



# ADOPT-A-SCHOOL

## PARTNERSHIP PLAN ORGANIZATION GUIDE



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## How it Works

### *Connecting Business and Education*

The Adopt-a-School (AAS) Initiative is a program model developed to support partnerships between area schools and their network of supporters, specifically businesses and organizations within our community. Ultimately the intention is that all partners can play a pivotal role in inspiring student and school success stories.

The ultimate vision of the program is to utilize the vast amounts of human resources and talents of the business community to strengthen, enhance, and enrich the quality of education in our four-county footprint of Cuyahoga, Lake, Lorain, and Geauga County school systems.

#### How it Works

The AAS program is designed to be led by JA and supported by local businesses and partnering schools. Outlined below are the key steps to the program:

#### **1. Discuss Your Potential Partnership with Your JA AAS Contact**

This is the time to talk through your vision and commitment level with the AAS program. The goal is to listen to your “Why” for wanting to participate and have an open conversation surrounding the expectations of the program uniquely tailored to support both the school’s and partner’s shared priorities.

#### **2. Identify One or Multiply Schools**

Once your partnering school is chosen your JA contact will work with that school and your organizations appointed program contact to confirm the match is a good fit for both your organization and the school.

#### **3. Develop a Strategic Partnership Plan**

JA and business partners develop a plan that outlines their collaboration for the semester or full school year engagement. An outline will be sent to the matched school for approval and any additional suggestions for partnership.

#### **4. Maintain a Secure and Positive Relationship**

Business partners are encouraged to initiate activities in addition to teaching JA curriculum that inspire students and enrich their educational experiences. While developing valuable person-to-person relationships, AAS partners can engage in a variety of other ways by a list of examples below:

- ✓ Host job shadowing or internship opportunities that fosters a better educated future workforce.
- ✓ Provide scholarships through your organization’s foundation (if applicable) for industry-related programs.
- ✓ Improve school environment by donating equipment, gift cards, school supplies, or any way you can utilizing your businesses’ resources.

#### **5. Share Your Experiences and Inspire Others**

There are several ways JA can share your AAS experiences. Below are a few guarantees:

- ✓ Monthly newsletter
- ✓ Media and Press Releases
- ✓ LinkedIn
- ✓ Twitter
- ✓ Instagram
- ✓ Facebook
- ✓ Blogs
- ✓ Send or email messages to parents/guardians\*
- ✓ Inform school’s PTA/PTO and other community groups\*

\*May vary depending on school

## Benefits | Time Commitments | Expectations

### Increase Philanthropy at the Community Level

#### Benefits

AAS is designed to connect local businesses with the schools in its community. Through this program your investment yields high returns to your company, your employees, and community by offering:

- **Structure**  
Instead of one-off events, AAS offers a model for building a lasting relationship between schools and your organization. In addition, you receive better knowledge of education systems in your county.
- **Visibility**  
JA will help to promote the great work happening at your adopted school. In return you will have direct interaction with adults from the community and expanded presence of your organization among students, parents, and school staff.
- **Engagement**  
An opportunity to network with other businesses participating in AAS, increased civic participation, and an enriched curriculum experience.

#### Time Commitments

A major key component to the success of the AAS program is having both schools and organizations identify one to two employees as the point of contact throughout the school year. Our goal is to keep this commitment as easy as possible. Below is a general approximation of the time required:

<u>Task</u>	<u>Estimated Time Requirement</u>	<u>Recommended Time of Year</u>
Partnership Meeting	60 minutes	Ongoing
Discuss Partnership Plan	60 minutes	1 to 2 weeks after Partnership Meeting
Program Planning	30 minutes per program	Varies
Day of Event	Dependent upon type of program	Varies
Feedback Reporting	10 minutes	Mid and/or End of Year*

#### Expectations

While each partnership is uniquely tailored to your partnering school, all participants are asked the following:

##### **1. Support one to two JA in a Day and or Weekly Programs Within a School Year or Semester**

These engagements are flexible to both the school and organization's needs. Time commitment on these events will be discussed as the decision on programming is finalized.

##### **2. Appoint one to two AAS Key Staff Members**

The organization can appoint any member of staff who is able and willing to be the primary contact with the partnering school and JA contact throughout the school year.

##### **3. Provide Volunteers**

Company key staff member/s will recruit volunteers to participate in AAS JA programming and events.

##### **4. Report**

Complete and discuss a mid-year and/or end of year survey used to assess your satisfaction with the partnership.\*

\*Dependent upon type of programming

## Did You Know? | Notable JA Alumni

Facts That Will Make You Say “I Never Knew That...”

### Did You Know?

- ✓ Funding and sponsorship for events is critical for JA to continue providing life-changing programs to the students we serve in our community. Programs are delivered at no cost to schools and volunteers. You can make a difference in the lives of these students by participating in programs like AAS.
- ✓ 96% of teachers purchase school supplies so their students do not go without. Most spend approximately \$745 a year out-of-pocket.
- ✓ Among all areas of careers that are represented, JA proudly supports STEM (Science, Technology, Engineering, and Math.) Studies show young people are interested in STEM at an early age but that begins to decline due to lack of interaction with mentors and role models in STEM fields. JA addresses this by bringing STEM professionals into classrooms to deliver JA programming.
- ✓ Research shows that one-in-five JA alumni eventually work in the same field as their JA volunteer.
- ✓ JA is the nation’s largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their futures, and make smart academic choices.

### Notable JA Alumni

- ✓ Mark Cuban | Shark Tank and Owner of the Dallas Mavericks | *“It gave me my first chance to understand how a business was structured. The roles of management. How to account for the business.”*
- ✓ Fred DeLuca | Founder of Subway Sandwiches
- ✓ Sanjay Gupta | Physician, CNN Correspondent | *“It started out as a social activity. As it turns out, I learned about the financial world and things that I had never been exposed to before.”*
- ✓ Marissa Mayer | former CEO of Yahoo!
- ✓ Bernard Marcus | Co-Founder of The Home Depot
- ✓ Tom Monaghan | Founder of Domino’s Pizza
- ✓ Shaquille O’Neal | NBA Hall of Famer
- ✓ Pat Schroeder | former U.S. Congresswoman
- ✓ Gene Simmons | Co-Founder of KISS | *“It taught me capitalism, and I learned how to run a business. Best thing you can do for your children...two words...Junior Achievement.”*

### Why Partner | How to Proceed | Who to Contact

*“It Takes Both Sides to Build a Bridge”* – Frederik Nael

### Why Partner

- ✓ Create or strengthen a relationship with a school/s in the community where you conduct business.
- ✓ Be involved in the community where you work.
- ✓ Generate professional development opportunities including leadership, presentation, and communication skills.
- ✓ Offer your employees the satisfaction of becoming a role model for local students.
- ✓ Grow your own workforce. The AAS partnership program proves that the business community and local schools can work together to make a positive impact.
- ✓ Partnering businesses receive a priceless experience and return on investment, including important exposure.
- ✓ Why not?

### How to Proceed | Who to Contact

1. If you are not currently working with your JA point of contact, interested companies/organizations can follow this link: (*Link Coming Soon*) to the JA website for further information.
2. If more convenient to call, please leave a message in JA’s general mailbox at: 216.861.8080 (calls are returned within 24 business hours) and you will be guided to the correct individual who can further discuss your partnership plan with you.