

A PROGRAM FOR ALL STUDENTS

2018-2019 - WELCOME TO BUSINESS PARTNERSHIP

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 Challenge Program, Inc. inspires:

*Believing
Reaching
Achieving*

The Challenge Program, Inc. rewards:

*Effort
Change
Accomplishment*

CONNECTING BUSINESS AND EDUCATION

The Challenge Program, Inc. promotes the academic advancement of all students, **regardless** of previous academic performance so they have an opportunity to redirect themselves and compete. We **challenge students to challenge themselves in five categories** and compete for at least one of the awards listed below.

Results:

- Positive change in student behaviors and attitudes
- Propels students towards success in school and in their future careers

Business Partners raise student and educator awareness regarding career opportunities in their own communities and the education/training paths to employment.

Results:

- Increased career-readiness
- Confidence in the local/regional job market
- Assures the thriving continuation of communities

The five categories are communicated to students as building blocks for common work standards which they should be able to perform:

Results

- Students become successful, contributing, productive members of their communities.

**As a real-world application
for work well-done,
15 cash incentives are presented to
students at the end of each school term.**

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

Business Commitment & Benefits

Commitment

- 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/attend Workforce engagement with school.

Benefits

- 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 Careers.
- 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 Business Name appears on all items:

- A 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 support and share your social media posts
- Press Releases: minimum 2x/year promoting your business' partnership. Additional releases possible with County Check Presentations.
- Website Recognition (all year)
- County Mock-Check presentation (summer)

Documentation You will Receive

- Press Releases fall, spring and summer County Check Presentations
- Photos for all of the above

Activity Title	Workforce Connection
Description	The Challenge Program, Inc. will help facilitate at least one special event for students to meet their business partner in a workforce setting for career development.
Learning Goals FOR STUDENTS: FOR EDUCATION:	<ul style="list-style-type: none"> • 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. • Advice on trending topics to prepare students for the workforce.
Materials These are suggested activities, however the school and business may engage in any activity they choose	<ul style="list-style-type: none"> • Classroom Presentations • In-school Career Days • Tours of business facility • Volunteering • Internship/Job-Shadowing/Workshops • Curriculum Advisement from Business
Procedure	<ul style="list-style-type: none"> • Gain consensus of the favored workforce development for both school and business. • Facilitate an introduction between School & Business (fall assembly to start). • Gain consensus of optimal dates, times and locations.
Staff Needed	<ul style="list-style-type: none"> • Business Representative(s) for TCP to assist with coordination and sharing the above information. • Business Representative(s) to participate in activity
When	<ul style="list-style-type: none"> • September - June
Grade Span	<ul style="list-style-type: none"> • 10, 11, 12
Documentation	<ul style="list-style-type: none"> • Photographs and Write-up in digital, print and social media

Activity Title

A 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 - June
Key Focus Areas	Attendance, STEM, Community Service, Academic Improvement, Academic Excellence
Materials Business Name appears on all items:	<ul style="list-style-type: none">• 1 Banner (70 x 24) with business name• Monthly Announcements from TCP to remind students of the Program.• Newsletters and certain email announcements from The Challenge Program.• Digital, Print and Social Media
Documentation You will Receive	<ul style="list-style-type: none">• Program and Awards Guide and an Assembly Preparation Guide.• Links to online Business Surveys.

Activity Title

Award Categories/Criteria

ATTENDANCE

- 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

- FINALISTS are the #1 ranked student from every included class.
- Included classes are up to each school.

COMMUNITY SERVICE

- FINALISTS are among the students who submitted the top 10% of hours for the year.

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.

NOTE:

We suggest to all educators to remind students that 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.

Activity Title	Award Implementation
Description	<p>Incentive awards will be presented to 5 Seniors, 5 Juniors and 5 Sophomores.</p> <ul style="list-style-type: none"> • 2018/19 Seniors will be awarded in the Spring of 2019 before graduation. • 2018/19 Sophomores and Juniors will be awarded in the Fall of 2019 when we return.
Materials for Students	<ul style="list-style-type: none"> • An Award Certificate with the name of the Student, Business, Award Category and the School • Information to send a thank you note to 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"> • Business will be sent the date of the school's pre-existing senior awards program. • Attend Senior Program with 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 for you to choose most optimal date 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 (if applicable)
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"> • August – November and April – June
Grade Span	<ul style="list-style-type: none"> • 10, 11, 12
Documentation	<ul style="list-style-type: none"> • Photographs and Write-up in digital, print and social media

Activity Title	Student of the Year
Description Regardless of whether or not a student has won an awards.	<ul style="list-style-type: none"> • 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. • 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 The School Receives	<ul style="list-style-type: none"> • 1 poster to be displayed in January 2018 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
Marketing	<ul style="list-style-type: none"> • Press Releases announcing Winner, the school and the business partner. • Press Releases for the two finalists announcing their award and finalist status 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"> • At least one educator to coordinate and share the above information in each school.
Duration	<ul style="list-style-type: none"> • Opening and closing dates for the competition will be released in early January
Grade Span	<ul style="list-style-type: none"> • 10, 11, and 12
Awards & Documentation	<ul style="list-style-type: none"> • Each of three Finalists will receive \$1,000 cash and award certificate • Winner, receives a trophy