

LEARN.DO.EARN.

2011 Stakeholders' Meeting



Learn. Do. Earn.

Student Achievement System

***Creating cultures of high expectations
and uniting business with schools
in achieving common goals.***

ROCHESTER AREA
CHAMBER OF COMMERCE

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Workforce
2020

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Learn. Do. Earn.
Student Achievement System

2010-2011 Sponsors:



People's Cooperative Services

Your Touchstone Energy Cooperative 

Learn.Do.Earn.Starts Conversations



➤ **Learn.Do.Earn.** is dedicated to making sure that students get the information they need to improve their educational, career and life options.



➤ **Learn.Do.Earn.** connects students' middle and high school experiences and decisions with the real world, and presents research-based advice from 'virtual business people' who offer a plan of action for students.

Learn.Do.Earn.Starts Conversations



➤ **3rd Grade:** Business leaders read and discuss “I Know I Can” in 3rd grade classrooms. Every student gets a copy of the book to keep.



➤ **Middle School:** Messages are about pushing themselves academically, working hard now, preparing for a rigorous high school schedule.

➤ **High School:** Messages are about being prepared for post-secondary, avoiding remediation, planning for futures.

Learn.Do.Earn. Logistics



➤ **Learn.Do.Earn.** Is not a new curriculum. It is designed to be supplementary to the work educators are already doing.

➤ **Learn.Do.Earn.** Includes videos, posters, presentations, interactive games and technology challenges that teachers can utilize in any way that makes sense in their classroom.



➤ **Learn.Do.Earn.** Offers the opportunity for business leaders to visit the classroom, share their stories and about their careers, and deliver Learn.Do.Earn. Messaging directly to students – reinforcing messages that educators deliver daily.

“ Why do I have to learn that?”

- How many parents or educators have heard – “**Why do I have to learn that?**” “**Why do I have to do that?**”
- **Learn.Do.Earn.** answers these questions through direct messages to students through innovative and fun ways in the schools.

Important Learn.Do.Earn. Messages

More Education = More Income

College can boost lifetime earnings by
\$1,000,000!

Sample Annual Salaries:

- | | |
|--------------------------------|-------------|
| • No High School Diploma | \$17,400.00 |
| • High School graduate | \$24,800.00 |
| • One-year Certificate Program | \$28,400.00 |
| • Two-year Associate Degree | \$31,400.00 |
| • Four-year College Degree | \$45,300.00 |

Why Do I have to Learn That?

These are samples of the messages that students need to hear and see!

- **Algebra I = only 8%** chance of earning a college degree. (Take Geometry 23%, Algebra II 40% & Trigonometry 62% to increase your chance for success!)
- **90%** of new jobs being created will require more than a high school diploma.
- And what happens to **students who drop out** of school and do not have a high school diploma? **80%** of the people in **prison** do not have a high school diploma.

Important Learn.Do.Earn. Messages

These are samples of the messages parents need to see and hear:

- Students whose parents **DO insist** on **demanding** courses and **hard work** in school and who push higher education are more likely to excel in high school, graduate from college, be **happier**, and have more **prosperous lives**.
- Students whose parents **DO NOT insist** on hard work and post-high school education have about an **11% chance of graduating college**.

Important Learn.Do.Earn. Messages

Critical Performance Measures

- Students who **do NO homework** earn **35% less** than students who do about 15 hours of homework each week in high school.
- Students who **take college-prep courses** can earn **13% more** every year in the workforce even if they don't go to college.

Learn.Do.Earn. 2010-11 Highlights

3rd Grade

- Over 1500 books distributed to participating 3rd grade students
- 62 classrooms participating
- 50 business readers

Middle & High School

- Introduced a hiring simulation in 7th & 12th grade classrooms
- Utilized LDE Scavenger Hunt
- Expanded LDE message geographically and across educational systems.
- Hosted over 25 business leaders
- Hosted specific LDE initiatives for English Students of Other Languages (ESOL) students.
- Parent communication

Learn.Do.Earn. 2010-11 Highlights



Schools are reporting that they are integrating Learn.Do.Earn. into education by:

- Presenting electronic LDE classroom presentations (94%)
- Building facts/statistics/info from LDE messaging into classroom lessons (71%)
- Utilizing LDE printed materials and posters (65%)
- Distributing parent communication and magnets (59%)
- Other



Learn.Do.Earn. Testimony

“Our students learned that every decision is a hiring decision. A number of students will have jobs that do not even exist yet, and that post-secondary training is going to be needed for most jobs after high school”
– Teacher

“**Learn.Do.Earn.** helps students connect school to the real world and see how practices such as hiring new employees is done.” – Teacher

“**Learn.Do.Earn.** helped our students see how their success and efforts in middle school can translate into future success in high school and beyond.” - Teacher

Learn.Do.Earn. Looking Forward

- Expansion within established schools
- Expansion to additional area schools
- Introduction/expansion to new components
- Additional parent communication
- Expanded communication pieces with stakeholders and teachers
- Evaluation
- Rochester's Promise
- Expand and secure continued business partnerships and investments to ensure sustainability.

Learn.Do.Earn. Sponsors

The Rochester Chamber of Commerce Foundation, with the support of these area sponsors has invested over \$150,000 to bring the Learn.Do.Earn. Initiative to Rochester area schools at no financial cost.

2010-2011 Sponsors:

