

# A PROGRAM FOR ALL STUDENTS

## PROGRAM AND AWARDS GUIDE – 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

*The Challenge Program, Inc. believes in the academic advancement of all students, focusing on grades 10, 11 and 12. We accomplish this by challenging them to challenge themselves in five categories and compete for awards, regardless of previous academic performance.*

*Our vision is to affect positive change in student behaviors and attitudes to increase the quality of the future workforce. We accomplish this by connecting students with businesses in meaningful ways. Business Partners educate students regarding potential career opportunities and the paths to employment within their own 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. This in turn, restores confidence in obtaining employment close to home, assuring the continuation of thriving communities.*

*The Challenge Program, Inc. carries out this mission and vision of building Business/Education Partnership connections through in-school, career-themed assemblies, presenting the five challenge categories in work-related situations, school-approved business/student/educator career activities, continuous Program messaging and award ceremonies.*

*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. Closing each Program year, incentives in each of the five challenge categories are presented to students, demonstrating a real-world motivational application*

<b>FIVE</b>	★	<b>ATTENDANCE</b>
<b>CHALLENGE</b>	★	<b>STEM</b>
<b>PROGRAM</b>	★	<b>COMMUNITY SERVICE</b>
<b>AWARD</b>	★	<b>ACADEMIC IMPROVEMENT</b>
<b>CATEGORIES</b>	★	<b>ACADEMIC EXCELLENCE</b>

Activity Title	The Program & Implementation
<b>Description</b> <i>The Program aligns with DoE CEW Standards in all four competency areas</i>	<ul style="list-style-type: none"> <li>• Career Awareness and Preparation</li> <li>• Career Acquisition &amp; Entrepreneurship</li> <li>• Career Retention and Advancement</li> <li>• Motivating Students</li> </ul>
<b>Duration</b>	<ul style="list-style-type: none"> <li>• September through June</li> </ul>
<b>Learning Goals</b> Students will Learn:	<ul style="list-style-type: none"> <li>• Local career opportunities, preparation and paths to employment from the Business Partner.</li> <li>• 5 solid habits required for success reflected in <b>Key Learning Areas</b>.</li> <li>• Relationship between Education and Career</li> </ul>
<b>Key Learning Areas:</b>	<ul style="list-style-type: none"> <li>• Attendance, STEM, Community Service, Academic Improvement, Academic Excellence</li> </ul>
<b>Materials</b> <i>You will receive:</i>	<ul style="list-style-type: none"> <li>• 5 posters (24 x36) for each award category /1 Banner (70 x 24) announcing the supporting Business.</li> <li>• 1 poster (18 x 22) Student of the Year to be displayed beginning January 2017 when competition opens.</li> <li>• Monthly Announcements from TCP to remind students of the Program.</li> <li>• Quarterly newsletters and various email announcements/updates from The Challenge Program.</li> </ul>
<b>Procedure &amp; School Commitments</b>	<ul style="list-style-type: none"> <li>• Open links to online forms sent to you by TCP, fill out and submit to TCP.</li> <li>• Schedule fall Assembly for Program Implementation.</li> <li>• Hang the posters and the banners prominently in the school.</li> <li>• Promote TCP through in-school announcements (<i>these will be forwarded to you</i>).</li> <li>• Gather Award Finalists/Select Winner. Submit the winning names when/as requested.</li> <li>• Photos will be taken by TCP; Press releases will be distributed and shared with business /school.</li> </ul>
<b>Staff Needed</b>	<ul style="list-style-type: none"> <li>• 1 Primary Educator to facilitate the Program in-school and engage with the Business Partner.</li> <li>• 1 Alternate Educator as a back-up to the Primary Educator contact.</li> </ul>
<b>Grade Span</b>	<ul style="list-style-type: none"> <li>• 10, 11 and 12. <i>Freshmen are welcome to view the presentation however are not eligible for awards.</i></li> </ul>
<b>Documentation</b> <i>You will receive:</i>	<ul style="list-style-type: none"> <li>• Program and Awards Guide (<i>this document</i>) and a full Assembly Preparation Guide (<i>which will follow</i>).</li> <li>• Links to other online forms for scheduling, school contact information, etc.</li> <li>• Links to online forms to submit Award Winners will be provided.</li> <li>• Links to Student and Educator Surveys.</li> </ul>

Activity Title	Workforce Connection
<b>Description</b>	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.
<b>Learning Goals</b> <i>FOR STUDENTS:</i>	<ul style="list-style-type: none"> <li>• Gain information regarding careers and job opportunities, attainment and retention.</li> <li>• How work environments differ from school, home and other social venues.</li> <li>• Existing local career opportunities to consider, preparation, paths to employment and promotion, salary potential.</li> <li>• Community Service/Volunteer opportunities.</li> </ul>
<i>FOR EDUCATION:</i>	<ul style="list-style-type: none"> <li>• Business Tours which can fulfill Act 48 Continuing Education Credits.</li> <li>• Advice on trending topics to prepare students for the workforce.</li> </ul>
<b>Materials</b> <i>A checklist of potential connections is part of the Contact Update form. This includes:</i>	<ul style="list-style-type: none"> <li>• Classroom Presentations</li> <li>• In-school Career Days</li> <li>• Tours of business facility</li> <li>• Volunteering</li> <li>• Internship/Job-Shadowing/Workshops</li> <li>• Curriculum Advisement from Business</li> </ul>
<b>Procedure</b> <i>Your TCP Rep will review both parties connection choices to begin facilitation:</i>	<ul style="list-style-type: none"> <li>• Gain consensus of the favored choices from both parties.</li> <li>• Facilitate an introduction between School &amp; Business (<i>fall assembly to start</i>).</li> <li>• Gain consensus of optimal dates, times and locations.</li> <li>• Attend career event according to TCP Representative availability.</li> </ul>
<b>Staff Needed</b> <i>Depending on activity:</i>	<ul style="list-style-type: none"> <li>• Primary Educator for TCP to assist with coordination and sharing the above information.</li> <li>• Possible educator chaperons.</li> </ul>
<b>Duration</b>	<ul style="list-style-type: none"> <li>• October through June</li> </ul>
<b>Grade Span</b>	<ul style="list-style-type: none"> <li>• 10, 11, 12</li> </ul>
<b>Documentation</b>	<ul style="list-style-type: none"> <li>• Photographs and Write-up in Quarterly TCP Newsletter.</li> <li>• Any documentation the school requires for the career event to take place.</li> </ul>

# Award Categories/Criteria

## Activity Title

### ATTENDANCE

- **Eligibility will begin with the Kick-Off Assembly UNLESS otherwise stated by the school.**
- **FINALISTS** are drawn from students with “0” absences. If no one has “0” Absences – draw from those with the least number of absences according to school policy. They will become Finalists.

### STEM IN HIGH SCHOOLS

- **Classes of ALL ACADEMIC LEVELS – introductory to advanced – should be included.**
- **FINALISTS** are the #1 ranked student from every included class.
- Included classes are up to each school.

### STEM IN AVTS OR CTC SCHOOLS

- **Any Class which involves any form of STEM subject matter, may be included at your discretion.**
- **FINALISTS** are the #1 ranked student from every included class.
- Included classes are up to each school.

### COMMUNITY SERVICE

- **TCP provides COMMUNITY SERVICE forms for the convenience of tracking hours.**
- **FINALISTS** are among the students who submitted the top 10% of hours for the year.
- An award must be distributed even if students do not hand-in forms. You are free to hand-pick students to compete.

### ACADEMIC IMPROVEMENT

- **Academic Improvement involves the GREATEST INCREASE 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

- **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.

### ADVISEMENT FOR STUDENTS

Choosing a winner via lottery ***may mean and should be reiterated*** during finalists selection process that the student ***at the very top*** of any category ***may or may not*** be the final winner.

### IMPORTANT INFORMATION!

- **All 15 Awards (1 award per category/per grade) MUST be DISTRIBUTED.**
- **No duplicates or splitting of awards is permitted.**
- **All TIES must be decided via a lottery drawing.**
- **It is possible for one student to win more than one award.**

Activity Title	Award Implementation
<b>Description</b>	Incentive awards will be presented to <b>5 Seniors, 5 Juniors, and 5 Sophomores</b> . <ul style="list-style-type: none"> <li>• <b>2016/17 Seniors</b> will be awarded in the <b>Spring of 2017</b> before graduation.</li> <li>• <b>2016/17 Sophomores and Juniors</b> will be awarded in the <b>Fall of 2017</b> when we return.</li> </ul>
<b>Materials</b> <i>Students will receive from TCP</i>	<ul style="list-style-type: none"> <li>• An Award Certificate w/the name of the Student, the Business, the Award Category and the School</li> <li>• A Flyer requesting the student to send a thank you note to the Program Founder and the Business Partner.</li> <li>• A check made out directly to the Student in the amount of \$200.</li> <li>• The packet comes in a 9 x 12 white full window envelope</li> </ul>
<b>Common Procedure for Awards</b>	<ul style="list-style-type: none"> <li>• Gather finalists for each award category.</li> <li>• Allow all finalists to take TCP online survey and enter their completed survey slip for in the lottery.</li> <li>• Select winner from lottery of all entries from surveys.</li> <li>• Submit Award Winners to TCP via online form (link for form will be provided).</li> </ul>
<b>Procedure for Spring Awards</b>	<ul style="list-style-type: none"> <li>• When requested, send the date of the school's <u>scheduled</u> Senior Awards Program. We will attend evening and weekend programs. We will notify the business and the date/time/location.</li> <li>• We request to be a part of the community awards distribution and close to the top of your program.</li> <li>• We can come to the school on another appointed date/time if you choose.</li> <li>• Take/Submit on online Educator Survey from TCP near the end of the year.</li> </ul>
<b>Procedure for Fall Awards</b>	<ul style="list-style-type: none"> <li>• When requested, submit dates for a Fall Assembly kick-off. (more information will be forwarded)</li> <li>• We will notify business of the date options and allow them to choose.</li> <li>• Presentation of awards will take place at the end of the Fall Assembly.</li> </ul>
<b>Staff Needed</b>	<ul style="list-style-type: none"> <li>• The Primary Educator for TCP to coordinate and share the above information.</li> </ul>
<b>Duration</b>	<ul style="list-style-type: none"> <li>• April through June</li> <li>• August through November</li> </ul>
<b>Grade Span</b>	<ul style="list-style-type: none"> <li>• 10, 11, 12</li> </ul>
<b>Documentation</b>	<ul style="list-style-type: none"> <li>• Review of Award Categories and Criteria.</li> <li>• Links to online forms to submit Award Winners will be provided.</li> <li>• Link to online Educator Survey.</li> </ul>

# 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.***

## Activity Title

# 2017 Student of the Year

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



## Activity Title

# The Challenge Program, Inc. Team

<b>Daniel T. Perkins</b> 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.
<b>Barbara Grandinetti</b> 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.
<b>Karen Robatin</b> 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.
<b>Anna Gibbs</b> Program Communications Manager <i>gibbsa@tcpinc.org</i>	Gibbs manages/develops 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.
<b>Janelle Vargas</b> 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.
<b>Joe Oliphant</b> 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. <b><u>Oliphant's Territories:</u></b> <ul style="list-style-type: none"><li>• <b>Allegheny, Armstrong, Beaver, Butler, Lawrence, Mercer Pennsylvania and Eastern Ohio.</b></li></ul>
<b>Sara Deyarmin</b> Program Development Manager <i>deyarmins@tcpinc.org</i>	Deyarmin is responsible for serving /implementing the Program in the territories below as well as school/business expansion. <b><u>Deyarmin's Territories:</u></b> <ul style="list-style-type: none"><li>• <b>Bedford, Blair, Cambria, Indiana, Lackawanna, Luzerne, Monroe, Somerset and Susquehanna PA.</b></li></ul>
<b>Maria Campieri</b> 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. <b><u>Campieri's Territories:</u></b> <ul style="list-style-type: none"><li>• <b>Fayette, Greene, Washington, Westmoreland Pennsylvania and Northern West Virginia.</b></li></ul>