

ANCHORAGE SCHOOL DISTRICT  
ANCHORAGE, ALASKA

MEMORANDUM #60 (2006-2007)

September 25, 2006

TO: SCHOOL BOARD

FROM: OFFICE OF THE SUPERINTENDENT

SUBJECT: SCHOOL BUSINESS PARTNERSHIP REPORT, 2005-2006

*ASD Goal: Establish and maintain a supportive learning environment by collaborating with other community agencies to maximize opportunities for lifelong learning.*

PERTINENT FACTS:

Since 1991, the Anchorage School District has been a part of a unique working relationship between the education and business communities. The Anchorage School Business Partnership (SBP), a highly respected program in the community, is continuing its sixteen-year success story. SPB has been responsible for developing more than 450 partnerships during this time; these had an economic value of over \$2.5 million to the District in 2005-2006. Currently, 95 percent of ASD schools are active with at least one partnership. Supported by both the District and the Chamber of Commerce, Anchorage School Business Partnerships is a 501c3 non-profit corporation. Its board is made up of 27 members of the business community and the ASD.

School Business Partnerships represent many forms of positive collaborations between schools and businesses, including mentorships, internships, on-the job training, experiential learning and in-kind donations. SBPs are both small and large, ranging from a one-person business involved with a school to large corporations working with many schools and/or the entire District. In addition to these partnerships, the SBP program spearheads many special events and supports the School Business Partnership classes taught at various middle and high schools. These classes follow either an entrepreneurial model (e.g., drink booths, banks), community service model or a combination of both. All models develop business and work force skills.

Being a school business partner takes time, commitment, and caring in order to develop and nurture the relationships that make the partnerships work. Planning and follow-through from representatives of the schools and the businesses are essential in facilitating the partnership. When the partnerships

work well, there is direct influence on the career and academic success for students. New Quality partnerships are being formed every week and I am excited about the direction we are moving with the School Business Partnership Program for the 2006-2007 school year.

This spring, the SBP program had a changing of the guard. I was hired by the board in March and worked with Jim Utter until his retirement at the end of May. The entire executive board saw a turnover with the election of a new chair, vice chair, secretary and treasurer, as well as a new Assistant Superintendent. Some of the more seasoned board members, who originally had intentions of retiring from the SBP board, agreed to stay for another year in order to provide their experience. This transition period has given us an opportunity to shift paradigms. We've looked at what has worked well in the program and devised plans to sustain well-functioning activities. We have identified areas of improvement and are working to implement these changes. Additionally, we are exploring new areas for program expansion and collaborations.

We were fortunate to have Patricia (Ricki) Jovanovich working with the program until the end of July 2006. The administrative assistant position was restructured this summer and I now contract with two part-time people - Mary Kay Sambo, recently retired from the ASD, and Marsha Haas, the Assistant Superintendent's secretary, in her off-duty hours. Assistant Superintendent of Instruction Rhonda Gardner is very supportive of the program and will be serving on the Executive Board.

The District's support and enhancement of the SBP website ([www.asdk12.org/depts/sbp/](http://www.asdk12.org/depts/sbp/)) has increased the visibility of the program to educators and the community. Improvements to the website continue under the adept hand of the ASD web master, Kathy Griffith. As a result of the website, we have been contacted by other districts in Texas and California who look to emulate our program. In July, we began a homepage feature of a new partnership and an existing partnership. Brief descriptions of the partnership, the business name, logo and website link, as well as the school's website link are included for one month. This has been quite popular with the businesses! All current partnership MOAs (Memorandums of Agreement) have been scanned into PDF files this summer. It is our intent that they be included in a comprehensive website data base on business and schools that we are developing. The support of the Public Affairs' staff including Roger Fielder, prior to his retirement, Heidi Embley and Michelle Egan as well as David Molletti at Channel 14 has been exceptional. Additionally Pam Butcher and her crew at KCC and Ernie Ting have gone out of their way to assist with all publication needs. All of the efforts of these ASD employees as well as others I

have failed to acknowledge are important cogs in the making SBP machine run smoothly.

Coordinators at each high school and middle school will be helping to support and grow the SBP program. These coordinators are the first contact for the business community interested in working with the students and staff. They will help manage the partnerships at their schools and provide important feedback to the SBP Board to insure worthwhile programs. Thanks to the generous support of Mike Henry and Leslie Vandergaw, we have expanded the coordinator positions to 10 middle schools and 14 high schools. Principals were provided with a job description for their coordinators to help standardize some of the expectations and activities in the secondary schools. Elementary principals may also use the job description to help recruit volunteers, possibly from PTA, to assist in their programs.

A one-credit U.A.A. graded graduate level class is being offered for coordinators this school year entitled "Introduction to School Business Partnerships." This class is being taught by Sharon Sellens, the former program coordinator who devised the first SBP class at Central Middle School, and me. Sharon's experience and her deep love of the program will infect our many new coordinators with enthusiasm and renew the vigor of our experienced coordinators. Although only the first and last classes are required for coordinators under their addendum contract, the SBP Board's offer to pay the class fees has encouraged many to enroll. If they can't make all of the classes, we are allowing them to audit it. We've encouraged elementary principals to attend and to send PTA representatives, staff or any other volunteers who work with the partnerships. Through assistance of Colleen Stevens and her staff at TPD, principals may also earn non-academic hours for partial attendance or academic credit for enrollment. It is our intent to expand understanding of the program as well as to build skills, develop collaborations and nurture partnership relations. The synergy created by engaging the coordinators will be a valuable tool.

Our End of the Year program in May was a great success. The Chamber hosted hundreds of attendees at its May 14th recognition luncheon at the Egan Center. At that gathering, SBP and Success by Six (SB6) both presented awards; SBP gave out the STAR awards and SB6 handed out Family Friendly Business Awards. SBP also handed out its eighth annual volume of *Best Practices*, a publication that recognizes outstanding partnerships, as well as a summary newsletter entitled "Year in Review." The partnerships featured serve as examples of excellence that can be duplicated in other schools and businesses

The goals for 2006/07 are still being prioritized by the SBP board, but will include:

- ~ Working toward forming or maintaining Partnerships in all ASD schools.
- ~ Focusing on **Quality** versus **Quantity** Partnerships.
- ~ Continuing successful activities such as:
  - SBP Board Ambassadors to schools;
  - Promotion of the program through publications (quarterly Partnerships Press, Chamber of Commerce, ASD Zone; and Best Practices)
  - Marketing the program through Chamber of Commerce and community group presentations; TV PSAs, radio programs; and newspaper articles.
  - Executive Exchange Day
  - End of the Year Recognition Luncheon (STAR awards)
  - Electronic Evaluation of program.
- ~ Continuing "Helping Agencies" Forum sponsorship and collaboration with Communities in Schools, Anchorage's Promise, and the Anchorage Youth Development Coalition.
- ~ Continuing collaborative relationships with Success by Six; Spirit of Youth; and Junior Achievement.
- ~ Looking for increased funding from the business community and through grants.
- ~ Developing a one - three - five-year vision.

The SBP Board thanks the Anchorage School Board for its active support of the SBP program with this year's representative, Macon Roberts. Together we are able to build stronger relationships between schools and the business community and provide more positive life-impacting educational opportunities for students.

We are proud of our selection this year by the Council for Corporate and School Partnerships as a winner of the National Schools and Business Partnerships Award. It is my goal to continue the level of excellence set by my predecessors.

Attachments:

2006-07 SBP Board of Directors  
 SBP Coordinator Job Description  
 UAA Class Description  
 Volume VIII - Best Practices  
 2005-06 Year in Review

CC/RG/TAG

Prepared by: Tam Agosti-Gisler, Executive Director, School Business Partnership

Approved by: Rhonda Gardner, Assistant Superintendent, Instruction

| Last Name     | First Name | Business Name   | Mailing Address   | Zip   | Phone                  | Email  | Term Expires |
|---------------|------------|---|---|-------|------------------------|--|--------------|
| Agosti-Gisler | Tam        | SBP, Executive Director   | 3438 Stanford Drive                                     | 99508 | 240-2345               | <a href="mailto:tamag@gci.net">tamag@gci.net</a>                                   | contract     |
| Allison       | Hope       | Customer Service Mger, Blockbuster Video                          | 206 E. Northern Lights                                  | 99503 | 646-8000 /<br>317-0453 | <a href="mailto:hallison@borderent.com">hallison@borderent.com</a>                 | 30-Jun-09    |
| Anderson      | Tammie     | BP  | P.O. Box 196612   | 99519 | 743-4284               | <a href="mailto:tammie.anderson@bp.com">tammie.anderson@bp.com</a>                 | 30-Jun-07    |
| Crotty        | Judith     | Community Development VP<br>Wells Fargo Bank                      | 301 W. Northern Lights Blvd. Suite 208<br>MACK 3212-022 | 99503 | 265-2901               | <a href="mailto:judith.a.crotty@wellsfargo.com">judith.a.crotty@wellsfargo.com</a> | 30-Jun-07    |
| Curtis        | Cindy      | Totem Ocean Trailer Express, Inc.                                 | 2511 Tidewater Road                                     | 99501 | 265-7232               | <a href="mailto:ccurtis@totemocean.com">ccurtis@totemocean.com</a>                 | 30-Jun-07    |
| Egan          | Michelle   | Public Relations, ASD   | P.O. Box 196614   | 99519 | 742-4150               | <a href="mailto:egan_michelle@asdk12.org">egan_michelle@asdk12.org</a>             | 30-Jun-07    |
| Fischer       | Jeanne     | Principal, Muldoon Middle School                                  | 7440 Creekside Center Drive                             | 99504 | 333-5042               | <a href="mailto:fischer_jeanne@asdk12.org">fischer_jeanne@asdk12.org</a>           | appointed    |
| Gardner       | Rhonda     | Assistant Superintendent, ASD                                     | P.O. Box 196614   | 99519 | 742-4321               | <a href="mailto:gardner_rhonda@asdk12.org">gardner_rhonda@asdk12.org</a>           | appointed    |
| Griggs        | Brian      | Military School Liaison, Transitions Program                      | P.O. Box 222642   | 99522 | 384-7500               | <a href="mailto:wanderlustdenali@yahoo.com">wanderlustdenali@yahoo.com</a>         | 30-Jun-09    |
| Hoyer         | Kevin      | Principal, Kincaid Elementary                                     | 4900 Raspberry Road                                     | 99502 | 245-5530               | <a href="mailto:hoyer_kevin@asdk12.org">hoyer_kevin@asdk12.org</a>                 | appointed    |
| Hubbard       | Rebecca    | Anchorage Chamber of Commerce                                     | 441 West 5th Avenue, Suite 300                          | 99501 | 677-7114               | <a href="mailto:rebecca@anchoragechamber.org">rebecca@anchoragechamber.org</a>     | appointed    |
| Laird         | Beth       | Porcaro Communications  | 433 West 9th Avenue                                     | 99501 | 276-4262               | <a href="mailto:bethl@gci.net">bethl@gci.net</a>                                   | 30-Jun-09    |
| Leonard       | Jeff       | Leonard & Martens, LLC  | 3401 Denali, Suite 103                                  | 99503 | 258-1395               | <a href="mailto:jeff.leonard@raymondjames.com">jeff.leonard@raymondjames.com</a>   | 30-Jun-09    |
| Lucier        | Panu       | Director, Rose Urban Rural Exchange<br>Alaska Humanities Forum    | 421 West 1st Avenue, Suite 300                          | 99501 | 272-5302               | <a href="mailto:panu.lucier@akhf.org">panu.lucier@akhf.org</a>                     | 30-Jun-08    |
| McDonough     | Sue        | FedEx   | 6050 Rockwell   | 99502 | 249-3835               | <a href="mailto:ssmcdonough@fedex.com">ssmcdonough@fedex.com</a>                   | 30-Jun-09    |
| Okada         | Guy        | Principal, King Career Center                                     | 2650 E. Northern Lights                                 | 99508 | 742-8900               | <a href="mailto:okada_guy@asdk12.org">okada_guy@asdk12.org</a>                     | appointed    |
| Ornellas      | Darci      | Northrim Bank   | 3111 C Street   | 99503 | 261-3334               | <a href="mailto:ornellas.darci@nrim.com">ornellas.darci@nrim.com</a>               | 30-Jun-09    |
| Owens         | Rich       | Tastee Freez  | 3901 Raspberry Road                                     | 99502 | 248-3068 /<br>229-9104 | <a href="mailto:icalaska@aolcom">icalaska@aolcom</a>                               | 30-Jun-08    |
| pending       |            | High School Student   |   |       |                        |  |              |
| Power         | Laarni     | Community Partnerships Coordinator<br>Providence Helath System AK | P.O. Box 196604   | 99519 | 261-2976               | <a href="mailto:laarni.power@providence.org">laarni.power@providence.org</a>       | 30-Jun-08    |
| Roberts       | Macon      | Anchorage School Board  | P.O. Box 110455   | 99511 | 742-5350               | <a href="mailto:roberts_macon@asdk12.org">roberts_macon@asdk12.org</a>             | appointed    |
| Saupe         | Julie      | ACVB (Sara Wilson rep)  | 524 W. Fourth Avenue                                    | 99501 | 257-2323               | <a href="mailto:jsaupe@anchorage.net">jsaupe@anchorage.net</a>                     | 30-Jun-09    |
| Stallone      | Barbara    | Municipality of Anchorage   | 632 West 6th Avenue, Suite 610                          | 99501 | 343-4571               | <a href="mailto:stalloneba@muni.org">stalloneba@muni.org</a>                       | 20-Jun-09    |
| Tannahill     | Bob        | First National Bank of Alaska                                     | P.O. Box 100720   | 99510 | 777-4566               | <a href="mailto:rtannahill@FNBAAlaska.com">rtannahill@FNBAAlaska.com</a>           | 30-Jun-08    |
| Thompson      | Tim        | Alaska Railroad Corporation                                       | 327 West Ship Creek Avenue                              | 99501 | 265-2695               | <a href="mailto:thompsons@akrr.com">thompsons@akrr.com</a>                         | 30-Jun-07    |
| Wagner        | Heather    | GCI   | 2550 Denali Street, Suite 1000                          | 99503 | 868-6640               | <a href="mailto:hwagner@gci.com">hwagner@gci.com</a>                               | 30-Jun-07    |
| Wilson        | Chris      | Subway of Alaska, Inc.  | 4228 Laurel Street                                      | 99508 | 563-4228               | <a href="mailto:cwilson@subwayak.com">cwilson@subwayak.com</a>                     | 30-Jun-07    |
| Zakrzewski    | Curtis     | Aurora Vending, Odom Corporation                                  | 128 West 1st Avenue                                     | 99501 | 264-2525               | <a href="mailto:czakrzewski@odomcorp.com">czakrzewski@odomcorp.com</a>             | 30-Jun-07    |
| <b>STAFF</b>  |            |   |   |       |                        |  |              |
| Sambo         | Mary Kay   | SBP Administrative Assistant                                      | 8320 Wellsley Drive                                     | 99507 | 344-9774/<br>242-1356  | <a href="mailto:sambo@gci.net">sambo@gci.net</a>                                   | contract     |
| Haas          | Marsha     | SBP Administrative Assistant                                      | 7020 Gibbs Hill Circle                                  | 99504 | 338-5030/<br>742-4321  | <a href="mailto:haas_marsha@asdk12.org">haas_marsha@asdk12.org</a>                 | contract     |

**EXECUTIVE COMMITTEE**

|               |        |            |
|---------------|--------|------------|
| Thompson      | Tim    | Chair      |
| Leonard       | Jeff   | Vice-Chair |
| Curtis        | Cindy  | Secretary  |
| Zakrzewski    | Curtis | Treasurer  |
| Agosti-Gisler | Tam    | President  |
| Gardner       | Rhonda | ASD rep    |

**BUSINESS MEMBERS**

|           |         |
|-----------|---------|
| Allison   | Hope    |
| Anderson  | Tammie  |
| Crotty    | Judith  |
| Griggs    | Brian   |
| Hoyer     | Kevin   |
| Hubbard   | Rebecca |
| Laird     | Beth    |
| Lucier    | Panu    |
| McDonough | Sue     |
| Ornellas  | Darci   |
| Owens     | Rich    |
| Power     | Laarni  |
| Saupe     | Julie   |
| Stallone  | Barbara |
| Tannahill | Bob     |
| Wagner    | Heather |
| Wilson    | Chris   |

**ASD MEMBERS**

|         |          |
|---------|----------|
| Egan    | Michelle |
| Fischer | Jeanne   |
| Hoyer   | Kevin    |
| Okada   | Guy      |
| Roberts | Macon    |

School Business Partnership Program  
Job description for Middle School and High School Coordinators  
Level One Addendum

**1st quarter:**

- \_\_\_ Respond to partnership update request.
- \_\_\_ Attend September fall training (May choose to take SBP one-credit class; this training is the first of 5 classes \* see below for explanation)
- \_\_\_ Arrange "welcome back" meeting(s) with business partners.
- \_\_\_ Be the "point person" for school wide United Way "Day of Caring" Canned Food Drive.

**2nd quarter:**

- \_\_\_ Coordinate (or find a coordinator) for school wide volunteer fair or some other school/partnership event (Boxes for Beans, etc.).
- \_\_\_ Optional - Attend SBP classes (October, December)

**3rd quarter:**

- \_\_\_ Optional - Attend SBP classes (February)
- \_\_\_ Nominate partnerships/students for STAR awards as appropriate.
- \_\_\_ Attend March spring training (Final SBP class) to:
  - \_\_\_ Evaluate partnerships via on-line evaluation system entitled Zoomerang.
  - \_\_\_ Draft letters of thank you to partners.
- \_\_\_ Be the "point person" for school wide Coats for Kids campaign.

#### 4th quarter:

- \_\_\_ Be the "point person" for school wide participation in the SBP Visitor Industry Charity walk team.
- \_\_\_ Invite partners to STAR Awards/End of Year Recognition luncheon or arrange some type of appreciation gesture.
- \_\_\_ Send final thank you letters with partnership certificate.

#### Year round:

- \_\_\_ Act as intermediary between all staff/PTSA and business partners.
- \_\_\_ Set up new partnerships as appropriate and finalize MOA's (Memorandums of Agreement) with SBP Executive Director.
- \_\_\_ Disseminate information from SBP Executive Director to students via school (intercom/TV) announcements and newsletters.

\* A UAA graded one-credit School Business Partnership class is being offered for those coordinators who are interested. It will encompass the two required trainings. Details will be posted on My Learning Plan.com. **Coordinators' tuition will be paid for by the Anchorage School Business Partnership Board.**

## Introduction to School Business Partnerships

### Course Syllabus

Fall 2006

Instructor: Sharon Sellens

KID PROOF

800 Dellwood #2

Wasilla, AK 99654

Cell – 907-715-7000

Home – 907-376-6067

[ssellens@gci.net](mailto:ssellens@gci.net)

### **Description:**

This course involves the opportunity to learn more about the Anchorage School Business Partnership (SBP) Program of the Anchorage School District (ASD). The SBP Program has been part of the community since 1991 through collaboration between ASD and the Anchorage Chamber of Commerce. Locally, the program has 450+ partnerships and is worth in excess of \$2 million dollars a year to ASD. The course will offer an appropriate forum for educators to learn the background of the program, and then brainstorm to create new ways of involving their schools and engaging the business community. Most importantly, the course will show how to enhance the education of ASD students.

### **Organization:**

The course will be taught in five, three hour sessions. Each session will involve lecture information from the instructor, along with opportunities for attendees to develop new partnerships, manage current and long standing partnerships, and discover other innovative ways to promote and recognize the partnerships in their schools.

### **Course Objectives:**

- ~To encourage positive public relations between the education and business community.
- ~To increase resources and services to enhance the education of ASD students.
- ~To create a greater understanding and appreciation of the community and business world.
- ~To help educators/schools develop new innovative ways of partnering with the business community.
- ~To assist the educators/schools discover new ways to recognize business partners.

**Course Topics:**

- I. Overview and History of the Anchorage SBP Program
- II. Partnership Roles (Business and Educator)
- III. Successful Partnerships
- IV. Partnership Agreements
- V. Publications and Recognition
- VI. Assessment and Evaluation
- VII. The School Business Partnership Class (SBPC)
- VIII. Creating a Partnership Program for My School

**Text and Required Supplies:**

Each attendee is encouraged to bring any partnership agreements and information about current partnership involvement with their school to share with the class.

*School Business Partnership Handbook* (provided by SBP)

*Best Practices VIII, 2006* (provided by SBP)

*Employability Skills for the Want a Great Career?* Poster (with permission by CTE of ASD)

Recommended websites:

<http://asdk12.org/depts/sbp/>

<http://apiapicc.org/students.html>

Recommended:

1. *Tool Time*, by David Langford, [www.langfordlearning.com](http://www.langfordlearning.com)
2. *7 Habits of Highly Effective Teens*, and *7 Habits of Highly Effective Teens* workbook, by Sean Covey, [www.franklincovey.com](http://www.franklincovey.com)
3. *Inch and Miles*, by John Wooden, [www.coachjohnwooden.com](http://www.coachjohnwooden.com) (grades k-6)
4. *Coach Wooden's Pyramid of Success Playbook: Applying the Pyramid of Success to Your Life*, by John Wooden, [www.coachjohnwooden.com](http://www.coachjohnwooden.com)
5. Article about John Wooden: [www.costcoconnection.com/connection/200510/](http://www.costcoconnection.com/connection/200510/)
6. *Oh, the Places You'll Go*, Dr. Seuss
7. *How to Start a School Business Partnership Class*, [ssellens@gci.net](mailto:ssellens@gci.net)