliance



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EducationAlliance.org

THE EDUCATION ALLIANCE

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