

ANCHORAGE SCHOOL DISTRICT
ANCHORAGE, ALASKA

ASD MEMORANDUM #21 (2004-2005)

September 13, 2004

TO: SCHOOL BOARD

FROM: OFFICE OF THE SUPERINTENDENT

SUBJECT: SCHOOL BUSINESS PARTNERSHIP REPORT, 2003-2004

PERTINENT FACTS:

The Anchorage School Business Partnership (SBP) program continues to flourish. Since 1991, the ASD has enjoyed over 500 SBP and 450 are listed at this time. Eighty-five new partnerships were formed during 2003-2004. It is an expectation that each school will have at least one partnership, and currently 89 percent of all schools are active with at least one.

Due to budget cuts during the summer of 2003, the President's position was eliminated and the only salaried employee for the SBP program was the part-time coordinator. Due to the generous financial help of the ASD, support from the Assistant Superintendent's office and staff at Alaska Airlines, the program still sustained growth.

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. Partnerships are both small and large, ranging from a one-person business involved with a school to large corporations involved with many schools and/or the entire District.

Being a school business partner takes time, commitment, caring, relationship building, understanding and planning. Effort on the part of schools and the business partners is essential in facilitating career and academic success for students.

A new feature this year was the addition of a monthly electronic SBP newsletter sent to educators and business partners, then added to the asdk12.org/depts/sbp web site. Each month, schools and businesses were invited to contribute articles and photos.

In December, a Districtwide project under the direction of SBP was introduced to the ASD principals. During January and February, over 1600 students submitted original quotes and artwork for a calendar fundraiser. The final calendar will be available in the fall of 2004, thanks to the sponsorship of Alaska Airlines and the help of Pam Butcher, Publications Technician at the King Career Center.

In January, ASD and SBP collaborated on an application for a \$10,000 National SBP Award, but unfortunately, did not win.

In February, ConocoPhillips provided David Duncan, graphic artist, to develop a new logo for the program, and in April the SBP Board made its final selection from the five designs. The logo will be used on the web site and other print materials to market School Business Partnerships.

The four main venues of recognition and support are as follows:

- August Kick-Off Breakfast
- Best Practices Publication
- May STAR Award Recognition
- ASD Web Site

ASD's support and enhancement of the SBP web site has increased the visibility of the program to educators and the community, particularly in the ability of principals and business partners to establish partnerships on line. During the year, staff at Alaska Airlines updated the SBP database.

In 2003-2004, three elementary SBP coordinators were added to assist principals at their schools, and seven middle schools had active SBP coordinators. The six high school coordinators had three training meetings to further their knowledge in SBP and to assist their schools become more proactive in establishing their own partnership agreements.

The SBP Student Board was active for its third year. Students participated in service projects for Covenant House and the ASD Summer Art Program. The board also invited several guest speakers for their monthly meetings. The board assisted with the annual STAR Awards and participated in the Alaska Charity Walk. SBP student boards were also established at East and West High Schools.

The Sixth Annual Volume of ***Best Practices*** (Attachment A) represents partnerships that exemplify the highest levels of achievement. These partnerships also serve as exemplars of excellence that can be duplicated in other schools and businesses. The complete list of partnerships is on line at the Anchorage School District Website.

The School Business Partnership Board thanks the Anchorage School Board for its active support of the program. Together we are able to build stronger relationships between schools and the business community, thus establishing more educational opportunities for students.

Attachment

CC/JC/JU

Prepared by: Jim Utter, President, School Business Partnerships

Approved by: Jan Christensen, Assistant Superintendent, Instruction