

Best Practices

A blueprint for success



Anchorage School District
School Business Partnerships
1999

School Business Partnerships Best Practices

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The School Business Partnership Executive Board was wondering how it could bring attention and recognition to all of the wonderful contributions that businesses, agencies, and organizations have made to Anchorage students and staff through School Business Partnerships. The idea of "Best Practices, A Blueprint for Success" was created. The board decided to highlight 12 businesses and their schools - three elementary schools, three middle schools, three high schools, and three districtwide Partnerships. Each year we will identify 12 Partnerships and highlight them in a "Best Practices" booklet.

We have come a long way since 1991 when promotion of the program began throughout Anchorage. We ended that first year with 28 Partnerships. This year, 1999, we have over 400. The economic value, found mostly in time committed to being actively involved, is more than 2 million dollars. The break down is 75 percent time, 13 percent service, 7 percent donated equipment and 5 percent cash.

Our Partnerships range from a single person and a school, like Bruce Shellenbaum, Small System Solutions, and Rabbit Creek Elementary School, to large corporations like National Bank of Alaska and their many Partnerships throughout the district.

We hope you enjoy this sampler of Best Practices. As you read through this booklet, think about next year's publication and who might be represented. Thanks for all that you do for the students in the Anchorage School District.

James Blasingame, Chairman of the Board, Alaska Railroad Corporation

Bob Dickson, Vice Chairman, Atkinson, Conway & Gagnon

Elaine Junge, Secretary, National Bank of Alaska

Ravnit Basi-LaChapelle, Treasurer, Northrim Bank

Scott Banks, Publicity Committee, Alaska Railroad Corporation

Jim Utter, Anchorage School District School Business Partnerships

Sharon Sellens, Anchorage School District School Business Partnerships

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Vice Chairman:

Bob Dickson, Atkinson, Conway & Gagnon

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Elaine Junge, National Bank of Alaska

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- School Business Partnerships develops greater understanding and positive working relationships between business and education, and greater opportunities for students.
- Every Anchorage School District school has at least one Partnership.
- Currently, the Anchorage School District enjoys over 400 School Business Partnerships.
- School Business Partnerships represent all forms of positive collaborations, there are no parameters other than positive educational involvement.

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National Bank of Alaska and East High School "Bank Within East"

Alaska Department of Fish & Game and the coho project and Anchorage School District

Fairview Elementary and Northrim Bank

This Partnership is in its fifth year. Northrim bank provides a wide variety of support to the school from volunteer readers, to putting on the back-to-school picnic to hosting an ice cream social for the reading program.

Fairview Elementary School

Principal: Eunice Long

Contact: Eunice Long

Phone: 279-0671

Northrim Bank

Contact: Janie Cox

Phone: 261-8766

Northrim Bank employee Stacey L. Horn spends time in the classroom at Fairview Elementary School.

Eunice Long, Principal, Fairview Elementary:

Northrim is the top partner in the whole state. They come into the school with a smile and say what can we do for you, what are your goals? They are very supportive, they drive the process, they give suggestions, but they are not overpowering. Anytime we have anything extra, they are always here volunteering.

They send employees to run things, go on field trips, mentor kids and help with the spelling bee. They come in daily to read and tutor kids. They participate in family activities and give presentations.

Schools shouldn't look for too much and not just for money. They should look for other things to do and to start small. Don't expect the business to support all your needs, no business can do that. You can't expect them to totally replace what budget cuts take away. Schools should be in a giving mode, too.

The business should meet with the school in the summer and review major events, goals, make suggestions and review the calendar.

I think Northrim gets the sheer pleasure to see they've impacted lives of kids and the community.

Janie Cox, Credit Administration, Northrim Bank:

We feel we have a home at Fairview. They know we care, we want to help and be a part of their lives. The principal is wonderful. She loves the kids and the teachers. She's enthusiastic about us and that carries over to the kids and to us. We talk to the teachers at the beginning of the year to see what we can do.

We read in the classroom, tutor, put on a teacher appreciation lunch, put on good citizenship assemblies, sponsor a writing skills contest, and provide books on saving and the monetary system.

The program gives our employees a chance to learn team building, organizing events, leadership skills and the importance of volunteerism. They also learn about the challenges facing the educational system.

The kids come to the bank and see it up close. It's a needed bridge to the understanding between business and education.

We have lots of support from this Partnership.

It gives the kids the opportunity to get something they wouldn't normally get.

At Northrim we are community-oriented. We're strong on that. The officers support us and we go to the school on company time. I like it when I go down the hall and the students recognize me. You have to get out there and love the kids and let kids get into your heart.



“You have to get out there and love the kids and let kids get into your heart.”

Lake Otis Elementary and Credit Union 1

This Partnership was formed in 1996. Credit Union 1 wanted to be positively involved with students at the elementary school level. The original agreement spoke to committing at least one hour a week to work at Lake Otis with students and staff and to develop programs as interest and needs were identified.

Lake Otis Elementary School

Principal: Lacey Fenwick
Contact: Lacey Fenwick
Phone: 277-3536

Credit Union 1

Contact: Leslie Ellis
Phone: 786-2294

Lake Otis students sing at Credit Union 1.

Bank officers enjoy "Credit Union 1 Zoo" created by students at Lake Otis Elementary.

Lacey Fenwick, Principal, Lake Otis Elementary:

This is a very good program for our school. It gives students first-hand knowledge of community involvement and shows that the business community is interested in students and their lives.

Our Partnership with Credit Union 1 gives the school opportunities to be involved in programs otherwise unavailable to students. The Lake Otis Geography Bee, a program headed up by Credit Union 1 and open to all grades, goes on all year long, culminating in a contest which can lead to national competition. Tom Newell from Credit Union 1 has been very involved and supportive, spending time in classrooms with slide presentations and discussion of his travels to many parts of the world.

Credit Union 1 is very enthusiastic about being involved with the students. Partnerships are a wonderful opportunity for us to build positive relationships with the business community. If we are going to provide the very best education for our students and opportunities for our staff, we need to work together in a united effort.

I have found that once I became involved and promoted the interaction, the Partnership became easy. The opportunities provided to Lake Otis students and staff are appreciated and continue to grow.

Leslie Ellis, President and CEO, Credit Union 1:

This is an excellent use of our resources. The program provides an opportunity to work with students and staff with real, positive results. We have found that the program builds on itself and we keep discovering ways to be positively involved. I find that my employees look forward to going to Lake Otis Elementary and they appreciate the immediate feedback they receive from the students and staff. It also provides the opportunity for me to work with some of my employees in a new way.

Lake Otis Elementary staff always do a wonderful job in showing their appreciation and this really helps in cementing the Partnership. We have also found that we are more alike than we thought. At a recent faculty meeting, issues that were discussed were very similar to what we face in our staff meetings.

More businesses should develop Partnerships. Rather than a financial outlay, it takes a commitment. This is one of our most important commitments to the community. We have been made to feel like a real part of the school and have developed an ownership feeling. The Partnership has become a part of us and we will continue to build the program.



Gladys Wood Elementary and Jewel Lake Tastee Freez

This Partnership was formed in 1996. This is one of four that was formed with Sand Lake community elementary schools. Rich Owens was interested in community reinvestment and wanted to work with the students in support of projects that were important to them. Rich provides incentives for academic achievement, opportunities for support of school wide projects and community service.

Gladys Wood Elementary School

Principal: Gene Janigo
Contact: Gene Janigo
Phone: 243-2347

Jewel Lake Tastee Freez

Owner/Manager: Rich Owens
Contact: Rich Owens
Phone: 248-3068

Students from Gladys Wood Elementary and Tastee Freez owner Rich Owens prepare for an academic recognition event at the school.

Gene Janigo, Principal, Gladys Wood Elementary:

Our kids in our community identify with the local business and develop a loyalty of doing things together - plus we get ice cream cones.

Tastee Freez is doing a business program with classes that centers around the community service project of the "Four Corners". This program involves the students and encourages them to support and be part of their community improvement.

Tastee Freez provides incentives for academic achievement, making sure that students are aware that they are being recognized for their efforts.

Tastee Freez supports all school / community events; for example, the Chamber Clean-Up Day finds Gladys Wood students and Tastee Freez working side by side in this community service event.

Rich Owens is interested in the goals of the school and assists to develop programs that will help the school achieve those goals; for example, special school days are designated when teachers work at Tastee Freez and a percentage of the profit goes to support the project.

School Business Partnerships is a "Win-Win" situation. The school, students and staff can only benefit from the relationship. Opportunities are initiated that would otherwise be unavailable and students positively participate. The business receives positive community recognition and the sense that they are involved in the educational development of the students.

The Partnership's strength is directly related to the commitment of those key people involved. It truly is a relationship of working together toward a common goal.

Rich Owens, Owner/Manager, Jewel Lake Tastee Freez:

I was raised in a family where partnerships were a way of life. This is good for business contact with schools and opportunities to reinvest in our student population. These are not only our potential customers, they are also our future employees. Being involved keeps me in contact with students, with what they are thinking and feeling and with their ideas. It keeps me in contact with the teen world of today which becomes the real world of tomorrow.

This does not have to cost a lot of money - what it does is provide a catalyst for creating enhancement programs for all students. Employees can work with reading programs, judge contests, or adopt service learning - like the Four Corners Beautification project.

The best thing about Partnerships is that it allows Tastee Freez to be directly involved with students, staff and family. It shows our support and appreciation of what young people do and who they are.

There is no business too small or too large that cannot be successful at a Partnership. A business simply has to identify resources that it can afford to offer and generate positive opportunities that are otherwise unavailable to students.

School Business Partnerships are contagious and can become obsessive. As I see the success that students have and the recognition that Tastee Freez receives, I want to do more. I also find that it gets me out of the office on a very positive mission in life. I feel really good about being involved and look to do more all of the time.



Central Middle School of Science and Anchorage Convention & Visitors Bureau

The "Wild About Anchorage Trivia Contest" was developed in 1992 to enhance the seventh grade social studies curriculum at Central.

Central Middle School of Science

Principal: Keith Taton
Contact: Tam Agosti-Gisler
Phone: 272-2581
Contact: Sharon Sellens
Phone: 742-3715

ACVB

Contact: Bonnie Sosa
Phone: 276-4118

A student proudly wears this year's trivia contest t-shirt, designed by students at Central Middle School of Science.

Seventh grade teachers are provided with worksheets and lesson plans based on the visitors guide. Students study the guide, and six contestants are selected from each participating middle school. Map questions, historical facts, spelling words, photography examples and wildlife information are included in the contest, along with a professional game board and celebrity emcee. ACVB members donate prizes to the top four winners. Central provides a "trivia crew" from the School Business Partnership Class (SBPC) to act as greeters, escorts, score keepers, technicians, emcees, and critters. Central students are asked to design the t-shirt. ACVB provides support staff, worksheets, contest questions, t-shirts, transportation, refreshments, and lunch for the top four winners.

Keith Taton, Principal, Central Middle School:

I have enjoyed watching the Wild About Anchorage Contest grow from a school level program at Central to a city-wide program stressing the importance of knowing Anchorage and the opportunities our city provides. The growth would never have been possible without the great support of our business partners.

Bonny Sosa, ACVB:

As a result of this fun interactive contest, the student participants become excited and interested in learning more about Anchorage and Alaska. They gain knowledge, as well as a lasting appreciation for our city and state.

Tam Agosti-Gisler, teacher, Central Middle School:

Students who participate in the contest, both as competitors and SBPC crew, become our front line ambassadors for the Anchorage School District and for the city of Anchorage as they take their newfound knowledge and skills and share them with the community and tourists from around the country and world.



Sharon Sellens, School Business Partnership Coordinator

The behind-the-scenes work done by the SBPC students with business partners is an opportunity to get involved for real. Students have an active voice in a competition that would usually be adult generated.

Gruening Middle School and Sleepy Dog Coffee Co.

Sleepy Dog Coffee Company and Gruening Middle School have enjoyed a Partnership for the past four years. Each spring and fall students who are enrolled in the Business Education class have the opportunity to work in the Colt Cafe. Students manage the operation of the school-based business with the help of Sleepy Dog Coffee Co., who provide training and supplies. Students must go through an actual job interview with the Business Education teacher after which they are assigned specific jobs at the Colt Cafe. Students are trained on the use of the espresso equipment and interact weekly with the staff of Sleepy Dog to order supplies needed to run the business.

Gruening Middle School

Principal: Jim Hughes
Contact: Lori Miller, Business Education Teacher
Phone: 694-5554

Sleepy Dog Coffee Company

Owner/Manager: Lee and Texas Gail Raymond
Phone: 269-8348

Gruening students, their teachers and business partners at the Colt Cafe, Gruening Middle School.

Lee and Texas Gail Raymond, Co-owners, Sleepy Dog Coffee Company:

Sleepy Dog Coffee Co. is a strong supporter of School Business Partnerships and is extremely proud to be affiliated with Gruening's Colt Cafe. Students learn many life skills and applications of the "content" that is taught in schools when they are able to participate in a program such as this. The flip side of this means that as students are being trained with the job skills necessary to compete in the job market. Sleepy Dog will ultimately realize the benefits as we get to hire students that already understand the commitment and people skills needed in the business world.

Jim Hughes, Principal, Gruening Middle School:

The Colt Cafe is a student operated business created and established by Lori Miller, our Business Education teacher. It is the ultimate middle level learning experience. It combines School Business Partnership, contextual learning, and reinforces classroom instruction through practical application in all areas.



Lori Miller, teacher, Business Education, Gruening Middle School:

Students who get the opportunity to work in the Colt Cafe have a much greater advantage when they go into the real workplace. They are prepared for what is expected of them in an interview situation, and they have more self-confidence with their abilities and good work ethics.

Marisa Hoops, student, Gruening Middle School:

The Colt Cafe has taught me how to act in a future job and be a good employee. It really helped me to think about what I want to do in the future. It taught me about the real world. It really benefits everyone to be in this class.

"Students learn many life skills and applications of the "content" that is taught in schools when they are able to participate in a program such as this."

Wendler Middle School and East Side Rotary

This innovative after-school program, and unique School Business Partnership between Wendler Middle School, Rogers Park / Lake Otis Community School and East Rotary, began in the Spring of 1996. The Partnership was born at a time when the Anchorage community had imposed its first and very controversial Juvenile Curfew Law and the community was struggling with ways to address increased juvenile crime throughout the city.

Wendler Middle School

Principal: Margo Bellamy
Contact: Margo Bellamy, Sue Lyons, Susan Williams
Phone: 277-3591

East Side Rotary

Contact: Ellen Arvold, Dynamic Capital Management
Phone: 562-6374

Wendler Middle School students enjoy some of the after-school opportunities provided to them by the school's business partner East Side Rotary.



R.A.M.S. stands for Recreational Activities for Middle-Level Students. In keeping with School Business Partnership philosophy, Wendler students were extensively involved in the development of the program. Students, community, school staff and administrators and East Rotary representative, Ms. Ellen Arvold, worked together for months to define and design a program that would meet the needs of the students, the school, and East Rotary's desire to get involved in meaningful ways with our students. Programs that have been implemented include a variety of after-school activities, special presentations from artists, and enrichment opportunities that would otherwise be unavailable to students.

This Partnership represents the enormous benefits and limitless opportunities which can be gained by connecting schools to the community. It also represents how three public agencies have combined their resources and expertise to realize a mutual dream, to touch the lives of young people. Moreover, this Partnership gives true meaning to the proverb, "It takes an entire village to raise a child."

Margo Bellamy, Principal, Wendler Middle School:

RAMS has provided our students with much, much more than a safe place to hang out on Friday nights. The program has not only been good for our students, but has given the Rotarians an opportunity to get to know and experience our wonderful students.

Ellen Arvold, East Rotary:

Getting students together and having fun in a positive way and establishing meaningful relationships is what we wanted to accomplish.

Brenda Fenton, teacher, Wendler Middle School:

At 5 pm on Friday most schools have closed down for the week. At Wendler Middle School, that is when students, (staff, parents and Rotarians) eagerly return for a chance to socialize, listen to music, play games, and take part in other safe and stimulating activities.

Development of the RAMS program is just one example of cooperation between Wendler students and business partners on projects which make a difference in the community.

Regina McDaniels, East Rotary:

I owe my life to programs like this.

Steve Moss, parent:

The program provides a unique challenge to work with our middle school youth. The programs and activities can provide some much needed extra curricular activities.

Mary Talley, teacher/program coordinator:

We are committed to providing a safe environment for students to come in to relax and socialize with their friends.

This is the first year of the partnership. Six students from the district's Gifted Mentorship program worked as television news reporters. The students applied in the spring and Channel 2 interviewed the finalists. They received 40 hours of training during the summer shadowing a TV news reporter. Students in teams of three selected issues and news stories they wanted to report. They set up the appointments and went alone to the interviews with a photographer. They performed the interview, wrote the script, did the voice-over and edited the tape. On the day of the broadcast the student introduced the story live on the air. The stories aired every other Wednesday on a program called, "From our Perspective."

Anchorage School District Gifted Mentorship Program

Contact: Sharon Clawson, Patricia Evans, Claudia Wallingford
Phone: 337-4277

KTUU Channel 2 News

Contact: Heather Seacrist
Phone: 762-9202

Sharon Clawson, ASD Gifted Mentorship Program:

This has been an intense and extremely rewarding mentorship. Six students were selected in the spring of 1998 from applicants representing all of the high schools in the Gifted Mentorship program. The selected students were Rachel Bennett and Blair Chenoweth from Dimond; David Pawlowski and Brad Schoenleben from West; Michael Grega from Service; and Brittany Goodnight from Chugiak.

These students broadcast student news programs on TV twice each month on the 6 o'clock Newshour. It was an exciting thing to see, high school students empowered to talk to the public over the TV media about issues that were of concern to them. They did an absolutely wonderful job and proved that they had what it takes. They have laid the groundwork for this Partnership to continue and paved the way for new students to participate next year.

A great deal of thanks goes to Heather Seacrist who took the students under her wing and mentored them throughout the year. There is no question that she was a key to the success of the program. Also, our hats are off to KTUU Channel 2 News, Al Bramstedt, General Manager and John Tracy, Manager, for taking the step of providing the opportunity for our students.

"I love their excitement when they get going. They see the power of the media, they see they can make a difference."

Heather Seacrist, KTUU Channel 2 News:

The kids are learning broadcast journalism from the reporter, photographer point of view. They put together their own stories. Students learned organization and teamwork. We had bumps in the road, like learning to schedule calls. They've had interviews fall through. Students learned about time restrictions, that you can't give every detail over the air. It's tough when they can't fit every interview in the broadcast. They learned it's hard to get adults to talk. They say they'll talk, but when you walk in with a camera they won't talk with you. Just like it happens to us.

I was impressed with the students level of thought. They didn't produce any throw away stories, all of them were solid news stories.

I love their excitement when they get going. They see the power of the media, they see they can make a difference. Some kids said that this is not my thing. It's valuable to know what you don't want to do.

As a news organization our objective is to serve the community. We feel that when you are in a community that we're all in it together.

Next year we will increase the number of students to eight and cut the teams from three members to two members. They'll go from producing two stories a month to a story every week.

The media is so public and having the students on TV reflects well on Channel 2. Channel 2 has received positive feedback from the general manager and we've received positive feedback on our Talk Back viewer comment line.

My advice for the people considering participation in School Business Partnerships: the reward for you internally is that you are making an impact. I helped the students get what they want. You can't put a price tag on it.

East High School and National Bank of Alaska

This Partnership was formed in the spring of 1998 with the East High School Branch opening in November. East students are able to open accounts, deposit, withdraw, and receive account information. The branch within East is run by students who are trained by NBA staff, and operate the branch under the supervision of NBA personnel.

East High School
Principal: Cynthia McCray
Contact: Trudy Keller
Phone: 277-3575

National Bank of Alaska
Vice President: Nancy Gillies
Phone: 267-5700

The students, staff and business partners of the Bank Within East, a product of National Bank of Alaska's partnership with East High School.

Both East and NBA are aware that students are our future consumers and workers. It is the goal of the program to provide these students with basic financial skills and promote healthy financial habits. Job readiness is also a goal. Teaching students the importance of work habits from the original resumé and interview to actual work experience was built into the program.

East benefits by having a bank in the building. Convenience is the most obvious benefit. Some teachers have entire classes explore opening accounts, others have students "comparison shop" at the Bank Within East and other banks. Students who inquire at East's bank are helped to establish the most sensible type of account for their situation. Many students are more comfortable learning financial options from peers. Students at East have become very savvy about banking.

In addition, NBA has supplied teller machines, a check writing counter, benches, and other equipment for the Bank Within East.

National Bank of Alaska also benefits from this Partnership. East students feel an allegiance to NBA because it is a member of the East community. Numerous students have opened NBA accounts they will continue to hold long after they have left school, and students who work at the Bank become excellent employee prospects.

Cynthia McCray, Principal, East High School:

The Partnership between East High School and National Bank of Alaska is outstanding. The program shows students real experiences in the real world. This is the only place inside the school in which students can actually get this type of training. It provides the young adults with a sense of pride and what is to come in the future after high school. The whole process puts students in a position of learning about hiring practices and how to get an actual job.

Nancy Gillies, Vice President, National Bank of Alaska:

My bank staff really enjoys working with the East students and staff. I am hoping to be able to hire all of these students who have worked in the Bank Within East.

Trudy Keller, Coordinator, School To Careers, East High:

The bank benefits all of East, the students and staff, and the National Bank of Alaska. It is a win-win situation in preparing students for the world outside of school.

Linda Bryan, Teacher Advisor, Bank Within East:

Bank Within East is an exceptional way to get students to learn about banking and finance. The bank shows financial responsibility the students can use for themselves and also for the future. The program gives students the opportunity to connect with the real world of banking and the real world of work.

Michelle Bartholomew, East student General Manager:

The prosperity of Bank Within East all relies on the students performance and abilities in banking. Their ability to work as a team in different shifts promotes triumph.



King Career Center and Alaska Railroad

Alaska Railroad and King Career Center have enjoyed a partnership for the past 18 years. Each spring, junior and senior high school students apply for the 10-week training program held at King Career Center. Students must have a recommendation from their school counselor. Classes on history, economics, flora, fauna, and politics are taught by the King Career Center tourism teacher, Alaska Railroad employees, and guest speakers. Tour guides go on "fam" trips to experience what their clients will experience. Guides must interview before they are offered a job. Students who are accepted, work on the summer passenger trains. Many others are offered jobs in the tourist industry.

King Career Center

Principal: Brad Snodgrass
Contact: Ina Mueller, Mike Woods
Phone: 278-9631

Alaska Railroad Tour Guide Program

Contact: Joanne DiBernardo
Phone: 265-2546

Tourists enjoy personalized service from a student tour guide.

Janet Swanson, Alaska Railroad Corporation:

We constantly get letters from our passengers who remember our tour guides. They often say they are the best part of the trip. We get calls from other companies looking for employees because they know about our kids.

To be successful, you must give the kids your attention and your time and constant feedback.

The kids must feel that they are free to call you. They need to know that you care about them and that the organization cares about them. You must have an understanding of what teenagers are like.

We help students identify their strengths, then we emphasize the students strengths and encourage them to build on that.

Each guide gets three evaluations during the year. One at the beginning, one during the middle of summer and one in the fall. Throughout the program, students learn what skills they need to work on.

Some students figure they don't like being a tour guide. For them, it's an opportunity to test the waters. In many ways it's a way to gauge what you want to do for the rest of your life. We have kids who thank the Alaska Railroad and say it's the best job they've ever had. They never forget the fun they had on the train.

If you're thinking of starting a program, realize it won't just happen by itself. It takes work. Don't give up. Try different age levels. If it doesn't work, try something else.



Ina Mueller, teacher, King Career Center:

The program has tremendous support from both sides of the partnership. It allows freedom of educators to make a practical application for students. The students can see the connection, it's realistic for them.

Both sides of this partnership do whatever it takes to make it work. The kids see the effort on both sides. It lets them see the business community.

I continually have students come back to me and say the job changed their life. It gave them self-confidence and changed the way that they looked at themselves. It also let them see that they need to put an emphasis on further training. Other students said they didn't realize what the program did for them until they went to college and had a speech class. They were asked to speak in front of the class and it was no problem for them.

Parents talk about how their kids were quiet and reserved or outgoing to a fault, not professional. The program taught them public speaking, presenting a professional image that balanced them out.

"I continually have students come back to me and say the job changed their life."

Anchorage School District and Alaska Department of Fish and Game

This Partnership has been in operation since 1991. It involves students K-12 with the collection, maintenance and incubation of coho salmon eggs.

Anchorage School District

Superintendent: Bob Christal

Contact: Jim Utter, ASD School Business Partnerships

Phone: 742-3715

Alaska Department of Fish and Game

Coordinator: Fritz Kraus, Educational Biologist, Aquatic Management
Phone: 267-2265

Schoolchildren rear young salmon at their home school.

Salmon fry are released into Campbell Creek.

The students study the life cycle of the salmon as they are in class at their home schools. They become familiar with watching and recording the development of the salmon eggs, to fry, and finally releasing the salmon into a local lake in the spring. The process is started all over again in the fall with the collection of eggs from adult salmon from a local stream, fertilizing, and bringing the eggs back to their school for incubation. Over 40 schools throughout the Anchorage School District are involved. The program has special highlights - in the fall the collection of eggs and fertilization; December is ice fishing on Jewel Lake; February is the Fur Rendezvous Parade and float building with students; and spring, the releasing of the fry that have been incubating at the schools.

Jim Utter, School Business Partnerships, Anchorage School District:

This is truly hands-on experience for students K-12: the life cycle of the coho salmon, from taking the eggs and milt, fertilization, incubation, observation and study, and release of the fry. Along with the biological aspects of the study comes the environmental impact that we all have on this natural resource. It is important for students to recognize that unless the resource is protected and utilized correctly, Alaska will end up like many Lower 48 states whose resources are either in a great deal of trouble, or non-existent.

It is through programs like this that we are able to educate our youth to the wise use of our natural resources so that it will be around when their children are their age.

We commend the Alaska Department Fish and Game for sponsoring this educational program and hope that it will continue and grow.



Fritz Kraus, Biologist and Aquatic Manager, Alaska Department of Fish and Game:

This is an exciting program to work with. The teachers, and the students all identify with this natural salmon resource that we not only have in our back yard, but across the state of Alaska.

The involved teachers are a dedicated group, the cream of the crop, it is so rewarding to see them assisting and participating with this whole program. Often, I am in different parts of Anchorage and I run into students who have been involved in the program, they always remember me and the experience that they had with the life cycle of the salmon.

It is really rewarding for me to be part of this education of students, to help make them aware of the salmon resource, the importance of it's protection, and it's wholesome use.



Anchorage School District and BP Exploration (Alaska)

This Partnership was formed three years ago as a result of a meeting with math and science teachers and a general perception that community support for the teaching profession was waning. BP developed a program that invites everyone interested in quality education to nominate a teacher of excellence.

Anchorage School District

Superintendent: Bob Christal

Contact: Jim Utter, ASD School Business Partnerships

Phone: 742-3715

BP Exploration (Alaska)

Contact: Tom Gallagher, External Affairs

Phone: 561-5111

Teachers of the Year:
Bill Ennis (1996),
Melanie Gerkin (1997), and
Bob Roses (1998).

Nomination forms are published in the newspaper, handed out at business meetings, mailed to elected officials and PTAs and distributed through all schools. In the three years the program has operated, BP has received thousands of nominations. Nominated teachers receive an evaluation form that asks them to respond to five questions concerning their educational philosophy, educational background, community involvement, and about their classroom. The completed responses go to an evaluation committee composed of representatives of PTA, students, school administration, community, and the teachers union.

Teachers of Excellence are recognized on a quarterly basis with a Teacher of the Year selected the end of the school year.



Bob Christal, Superintendent, Anchorage School District:

The BP Teachers of Excellence program is an invaluable expression and symbol of the importance of teaching, of the level of professionalism our community enjoys and of the quality and excellence of our school district. It is a tangible, recognizable way to illuminate the profession and boost all teachers at the same time. It is a program that has great meaning for those nominated.

Tom Gallagher, External Affairs, BP Exploration (Alaska):

The Teachers of Excellence program has been a very successful investment for BP, elevating community support for education, increasing morale in the teaching profession and opening new lines of communication between the industry and the educational community. It has also increased education's knowledge of industry through tours of BP's facilities.



Anchorage School District and Subway of Alaska, Inc.

Subway of Alaska is very interested in recognizing the youth of our community for their academic achievement and positive citizenship. They developed a program whereby "achievement coupons" are given to all Elementary School Principals. The coupons are distributed, at the discretion of the Principal, to students in recognition of their positive achievement.

Anchorage School District

Superintendent: Bob Christal

Contact: Jim Utter, ASD School Business Partnerships

Phone: 742-3715

Subway of Alaska, Inc.

Manager: Chris Wilson

Phone: 563-4228

Subway of Alaska offers special recognition of students' achievements throughout all elementary schools in the ASD. Here students at North Star Elementary are being recognized.

Jim Utter, School Business Partnerships, Anchorage School District:

Each year Subway of Alaska, Inc. has contributed thousands of coupons to our schools for distribution in recognition of our students positive achievement. This program is very meaningful to our schools, students, and staff. Many of the recipient students have never received an award, and to be recognized for their positive academic or citizenship is truly a wonderful experience for them.

By sponsoring this program, Subway of Alaska has provided elementary school principals and staff the means to give recognition to many students. This helps with the overall program of promoting a positive learning environment for our schools.



"This gives us an opportunity to directly connect with students, and present information that may encourage students to recognize what they do today in the classroom may directly affect jobs that they seek later on in life."

Chris Wilson, General Manager, Subway of Alaska, Inc.:

We became involved with School Business Partnerships because we wanted to be positively involved with students across the district. We feel that investment in the youth of the community by recognizing their academic and citizenship through awards, is our way of contributing to the overall health of Anchorage.

We are often asked to make classroom presentations about the food industry. This gives us an opportunity to directly connect with students, and present information that may encourage students to recognize what they do today in the classroom, may directly affect jobs that they seek later on in life.

Although the coupon program recognizing student achievement is our mainstay, we really enjoy the direct connection with

youth in our classroom presentations.

The nicest thing about our programs is when managers of our various outlets report back about the students coming in to "cash in" their coupons, the smiles, and the stories the students tell about how they were awarded the recognition. This is a real plus for our store managers and workers.

If you would like more information about School Business Partnerships or School to Career programs, please call one of the following people:

School Business Partnerships main office
Linda Yost, Administrative Assistant 742-3715
 Sharon Sellens - School Business Partnerships
 Kathleen Castle - School to Career
 Sally Vonada - CASTLES
 Jim Utter - School Business Partnerships
Ellen Montague, Director of Community Education, ASD 269-2450
April Jensen, President, Anchorage Chamber of Commerce 272-2401
James Blasingame, Chairman,
 School Business Partnership Board of Directors 265-2680

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Anchorage School District
Educating Students for Success in Life



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Affiliate of National Association of Partners in Education.**