

# Why, How and What Can Business & Industry Do To Support Communities In Schools Programs?



Communities  
In Schools

Caldwell County

Communities In Schools of Caldwell County

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**The mission of Communities In Schools** is to surround students with a community of support, empowering them to stay in school and achieve in life.

***The vision of Communities In Schools of Caldwell County*** is that every child in Caldwell County Schools will graduate, be globally competitive, and prepared for life in the 21<sup>st</sup> Century.

## THE 5 BASICS

CIS believes that every child needs and deserves...

A one-on-one relationship with a caring adult

A safe place to learn and grow

A marketable skill to use upon graduation

A chance to give back to peers and community

A healthy start and a healthy future

The Board Chairs perspective and challenge:

Why should your business or organization be involved in Communities In Schools?

CIS is all about the community's relationship with a child. Every child brings his unique circumstances, family, personality and potential to school each day. We have the opportunity for that potential to be positive for the student and us.

If it is positive for the student, it is positive for their families, the school and the quality of life in Caldwell County. Current CIS students will soon be our employees, customers and fellow citizens. The potential is there for them to contribute to society, the tax base and the quality of life. We make our own circumstances better, when we make the students circumstances better.

It is a win/win/win. The employee that mentors a student sees a bigger picture and normally looks for the opportunity to go the extra mile at work as well. The relationship changes the student and the mentor. The opportunity to make a difference inspires us all to be creative and to work harder.

I encourage you to find a way to be involved personally and to make opportunities for your employees to be involved. Not all of us can nor should we be involved in the same way. We are responsible for the future of our businesses and the community. CIS provides many avenues for individual and corporate involvement.

Set the example. The future is ours to make.

Best regards,



Alvin W. Daughtridge

Board Chair



Mentor, Larry Frieman is making a difference in the life of a CIS student

## Words From The Executive Director...

Communities In Schools (CIS) will serve over 500 students in the Caldwell County School system in the 2013 – 2014 school year with daily constant and sustained services. In addition, CIS will serve over 6,000 students with one-time or occasional services (Reality Store, Careers in Focus, school supplies, school events, etc...). The needs in the community have continued to grow and Communities In Schools is no different than any other nonprofit in the county; funding has decreased, but the number of students and families needing help has increased.



A unique opportunity CIS has is that we are teaching entrepreneurship in all of our classes. As we all know entrepreneurship strategies teach life skills that are necessary for personal growth whether it is in school, college, the work force or at home. CIS students need to understand why civic responsibility and personal commitment to community are important to living and growing up healthy. As well as, how financial literacy can dictate the quality of life.

By connecting the CIS students to local business and industry the students get to see firsthand how business operates and what is needed to be workforce ready in a 21<sup>st</sup> Century world. Mentors come from a variety of sources in the community: the faith community, the business community, manufacturing industry, retired citizens, and concerned residents in the community. These volunteers devote one hour a week to mentor a student; they are making a difference in the life of a child.

CIS needs more mentors, more business partners and an involved community to lift up the CIS students. The students CIS serves are bright, intelligent young people who need the community to believe in them and help them to fulfill their full potential.

In 2013, CIS celebrates 24 years of service in Caldwell County. Please help us fulfill the goals and mission of the CIS program by giving time to lead our children through the 21<sup>st</sup> Century.

God bless,

*Debbie Eller*

Debbie Eller

Executive Director

## CIS of Caldwell County?

In 1979, a *City Service Committee (CSC)* was organized by the Chamber of Commerce composed of elected officials representing each municipality in the county, Chairman of the County Commissioners, Chairman of the School Board, President of Caldwell Community College, and the Director of the Chamber of Commerce. The group met monthly to develop ways to improve services to the county residents, save tax dollars, avoid duplication, and find new methods for cooperative efforts. The CSC committee was a tremendous unifying force for the county.

In 1984, Caldwell County was hit with some terrible statistics from the state. Caldwell County ranked in the top five in:

- *teenage pregnancy*
- *child abuse and neglect*
- *high school dropouts*
- *juvenile crime*

These findings were extremely alarming to county leaders and the City Service Committee met numerous times with state and federal officers seeking solutions. This committee spun off another group to address these four issues. It was called the *Child Advocacy Council (CAC)*. This group consisted of county officials, directors of agencies, the superintendent of schools, president of the community college, and a heavy mix of business leaders.

The CAC began investigating solutions to the community issues and found a program called *Cities In Schools* (later changed to *Communities In Schools*) operating in Charlotte. Cities In Schools is a national dropout prevention program with a Southeast headquarters located in Atlanta. The CIS program addresses the four big challenges in Caldwell County.

As a result in the late 1980s, the Child Advocacy Council created a new board from the membership. Because CIS was controlled by an independent board made up of representatives from county agencies, the schools, the community college, county government, social agencies, and presidents of the five largest manufacturing plants, **the Communities In Schools (CIS) program was viewed as a community program addressing community needs.**

The CIS board was the beginning of a partnership between business leaders and the public schools that has grown into a model of collaboration in the state of North Carolina.

In 1989, representatives from the Department of Social Services (DSS), the health department, the school system and a prospective executive director attended the Southeastern Cities In Schools conference in Atlanta. In that same year, Joan Rogers was hired as Executive Director to implement the first CIS program in Caldwell County at William Lenoir Middle School.

The seven other school sites began soon after:

Granite Falls Middle School 1990-91  
Hibriten High School 1992-93  
West Caldwell High School 1992-93

Gamewell Middle School 1991-92  
South Caldwell High School 1992-93  
Hudson Middle School 1993-94

## Communities In Schools 24 Years Later

In 2011, Communities In Schools of Caldwell County became a Nationally Accredited affiliate which holds the local CIS program to a higher set of standards and a comprehensive use of best practices.

Today, CIS serves approximately 500 students in a classroom setting with sustained, case-managed services. Students who are at-risk of leaving high school without graduating are the focus of the CIS program. CIS programs are part of the economic development in Caldwell County. CIS provides dropout prevention/intervention services to successfully help students learn, stay in school and prepare for life. This provides each student referred to the program with 180 to 270 hours of direct contact yearly. Approximately 6,250 students in the school system benefit from drop-in programs sponsored and supported by CIS. Listed are a few examples of the programs CIS supports:

- *The Reality Store in partnership with Caldwell County Schools*
- *Careers In Focus in partnership with Caldwell County Schools*
- *The Build A Backpack Program in partnership with Walmart*
- *School Tools programs in partnership with local community business*
- *The Christmas Giving Tree in partnership with the Caldwell Chamber of Commerce*
- *College and career days*
- *Student Clothes Closets*
- *Cinderella's Closet*
- *Baby Clothes Closet*
- *Reading Buddies*
- *Lunch Buddies*

After school programs are offered at all three high schools (HHS, SCHS and WCHS) to provide academic support and assistance. These programs are called Free @ 3 and have been in place for 6 years.

Last year over 240 adults mentored, provided programming or spent time tutoring. All of these contacts made a difference in the lives of Caldwell County students.

CIS students spend one class period a day learning life skills through a program called NCREAL (North Carolina Rural Action Learning). This curriculum teaches financial literacy, small business enterprise and civic responsibility. Students learn:

- *How to build a resume', interview for a job, look at personal finances, and write a check*
- *How to give back to the community and how to understand the functions of local government*
- *What goes into becoming an entrepreneur (how to plan and set reasonable goals)*
- *Students write business plans, develop marketing tools and develop presentations*
- *CIS offers several summer camp programs in partnership with local business.*

Contact the CIS office to learn more about the CIS program and the opportunity business and industry has in Caldwell County to make a difference in the life of a child.

# Business and Industry Support

## WHY Does Business and Industry Need to Be Involved?

The school system cannot do all that needs to be done to have students ready and prepared for the 21<sup>st</sup> Century work place. **The mission of Caldwell County Schools is:** To provide quality instruction in a safe, caring environment. **The vision of Caldwell County Schools is:** Every student will graduate from high school, be globally competitive for work or postsecondary education, and be prepared for life in the 21st century.

### Why do the rest of us need to be involved?

- Business and industry is needed to connect a hopeful future to the students currently living, playing and growing in Caldwell County.
- Students have grown up in a community that was hit hard by the down turn in the economy, many of these student's families have lost hope.
- As business in the community recovers, the need is great for students to see what the community they live in has to offer: what type of jobs will be available, what type of education will a student need for these jobs, and who can and will support them to get through high school.

**Why is CIS involved?** CIS is here to connect the community to our schools. To collaborate with local business and industry to support students who may dropout or may not see a reason to graduate or have lost hope that there can be a good life in Caldwell County. CIS is there to provide academic, emotional, and family support. CIS works to brokers services from the community to the schools to improve the outcomes for at-risk students. Everything we do is built around the relationships built in the community, with the school system, with the family, and with the student CIS is serving.

**Why does business and industry need to be involved?** Business and industry can be the change agent to helping students build self confidence, explore opportunity, provide motivation and provide a positive adult role-model in a child's life.

**Why Us (You)?** Because your business already has the tools, opportunity and means to make a difference; you are already invested in Caldwell County. You can reconnect opportunity for 21<sup>st</sup> Century learning and advancement. You can provide at-risk students with leadership opportunities. The time is here to stop waiting for young people to fail and then look for programs to support them; you can support them now for a brighter future.

## How Do I Get Involved?

Communities In Schools of Caldwell County needs business and industry to help with the following items:

- Become a business partner
- Provide a mentor(s) for one hour a week to work with a student to improve academics, build self-esteem, and educate the students about the business you are affiliated with and why that business is important in Caldwell County
- Work with our Entrepreneur program (Business 101) to educate students about the small business community
- Provide funding for youth camp scholarships
- Provide a sponsorship for the Communities In Schools programs
- Adopt an angel at Christmas
- Volunteer to serve on a fundraising committee, help with an event, etc...
- Provide a field trip for students to learn about the business you are affiliated with
- Make a school presentation
- Set up an appointment for the CIS office to make a presentation for your employees about the current needs of students, programming, etc....
- Become a CIS champion for education by working to close the achievement gap
- HOW? Build a relationship with a school site and/or student

The list could go on and on, but the bottom line is that you can make a difference that will last a life-time for a CIS student. When business and Industry get involved in the educational process the community sees the bar rise in what education has to offer. Even more important is how business can give a hand up to students who are struggling by just believing in them.

## What is need?

CIS works to wrap community around the students and families we serve. An individual plan for each student helps to target specific needs for the student and family. CIS is not a one size fits all organization, but tailors services to the specific needs of the students we serve. Each site provides curriculum that teaches life skills, entrepreneurship, civic responsibility and financial literacy. Help CIS build a brighter future for students who are at-risk of leaving school without credentials. Relationships, relationships, relationships; help us build those relationships to improve the quality of life for our students.

CIS needs to build more partnerships in the county to provide more quality services to the students we serve.

The following is a list of items that are needed to help CIS:

- 60 Mentors are needed one hour a week to work with CIS students
- Allow one or two employees to mentor or become a lunch buddy
- Businesses to get involved in the CIS Business 101 program (multiple needs in this area)
- Become a CIS sponsor for a year \$500 and up
- One classroom field trip costs anywhere from \$200 to \$500
- Let students visit your place of business
- Provide job shadowing experiences
- One weeks scholarship for summer leadership camp is \$500 (CIS does two weeks with 20 students)
- Adopt a Christmas angel \$75
- Provide caps and gowns for one of the most important days in a child's life
- Tutors for reading and math support
- Volunteers from the Faith Community
- The CIS office always needs updated equipment
- Volunteers to help with an event or mailing

Communities In Schools 2012 Sponsors:



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Communities In Schools is a United Way Member Agency  
A Member of the Caldwell Chamber of Commerce  
And a Member of the North Carolina Nonprofit Association