



A PROGRAM FOR ALL STUDENTS

WELCOME TO PARTNERSHIP – 2016-2017

The Challenge Program, Inc.'s mission is to build sustainable Business/Education partnerships while introducing students to careers in their communities. This partnership contributes to workforce and economic development by motivating students to develop the solid work habits required to succeed in school and in their future careers..

*The Program inspires students to exceed expectations in **Attendance, STEM, Community Service, Academic Improvement and Academic Excellence** with continual program messaging, business interaction and award incentives. We have reached more than 500,000 high school students and have provided more than \$3 million in incentives throughout Pennsylvania, West Virginia, Ohio and Maryland*

CONNECTING BUSINESS AND EDUCATION

Our vision is to positively affect student behaviors and attitudes and the future workforce by connecting students with businesses in meaningful ways. Business Partners educate students about potential career opportunities within their own communities. This Business-Education partnership contributes to workforce and economic development by motivating students to develop the solid work habits required to succeed in school and in their future careers. This in turn, restores confidence in obtaining employment close to home, assuring the continuation of thriving communities.

At the beginning of each Program year, five challenge categories are communicated to students as building blocks for the work standards students need and should be able to perform to become successful, contributing, productive members of the workforce and their communities. At the close of each Program year, incentives in each of the five challenge categories are presented to students, demonstrating a real-world motivational application.

*The Challenge Program, Inc. carries out this mission and vision of building Business/Education Partnership connections through in-school career-themed assemblies presenting the challenge categories in work-related situations, **school-approved business/student career activities** and award ceremonies. Continuous Program messaging from The Challenge Program to businesses, educators and students, and the advancement of involving ALL students to challenge themselves and compete for awards, regardless of previous academic performance, are vital components implemented in each school.*

- ★ **ATTENDANCE**
- ★ **STEM**
- ★ **COMMUNITY SERVICE**
- ★ **ACADEMIC IMPROVEMENT**
- ★ **ACADEMIC EXCELLENCE**

Activity Title	Program for All Students
Description	<ul style="list-style-type: none"> • Career Awareness and Preparation • Career Acquisition • Career Retention and Advancement • Motivate Students to stay in school and achieve more while they are in school.
Grade Span	<ul style="list-style-type: none"> • 10, 11 and 12. Freshmen may attend if the school allows, however are not eligible for awards.
Program Year	<ul style="list-style-type: none"> • August/September to June
Key Focus Areas	<ul style="list-style-type: none"> • Attendance, STEM, Community Service, Academic Improvement, Academic Excellence
Materials Business Name appears on all items:	<ul style="list-style-type: none"> • 5 posters (24 x36) for each award category /1 Banner (70 x 24) • Monthly Announcements from TCP to remind students of the Program. • Quarterly newsletters and various email announcements/updates from The Challenge Program. • Press Releases 2-3 times a year
Documentation You will receive:	<ul style="list-style-type: none"> • Program and Awards Guide (this document) and a full Assembly Preparation Guide (which will follow). • Links to online Business Surveys.

Activity Title	Business Commitment & Benefits
Commitment	<ul style="list-style-type: none"> • 1 Primary Business Representative to communicate all TCP information, marketing and updates • 1 or more Business Representatives to attend kick-off assembly and senior award ceremony • 1 or more Business Representative to coordinate Workforce engagement with school and/or attend Workforce engagement.
Benefits	<ul style="list-style-type: none"> • Address a full assembly of high school/CTC students regarding their business/industry. • Ability to promote their contribution to the community. • Ability to promote qualities and skills required for the future, paths to employment and future success. • Communicate the relationship between Education and Career. • Marketing and Promotion • Recognition across social media sites and TCP website • Invitation to Crystal Owl Gala if a student from your school is a Finalist
Marketing <i>Business Name appears on all items:</i>	<ul style="list-style-type: none"> • Posters and Banner displaying Business Name as school Partner • Monthly Announcements from TCP to school with Business Name as Partner • Any accolades business receives in the press will be announced in TCP materials such as: Newsletters, email announcements/updates and social media • TCP will retweet posts from your business as often as possible on Twitter • Press Releases 2-3 times a year promoting your business' partnership (fall, spring, summer) • Website Recognition (all year) • County Mock-Check presentation (summer)
Documentation <i>You will receive:</i>	<ul style="list-style-type: none"> • Press Releases fall, spring and summer Mock Check Presentations • Photos for all of the above

Activity Title

Workforce Connection

Description

The Challenge Program, Inc. will facilitate a minimum of one special event for students to meet their business partner in a workforce setting for career development.

Learning Goals

FOR STUDENTS:

- Gain information regarding careers and job opportunities, attainment and retention.
- How work environments differ from school, home and other social venues.
- Existing local career opportunities to consider, preparation, paths to employment and promotion, salary potential.
- Community Service/Volunteer opportunities.

FOR EDUCATION:

- Advice on trending topics to prepare students for the workforce.

Materials

You will receive a checklist of potential career connections between the School and your Business which includes:

- Classroom Presentations
- In-school Career Days
- Tours of business facility
- Volunteering
- Internship/Job-Shadowing/Workshops
- Curriculum Advisement from Business

Procedure

Your TCP Rep will review both parties connection choices to begin facilitation:

- Gain consensus of the favored choices from both parties.
- Facilitate an introduction between School & Business (*fall assembly to start*).
- Gain consensus of optimal dates, times and locations.
- Attend career event according to TCP Representative availability.

Staff Needed

- Business Representative(s) for TCP to assist with coordination and sharing the above information.
- Business Representative(s) to participate in activity

When

- October - June

Grade Span

- 10, 11, 12

Documentation

- Photographs and Write-up in Quarterly TCP Newsletter/Website, possible added press release

Activity Title	Award Categories/Criteria
ATTENDANCE	<ul style="list-style-type: none"> FINALISTS are drawn from students with “0” absences. If no one has “0” Absences – students with the least number of absences according to school policy will become Finalists.
STEM	<ul style="list-style-type: none"> FINALISTS are the #1 ranked student from every included class. Included classes are up to each school.
COMMUNITY SERVICE	<ul style="list-style-type: none"> FINALISTS are among the students who submitted the top 10% of <u>hours</u> for the year.
ACADEMIC IMPROVEMENT	<ul style="list-style-type: none"> Academic Improvement involves the <u>GREATEST INCREASE</u> in Year Ending to Year Ending G.P.A. regardless of beginning/ending grade level. FINALISTS are drawn from among the top 10% of students with the greatest increase in G.P.A.
ACADEMIC EXCELLENCE	<ul style="list-style-type: none"> HIGHEST OVERALL G.P.A. from the beginning to the end of the current school year. FINALISTS are drawn from among the top 10% of students with the highest overall G.P.A.
NOTE:	<p>We suggest to all educators to remind students that choosing a winner via lottery <u>may mean and should be reiterated</u> during finalists selection process that the student at the very top of any category <u>may or may not</u> be the final winner.</p>

Activity Title	Award Implementation
Description	Incentive awards will be presented to 5 Seniors, 5 Juniors and 5 Sophomores . <ul style="list-style-type: none"> • 2016/17 Seniors will be awarded in the Spring of 2017 before graduation. • 2016/17 Sophomores and Juniors will be awarded in the Fall of 2017 when we return.
Materials for Students	<ul style="list-style-type: none"> • An Award Certificate w/the name of the Student, the Business, the Award Category and the School • A Flyer requesting the student to send a thank you note to the Program Founder and the Business Partner. • A check made out directly to the Student in the amount of \$200.
Procedure for Spring Awards	<ul style="list-style-type: none"> • TCP will inform the Business of the date of the school's pre-existing senior awards program. • Attend the Senior Program with the TCP Representative to hand the awards to the seniors
Procedure for Fall Awards	<ul style="list-style-type: none"> • TCP will forward 3 dates submitted by the school to the Business to choose most optimal date for the Business to attend the assembly. • Attend the assembly to kick-off The Challenge Program in the school. • Presentation of awards will take place at the end of the Fall Assembly.
Staff Needed	<ul style="list-style-type: none"> • Business Representative to attend the assembly and present the awards.
Duration	<ul style="list-style-type: none"> • April – June and August - November
Grade Span	<ul style="list-style-type: none"> • 10, 11, 12
Documentation	<ul style="list-style-type: none"> • Press Release and Photo

Activity Title	2017 Student of the Year
Description <i>Regardless of whether or not a student has won an awards...</i>	<p>ALL STUDENTS in ALL PARTICIPATING High Schools, AVTS and CTC schools may enter their story about how TCP’s Program and challenge/award categories affected their outlook, behavior and attitude.</p> <ul style="list-style-type: none"> • How/why our Program/Business partners helped them overcome obstacles to begin a positive path to a better future. • How the business partner and/or TCP may have inspired or assisted with future career plans.
Materials <i>The school receives</i> <i>Marketing</i>	<ul style="list-style-type: none"> • 1 poster (18 x 22) included with the posters received in the fall to be displayed in January 2017 when the competition opens • Detailed information entry hand-out for students including how to enter, guidelines, selection and responsibilities • Communication for in-school morning/afternoon announcements • Press Releases announcing Winner, the school and the business partner.
Procedure	<ul style="list-style-type: none"> • Email announcement that the contest is open. • Blind review of all entries by select TCP staff and vote on top 10 entries. • Blind review of 10 entries by TCP staff and Young Professional groups to vote on 3 finalists and 3 alternates • Blind review of 3 finalists by TCP Board of Directors and Business Advisory members to vote on Winner. • Email announcement of names/schools of 3 finalists and 3 alternates and all honorable mentions. • Finalists will attend Crystal Owl Gala in Pittsburgh in order to be eligible to win • 2 Educators and 2 Business Reps from the Finalists schools and business partners will receive complementary tickets to Crystal Owl Gala as a show of support for the students. • Winner is announced at Crystal Owl Gala in Pittsburgh • Email announcement of name/school of Winner.
Staff Needed	<ul style="list-style-type: none"> • Primary Educator for TCP to coordinate and share the above information
Duration	<ul style="list-style-type: none"> • January 17, 2017 – midnight March 17, 2017
Grade Span	<ul style="list-style-type: none"> • 11, 12 only
Awards & Documentation	<ul style="list-style-type: none"> • Each Finalists will receive \$1,000 cash and award certificate naming them a Student of the Year finalist • Winner, receives \$1,000 cash, certificate naming them student of the Year and a crystal trophy • Photographs and Write-up in Quarterly TCP Newsletter, Press Releases and Website Recognition

Activity Title	The Challenge Program, Inc. Team
Daniel T. Perkins Founder & Chairman of the Board of Directors	After 10 years building MTS Technologies, Inc., a business he started, Perkins was ready to give back to the students of his hometown - Johnstown, PA. Perkins wanted students to understand the important of education. In 2003, the first Challenge Program presentation was made in one high school. 13 years later, the Program has grown to being implemented consistently in more than 100 schools every year.
Barbara Grandinetti Executive Director <i>grandinettib@tcpinc.org</i>	Grandinetti spear-heads the Program’s major gift donations and foundation support. Grandinetti heads up the organization of Crystal Owl Gala, the organization’s signature annual fundraising event. She serves on the executive committee of the TCP board of directors.
Karen Robatin Finance Director	Robatin is the TCP’s finance department and has helped the Program break ground in new territories and new ideas. Robatin participates in policy development and Program implementation.
Anna Gibbs Program Communications Manager <i>gibbsa@tcpinc.org</i>	Gibbs manages/developes all communication streams for TCP – website, newsletter, marketing and grants. She coordinates the scheduling of all assemblies and award programs in the fall and spring student awards. She is available to answer all questions and guide businesses/schools through the Program.
Janelle Vargas Communications Intern <i>thechallengeprogram@tcpinc.org</i>	Vargas is a senior at the University of Pittsburgh at Johnstown. Her major is Business Marketing with a Minor in Spanish. She is involved with the Allegheny Underground, a website designed by UPJ marketing students to locate festivals and interact with businesses in the Johnstown area. Vargas will assist the Communications department with our website, press releases and other general administrative details throughout the fall.
Joe Oliphant Director/Program Development <i>oliphantj@tcpinc.org</i>	Oliphant is responsible for serving /implementing the Program in the territories below as well as school/business expansion. Oliphant’s Territories: <ul style="list-style-type: none"> • Allegheny, Armstrong, Beaver, Butler, Lawrence, Mercer Pennsylvania and Eastern Ohio.
Sara Deyarmin Program Development Manager <i>deyarmins@tcpinc.org</i>	Deyarmin is responsible for serving /implementing the Program in the territories below as well as school/businesses expansion. Deyarmin’s Territories: <ul style="list-style-type: none"> • Bedford, Blair, Cambria, Indiana, Lackawanna, Luzerne, Monroe, Somerset and Susquehanna PA.
Maria Campieri Program Development Manager <i>campierim@tcpinc.org</i>	Campieri is responsible for serving/implementing the Program in the territories below as well as school/business expansion. Campieri’s Territories: <ul style="list-style-type: none"> • Fayette, Greene, Washington, Westmoreland Pennsylvania and Northern West Virginia.

A WORD ABOUT AWARD LOTTERIES AND SURVEYS

Educators expressed to us in the early years of The Challenge Program, Inc., a concern about students not responding to our Program seriously because of a perception students have that there will always be a designated few classmates who win awards and they cannot possibly compete with them. Through discussions, TCP decided to move to a top 10% of students who meet award criteria and use a lottery system to choose the final winner so that all students, regardless of past academic performance or behavior issues, would see an opportunity to redirect themselves and compete.

Student surveys are an important component to The Challenge Program, Inc. to continue to learn and understand what students are thinking, the communication style that relates to them, and their plans for their futures. These trends help us attract new business partners, foundation support and aid in the development of assembly kick-off theme.

The same is true regarding the surveys we ask educators to take. How we implement the Program, communicate its benefits and support all the participating schools in an optimal manner, comes from what we are told in these surveys.

- Survey Slips will be emailed to you when it is time to select winners. The slip contain the survey link.
- The survey link leads to an imbedded page on the TCP website which has instructions and a Survey Monkey link
- Give each Finalist one slip to take the survey.
- **Instruct students to follow the links provided on the survey sheet to take the survey.**
- If Finalists use a common computer, **clear the cookies** after each survey.
- When the survey is completed, a pass code will pop up - three Words – **Believe Reach Achieve**
- Finalists should put their name and the pass code on the sheet and return it to you.
- If Finalists **are eligible for more than one award**, they only take the survey once.
- If a Finalist is eligible for more than one award, copy the slip after they have returned it to you.
- The slip goes into a lottery for each award category for which they are eligible.
- Single winner for each category is drawn from each lottery.
- **Educator Surveys** do not require slips or passcodes.

As always, thank you for your time and support of The Challenge Program, Inc.