Excellence in Community Partnerships

College Access Challenge Grant
Western Interstate Commission for Higher Education
Network Meeting
Excellence in Community Partnerships

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“The American people always do the right thing after they’ve tried every other alternative”

–Winston Churchill
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How did I get here?
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- Why Education?
  - Seed a future workforce
  - Looking for appropriate community investment
  - Recognition for partnership
What:

- What are the standards of excellence in the corporate community involvement?
- What communication and marketing strategies are needed to build effective partnerships?
- What is the ROI for business, schools and students?
- How can YOU build an effective relationship of trust with the business community?
How should a business/ partnership plan be designed?

Consider unique needs of each partnership:
- Who, What, When, Where and How?
- MOU’s, Letters of Agreements, Advisory Board Representation
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How:

- Identify businesses that provide learning or motivational opportunities
- Know the major giving objectives of the business.
- Identify key philanthropic personnel within the business, i.e. the CEO or community relations, governmental relations officer. WHO Is that person?
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**How:**

- Communicate goals in a way that compliments the business’ objectives.
- Ensure that there is open and honest communications with the business.
- And, provide swift follow through on questions.
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When:

- Include the business community in a strategic planning process.
- Have key personnel participate on the boards of other community organizations.
- Prepare collateral materials that emphasize opportunities for the business community.
- Insure open and honest communications with the business community.
How is Success Measured?

- Qualitative and Quantitative: Student success and long term results = viable workforce candidates.

- Student Success Measures = Staying in school + passing the proficiency exam + graduating with an acceptable GPA + increasing college going rate.

- Project Perspective: Hours of mentoring, tutoring and volunteering; any dollars or equivalent donations that go toward the program.
What are the Company’s Goals

- Let’s look at AT & T
- Enhance education by integrating new technologies and increasing learning opportunities.
- Improve economic development through technology and local initiatives.
- Provide vital assistance to key community-based organizations.
- Support cultural institutions that make a community unique.
- Advance the goals and meet the needs of diverse populations.
Criteria for Business when making an investment?

- Develop relationships with policy makers
- Determine ways that AT&T can influence policy where appropriate
- Align relationship with corporate goods and services
- Invest in the community for the future
Wells Fargo Bank Nevada Priorities

- Education
- Health & Human Services
- Civic & Environmental
- Arts & Culture
Scholarships

• Commitment – $100,000 per year to UNLV and UNR. MOUs with each institution regarding commitment, selection of scholars, community service requirement and continuation scholarships.
SCHOLARSHIP FUND SELECTION CRITERIA

- Student must demonstrate Financial need (FAFSA)
- Student must complete the UNR/UNLV scholarship application
- 3.0 Cumulative GPA and ACT minimum score is 23.
- Undergraduate and enrolled full time
- Nevada Resident and have graduated from a Nevada high school
- Low Income & First Generation
Best Idea

- Competition amongst local High Schools
- Ideas to improve Student Achievement
- Community Celebrity Panel of Judges
- $7,500 to winning school
Grant a Wish Program

- Competition for the entire School District
- Grants made to individual classrooms or to entire Schools
- Panel of Judges from the community
### Excellence in Community Partnerships

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Questions