

The Chronicles Of *PIE*



A historical accounting of the formation and first years of *Partners in Education*, a business-education partnership program created and spearheaded by the Greenville-Pitt County Chamber of Commerce.

Written by
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The Chronicles of PIE is a fluid document. Changes are made as additions and changes are made to the *Partners in Education* program. Each edition is dated, and the most up-to-date version is always available at www.greenvillenc.org

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FOREWORD

By James B. Hunt, Jr.
Former Governor
State of North Carolina

It has been my privilege to learn close-up about a unique public-private partnership created to join the energy and resources of business with those of public education to build “the most advanced public education system in North Carolina.” By any standard, that is not a modest ambition. Nonetheless, the collective will of the community to improve the quality of public education in Pitt County (North Carolina) has been captured in an initiative created and spearheaded by the Greenville-Pitt County Chamber of Commerce. It is known locally as *Partners in Education* (PIE).

THE CHRONICLES OF PIE is a historical accounting of the formation and first years of that partnership. It describes the process by which the Chamber engaged community leaders in high levels of interaction with educators and administrators in the Pitt County Schools. The results of that engagement, and the attendant commitment to the pursuit of excellence in every sphere of education, have been astounding.

The parts and pieces of PIE were created and implemented by highly motivated citizens with a strong commitment to raising the level of opportunity and achievement for every child in every school in Pitt County. Their story is worth telling to people across this country, because it is built upon a purpose and a process that can be replicated in almost any community in almost any state.

I am happy to commend the process and to applaud its outcome. It is a compelling account of remarkable achievement in one school system in one county in North Carolina. It is also a description of something that could be happening in school systems all across America.



Preface

Every cause must have a champion. In this case, there were many, but, truly, a few who stand out.

When I was hired in December of 2001, the Chamber leaders already knew that they wanted education to be priority one for the Greenville-Pitt County Chamber of Commerce. To build a business-education partnership program second-to-none was a goal already established and a challenge set forth to me to be a part of the leadership team to make it happen.

Having a true passion for education and having just enough experience under my belt to think I knew what I was doing, I jumped at the chance to meet this challenge. And what an honor it was to be thrown in the ring with leaders of the highest calibre who weren't just interested, but were willing to go the extra mile, to even fall on their swords if need be for education and who demonstrated a passion and a commitment beyond any I had ever seen.

With truly engaged and dedicated volunteer leaders like Larry Seigler and Joel Butler (the sequential Chamber Chairmen) combined with the wisdom and experience of Janice Faulkner (our mother facilitator!) along with the encouragement and team-attitude of a first-class school superintendent, Dr. Michael Priddy, and a long line of doers like Frances Faust, Alice Keene, Randy Collier and Wanda Bunch, we could not lose.

But perhaps none of us even imagined that we would win as big as we did. Today, *Partners in Education* is a model in North Carolina for the successful marriage of business and education. In October, 2003, we proudly accepted the Governor's Education First Award. And we carry the *Partners* torch proudly as we continue to help build and grow our school system into the best because of the care and commitment of business.

As we dedicate the writing of this document – which serves as a how-to guide as well as the documentation of critical history – we salute and thank its writer, the Honorable Janice Faulkner. After a prestigious career in education, she embarked upon a second career as public servant, having served in three very important state roles (see author's bio). Now, we fondly refer to her as “our” public servant emeritus as she continues to walk the walk and make her mark on Pitt County and Eastern North Carolina.

Thank you, Janice, for the Chronicles of *PIE*.



Susanne D. Sartelle, CCE
Editor, The Chronicles of PIE
President, Greenville-Pitt County Chamber of Commerce

About the Author...

JANICE HARDISON FAULKNER

Public Servant Emeritus

Janice H. Faulkner was sworn in as Commissioner of the North Carolina Division of Motor Vehicles in January 1997. As Commissioner, she directed policy, management and administration of the Division and its 1,800 employees.

She became the first female to serve on the 10-member Council of State when she was appointed by Governor James B. Hunt to the Office of Secretary of State in 1996, a post she held until a duly elected Secretary was sworn into office in 1997.

Her career includes 37 years of service with East Carolina University, a stint as the first female Executive Director of the North Carolina Democratic Party, and nearly three years as Secretary of the North Carolina Department of Revenue.

Faulkner earned a B.S. and M.A. in English from East Carolina University and did post-graduate work at Breadloaf School of English in Vermont before joining the East Carolina University faculty. During her tenure at ECU, she was an English professor, Director of Alumni Affairs, Director of the Regional Development Institute and Associate Vice Chancellor for Regional Development. She also wrote two English textbooks and numerous articles on folklore, local history, historic preservation and economic development.

Faulkner was a founding member and 1st chair of the ECU Board of Visitors. The University recognized her in 1993 with its Distinguished Alumnae Award. In May 1998, she was awarded an Honorary Doctorate from East Carolina. Faulkner is also a member and past chair of the Board of Directors of the North Carolina Institute of Political Leadership. Faulkner retired in April 2001.

The Greenville-Pitt County Chamber of Commerce recognized Faulkner on January 30, 2003 as Greenville's Citizen of the Year.



the VISION...

PIE will establish Greenville and Pitt County as the most advanced public education system in North Carolina.

the MISSION...

PIE joins the energy and resources of the business community with systems of education to raise the level of opportunity and achievement for every child in public education in Pitt County.

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Chapter One

THE PARTNERSHIP

A significant role of the Greenville-Pitt County Chamber of Commerce – as stated in its mission -- is that of supporting constructive initiatives on major issues of public policy. The Chamber recognizes that Pitt County schools help to produce the quality workforce necessary to attract business and industry to the county. It also acknowledges that the Pitt County school system is the third largest employer in the county. Thus it was appropriate for the Chamber to make education its top priority for the year 2002.

In the fall of 2001, the Chamber sponsored a one-day public forum on public education. That meeting was basically a gathering of the Chamber's Board of Directors and members of the business community who were also supporters of the schools. One recommendation brought forward from that event was the creation of a Business-Education Compact to support the school system. The implementation of that recommendation spawned an initiative that has led to something much bigger and broader than perhaps the original conveners of that forum had foreseen.

Under the direction of Chamber President Susanne Sartelle (who was hired in December 2001), staff developed a concept paper for the creation of an initiative to be called *Partners in Education (PIE)*. *PIE* was envisioned as an umbrella program for business-education partnerships designed to engage the business community in active support of public education. It was further intended to ultimately integrate other entities such as the faith-based community in the same common goal.

The goal was not a modest one. It aimed to join the energy and resources of the business community with the education system in order to build “the most advanced public education system in North Carolina.” That height of excellence was to be achieved by raising the level of opportunity and achievement for every child in every school.

The partnership was to pursue goals that directly impacted workforce development. Specifically, *PIE* would support the school system's efforts to raise performance standards. It would assist schools in meeting or exceeding those standards and help students to prepare for, and successfully complete, further education to enable them to find employment as productive members of the workforce.

A first step for *PIE* was to engage high profile community leaders in higher levels of interaction with educators and administrators in the schools. With that goal in mind, the Chamber created an oversight group – the Education Cabinet -- to assure a successful merger of the vested interests in both business and education.

The original Cabinet consisted of ten persons whose names would lend credibility to both the program and the process. In addition, key ex-officio members represented East Carolina University, Pitt Community College, county and city government, the faith community, and other organizations whose participation in the work of the cabinet would expand community involvement in the program.

The original design of *Partners in Education* included that project and program support would be provided by the Chamber's Education Excellence Committee, which was tasked with planning and implementing the decisions and policies set forth by the Cabinet.

The second step was an internal one. The Chamber expanded the Education Excellence Committee by making key appointments so that more than half of the members were representatives of the business community. It had originally been mostly comprised of educators. Upon completion of the new structure, the Committee was charged with the responsibility of setting up the following subcommittees: 1) *Program Research* would compile a list of all programs providing support for public education. 2) *Business-Education Partnership* would design and implement a partnership agreement with businesses, including a system of rewards and recognition. 3) The *Compact* subcommittee would draft a document (a business-education compact) to be used as an instrument of engagement to solicit pledges of support from the business community for public schools. 4) The *Summit* subcommittee would plan and host a public summit on education.

Over a period of about three months, the separate pieces of the *Partners in Education* initiative began to come together into a coherent whole. An inventory of existing support programs was compiled. A cabinet of 20 business, education and religious leaders (and 4 advisory members) was recruited and duly appointed. A compact document was drafted. And an event was planned and scheduled for the official unveiling of *PIE*.

On April 30, 2002, the Greenville-Pitt County Chamber formally announced the formation of *Partners in Education* during the first meeting of the new cabinet at Wellcome Middle School. The cabinet's first goal was to promote the Business-Education Compact as an official agreement on how businesses would work with the schools.

Consistent with the intent of the partnership to become an umbrella program, Chamber officials also announced sponsorship of a pilot program called "Leaders for Lunch." In partnership with Communities in Schools, it was designed to immediately bring business into the schools and was the first "partnership" of the *Partners* program. Seven local business people, including the Chairman of the Chamber, were meeting weekly with at-risk students at Wellcome Middle School to "eat lunch and to talk" one-on-one. That modest pilot has grown into an active program at multiple schools involving numerous leaders.

Leaders for Lunch was just the beginning. One of the first goals of the Cabinet was to recruit businesses to get involved in schools in whatever ways they were willing -- time, money, materials -- as a part of the *Partners* initiative. In pursuit of that goal, *PIE* developed an all-encompassing business-education partnership called OASIS (Organizations/Businesses Assisting Schools in Success). In simple terms, OASIS was born as the recognition component of *PIE*. Participating businesses would be awarded points based upon volunteer hours, financial contributions or gifts in kind. Points would be accumulated on a yearly basis, and partners would be publicly recognized at the annual Education Summit.

It was the goal of cabinet members to sign on 50 businesses within the year after the fall summit of 2002. By the time the 2003 summit was held in late October, the number was closer to 80. By the 18-month mark, it was well over 100.

Having created a cabinet whose members were prominent leaders in the business community and having developed a system of recognition and reward for participation in a compact, the Chamber was ready to roll out that compact in a red-letter convocation.

The summit of 2002 was an unprecedented event. With more than 200 persons present, the ceremonial signing of the Business-Education Compact made September 24 a significant and historic day for public education in Pitt County.

That first full-fledged summit was developed around a theme entitled “Planning for Prosperity: No Business Left Behind.” Sponsored by DSM Pharmaceuticals, Inc., the summit attracted participants from business, government, civic and faith communities along with educators who discussed the state of education in Pitt County, the vision beyond the current status, and how partnerships might be established and implemented.

The keynote speaker, former Governor James B. Hunt, Jr. said of the event: “This educational summit is monumental. I don’t know of a place in North Carolina where all the communities have come together to have every child learning and forming compacts with the business and faith communities.”

A highlight of the summit was the public signing of the Business-Education Compact. The signature of the former governor was the first entered on the document. Other signatures were those of the president and the chairman of the board of the Chamber, the chairman of the education cabinet, the chairman of the Pitt County Board of education, and the superintendent of Pitt County Schools.

Noted author, public philosopher and motivational speaker Dr. Tom Morris rounded out the day’s schedule with a presentation based upon his current book, “The Art of Achievement.” Morris is a popular headliner at executive conferences and corporate events around the world.

PIE is a work in progress. The most recent addition to the menu of options for OASIS participants is a program designed to create a Business Alliance for each school. The Alliance will give members of the business community the option to join a team of business persons pledged to provide support for a specific school. That support may be offered via in-kind gifts and services, school supplies, tutoring, mentoring, job shadowing, on-site visits, or other means of expanding and enriching educational experience for school children. A pilot project has been organized at Ayden-Grifton school. The ultimate goal is to build a site-specific Alliance for every high school in Pitt County. Provided the pilot project is successfully in place, the Business Alliance initiative will go countywide during the next academic year.

PIE offers any and every interested party a means to become actively engaged in the building of “the most advanced public school system in North Carolina.” The separate parts and pieces of *PIE* were created, and they have been implemented by highly motivated citizens with creative energy, outstanding leadership skills, and strong commitments to public service. A vision captured by one generation becomes a dream realized by the next, and those engaged in *PIE* have captured a vision. *PIE* seeks to realize the full potential of that dream by means of a powerful partnership. What follows is a description of how the parts and pieces of *PIE* have been put together.

Chapter Two

THE CREATION OF THE EDUCATION CABINET

When the Greenville-Pitt County Chamber of Commerce created *Partners in Education (PIE)*, it was envisioned as an umbrella program under which the business community in the county would become actively involved in supporting public education. The official instrument of agreement between participating businesses and the Chamber was to be a document called the Business-Education Compact.

The project could not be implemented without the formation of a recruiting team to solicit the participation of members into the relationship. Thus the Education Cabinet came into being. Chamber members involved in this highly ambitious undertaking recognized that its strength and its energy would lie in the hands of those who would lead it. The identification and recruitment of members of this first cabinet did not follow the traditional route.

Rather than make a random list of names of prospective members based upon their public visibility, their status in the community, or their availability to be volunteers to worthy causes, the work group participated in a facilitated brain storming session in which they identified the skills and talents that the job would require. They knew that membership on the Cabinet must be broad-based so that it would be representative of community stake-holders in the work that it would be doing. From that discussion, they identified and developed consensus on a list of credentials and qualifications that they deemed to be ideal. That list included:

- Member of the Chamber of Commerce
- Willingness to attend meetings
- Dynamic
- Influential
- Powerful
- Credible
- Committed to the task
- Belief in the cause

It was also determined that Cabinet members should represent or have reach into several facets of the Pitt County community, including:

- Education (University, Community College, School System)
- Business & Industry
- Faith Community
- Local Government
- Parents
- Health Care
- Retirees

A final phrase was added to the page: “Balance to assure diversity.”

It was then, and only then, that the names of specific persons were put forward. Who could best represent the medical community? Did they need a lawyer on the cabinet? What type of business experience would be the best match with public support of the schools? What was

the right mix of small business and large industry? The names of many of the most prominent citizens found their way into a mix of more than forty recommendations.

Having already identified the interests that the Cabinet would be representing, the next step was to match the names of prospective appointees with those interests and then decide who might be the strongest, most active representative of the particular demography. Work group members privately made their own choices. They took a “lobbying” break and discussed the strengths of their favorites in full understanding that they were aiming for an ideal, that is, the strongest team of advocates for public education that could be assembled.

When they reassembled, the facilitator recorded a list of the nominees. Each member of the group was asked to select a first, second, and third choice. Once the work group reached consensus on a list of the best prospects, they struck an agreement to invite those persons to become members of Pitt County’s first Education Cabinet. (The recommended list and the work group member who volunteered to recruit them are officially recorded in minutes of the Retreat/Education Summit Steering Committee meeting of January 8, 2002).

Members of the recruiting team identified the next step as clearly defining the expectations, including duties and responsibilities for prospective cabinet members, so that communication from the Chamber about the projected role of the new cabinet would be clear and consistent.

A steering committee led by then-Chamber Board Chairman Joel Butler and immediate past Chairman Larry Seigler developed a recruiting document defining the governance structure of the Cabinet and setting forth the projected duties and responsibilities of its members. Thus armed, they went into the business community to make their pitch.

Prospective members were told that the Education Cabinet was being formed to create and to champion a Business-Education Compact. They would work to raise community awareness of the need for a Compact, negotiate agreements with prospective partners, monitor implementation strategies, and track community and government efforts to support the Compact. They would also work to engage the faith community as a partner in public education.

Members of the Cabinet would be expected to attend quarterly half-day meetings, participate in the Annual Education Summit, engage the support of business, industry, and government in Compact activities, present the Compact agenda before community stakeholders in public forums, seminars, and civic meetings, and work to build private financial support for ***Partners in Education***. Each member of the Cabinet would also be encouraged to participate in ***PIE***.

The recruiting team ultimately named 10 members appointed by the Chamber, 10 asked to serve by virtue of position, and four advisory members.

See Addendum I for a roster of the original Cabinet members.

The Chamber named Larry Seigler as Chairman of the newly formed Cabinet. The inaugural meeting was held on Tuesday, April 30, 2002, at Wellcome Middle School. In his opening remarks, Chairman Seigler described the initiative as one undertaken “to join the energy and resources of the business community with systems of education to raise the level of opportunity and achievement for every child in public education in Pitt County.” Chamber

Chairman Butler charged cabinet members to help achieve educational excellence by committing themselves to establishing Pitt County Schools as “the most advanced education system in North Carolina...a world-class system.”

In an inaugural address to the membership, Dr. Michael Priddy, superintendent of Pitt County Schools, noted that the keys to success in public schools are: high expectations for students, staff, and parents; connections to the world of work; ample resources; community oriented schools; quality personnel; state-of-the-art technology; effective partnerships with the business and faith communities; and, for Pitt County Schools, productive connections to Pitt Community College and East Carolina University.

The next steps for members of the inaugural Cabinet were two. They would build partnerships by recruiting members to sign a compact pledging their support for the schools and they would deliver a summit on the status of education in Pitt County, at which the Business-Education Compact would be publicly unveiled.

In 2004, an official governance structure was written and adopted for the Cabinet. It is included in Addendum I following the original cabinet listing.

Chapter Three

THE BUSINESS-EDUCATION COMPACT

The Chamber-sponsored Business-Education Compact is a formal agreement under which leaders in business and education promise to team up to improve education opportunities for students in Pitt County. Under the Compact, the 800-plus members of the Chamber of Commerce pledge to provide volunteers, funds and other resources to help the schools train a workforce for the future. (See Addendum II).

After months of preliminary planning and securing commitments and support, the Chamber brought the Compact into official existence at the Education Summit at Rock Springs Center on September 24, 2002. In a public ceremony before a crowd of more than 200 people, community leaders signed the compact with the goal of helping the schools to prepare students for their future in the workplace. It was the first of its kind in North Carolina.

Former Governor James B. Hunt, Jr. was the summit’s keynote speaker and official witness of the compact. The former governor’s signature was the first to be affixed to the document. The Chairman of the Board of Directors of the Greenville-Pitt County Chamber, the Chairman of the Education Cabinet, the President of the Chamber, the Chairman of the Pitt County Board of Education, and the Superintendent of Schools signed the Compact committing pledges of support from the private sector. The Compact binds the schools to utilizing that support for recruiting and retraining quality educators, engaging community leaders in programs to help students meet their full potential, improving test scores, meeting or exceeding performance standards, assisting students in workforce readiness, helping students prepare for direct entry into the workforce, and helping students prepare for pursuit of higher education and employment in a global workforce.

Praised far and wide by business leaders as an innovative way for the business community to support the public schools, the compact has spurred the participation of more than 100 private sector entities. In 2002, Wes Wheeler, then-president and CEO of the summit's sponsor, DSM Pharmaceuticals, said of the summit and of the compact, "we're privileged, honored and obliged to be here with you to support this event. We look forward to the partnership, and most importantly, we look forward to the results."

DSM Pharmaceuticals has also contributed money and leadership for a summer science camp for 40-middle school students.

The excellence of the Business-Education Compact idea and the success of its implementation were formally recognized by the nomination of *Partners in Education* for the Governor's Education First Partnership Award in 2003. Pitt County Schools and the Greenville-Pitt County Chamber were jointly honored as recipients of that award, presented at the Meet in the Middle Conference held in Charlotte on October 31, 2003. The award recognizes those whose involvement in advocacy and support for public schools has significant and measurable impact on student achievement and has the potential to be duplicated across the state. Superintendent Michael Priddy and Cabinet Chairman Larry Seigler received the award on behalf of the member partners.

Chapter Four

OASIS

(ORGANIZATIONS/BUSINESSES ASSISTING SCHOOLS IN SUCCESS)

At the core of *Partners in Education* is OASIS (Organizations/Businesses Assisting Schools in Success), a program sponsored jointly by the Greenville-Pitt County Chamber and the Pitt County Schools to encourage business and industry to contribute time and resources to public schools and to provide recognition and rewards for their contributions. Partnerships developed through OASIS strengthen and enhance the educational experience of students.

The program identifies opportunities for service to the schools in broad categories based upon the expressed needs for volunteers and resources in the schools. Opportunities vary from school to school, depending on grade level, needs, and volunteer management in each school.

The spectacular success of OASIS is based upon its flexibility. Partners with employees willing to donate time as volunteers may be tutors, mentors, speakers and lecturers, technical assistants with technology applications, staff for special events like science fairs, and field days, coaches, chaperones and classroom helpers. Businesses, large or small, may provide placement for apprenticeships and cooperative education programs and offer their work places as community based training sites. They are encouraged to provide sponsorships for athletic and cultural events, and for special projects. They may opt to give donations for school supplies, playground equipment, prizes for special events, beautification/landscaping projects, or to provide funding for special events.

Participating businesses are awarded service points based upon volunteer time, donations of money, gifts in kind, or any combination thereof. The accumulated points earn them recognition as Exemplary Partners, Partners of Distinction, or Partners of Excellence. The

number of points a business must earn to become a partner is pro-rated against the size of the business or the number of employees. For example, a business with 1-10 employees must earn only 150 points to be recognized as a Partner of Excellence, while a business with more than 500 employees needs 7,500 points to earn that recognition. Each qualifying organization receives a special certificate or a plaque acknowledging its achievement.

OASIS was launched at the 2002 Education Summit. It has clearly solidified the role of school-business partnerships and heightened community awareness of the needs of the schools. It has also provided a new avenue for sharing needs, making connections, and acknowledging the contributions of business and industry to the vitality of the public schools.

During the first year PIE celebrated the contributions of 77 OASIS partners representing all levels of business, industry, civic groups, faith-based organizations, and interested individuals. On October 7, 2003, the highlight of the annual Education Summit was the OASIS luncheon during which those 77 participants were recognized for the contributions they had made to the program's first year. Awards were presented to five Exemplary Partners, to five Partners of Distinction, and to 30 Partners of Excellence, which is the highest category of recognition.

In less than 18 months, OASIS partners numbered well over 100. OASIS partners are responding routinely to the needs identified by staff who manage the program for the schools. It is by all measures an outstanding initiative with unlimited potential to provide numerous resources to students in all of the Pitt County Schools.

See Addendum III for examples of OASIS partners and contributions.

Chapter Five

THE EDUCATION SUMMITS

Upon the birth of *Partners in Education*, it was decided that an annual event would be held to focus on education, to encourage business involvement and to report on progress of the schools.

The annual Education Summit is the primary means by which the Greenville-Pitt County Chamber raises public awareness of *PIE*. It also provides a public forum for discussion of timely issues and for presentation of current information about the status of public education at the local, state, and national level.

The first summit was developed around a theme entitled "Planning for Prosperity: No Business Left Behind." The theme was rather fitting as No Child Left Behind was becoming a household phrase. Sponsored by DSM Pharmaceuticals, Inc., the summit fulfilled its purpose to engage partners in the business, government, civic, and faith communities in discussion of the state of education in Pitt County, the expansion of vision beyond the current model, and the establishment and implementation of business-education partnerships.

Held on September 24, 2002, at Rock Springs Center in Pitt County, that summit was an outstanding success by all accounts. The keynote speaker was former Governor of North Carolina James B. Hunt, Jr., nationally renowned for his advocacy of public education as the

key to economic prosperity. Of the event he said: "This educational summit is monumental. I don't know of a place in North Carolina where all the communities have come together to have every child learning and forming compacts with the business and faith communities."

The summit also attracted another nationally known figure in the person of Tom Morris, a noted author and motivational speaker. Morris based his presentation on his highly acclaimed book entitled "True Success: A New Philosophy of Excellence." He is a popular headliner at executive conferences and corporate events around the world and author of the best-seller "If Aristotle Ran General Motors." His current bestseller, "The Art of Achievement," was featured in a book signing at the conclusion of the summit day.

The national reputations of the speakers notwithstanding, the real highlight of the Summit was the public signing of the Business-Education Compact. In ceremony before a crowd of more than 200 people, community leaders signed the compact with the goal of helping Pitt County schools prepare students for their future in the workplace. It was the first of its kind in North Carolina.

The former governor's signature was the first to be affixed to the document. He was the official witness. The Chairman of the Board of Directors of the Greenville-Pitt County Chamber, the Chairman of the Education Cabinet, the President of the Chamber, the Chairman of the Pitt County Board of Education, and the Superintendent of Schools signed the Compact committing pledges of support from the private sector and acceptance of that support by the schools.

A segment of the program featured presentations by Superintendent of Pitt County Schools Dr. Michael Priddy, East Carolina University Chancellor Dr. William Muse, and Pitt Community College President Dr. Charles Russell. Luncheon speaker was John Dornan, President of the Public School Forum of North Carolina. Dornan's topic was No Child Left Behind and was among the first presentations of the issue in a public venue. Dornan outlined the provisions of the Act and provided the opportunity for the public to begin to grasp the implications of this legislative act on local school systems.

Another highlight of the day's program was the unveiling of a new Business-Education Partnership Recognition Program called OASIS (Organizations/Businesses Assisting Schools in Success). The goal was established that OASIS would grow to include 50 business partners helping schools within a one-year period of time.

With the passing of that one year, OASIS exceeded that goal, and at the Second Annual Education Summit, held on October 7, 2003, 77 OASIS partners were recognized and rewarded for their support of schools.

The second year summit was again attended by more than 200 business persons and educators. Presentations again included the annual state-of-the-public-schools update from Superintendent Dr. Michael Priddy as well as comments from leaders of East Carolina University and Pitt Community College. State Board of Education Chairman Howard Lee joined the festivities as speaker and the Governor's Education Advisor J. B. Buxton made an appearance to present the good news and recognize Pitt County Schools of Excellence and Schools of Distinction. Buxton also delivered the exciting news that Pitt County Schools had been chosen as the first grant recipient of Bill and Melinda Gates Foundation dollars for the new Health Sciences Academy. The theme of the summit in 2003 was heavily focused on

Math and Science, and a significant part of that was a presentation on the Pitt County Schools Health Sciences Academy, an ambitious partnership and cutting edge program in its first year of success.

After several years of informal planning, including a feasibility study, the Health Sciences Academy was formally created in Pitt County Schools in January, 2000. The Academy is a partnership between the East Carolina University Division of Health Sciences, University Health Systems of Eastern North Carolina, Eastern Area Health Education Center (AHEC), Pitt Community College and Pitt County Schools. The Greenville-Pitt County Chamber joined the partnership as a sponsor in 2001 and provided administrative assistance as the academy was designed and developed. For more information on the Pitt County Schools Health Sciences Academy, contact Randy Collier at 252-830-4200.

In addition to math and science, No Child Left Behind was a major topic at that 2003 Summit as well. U.S. Under Secretary Eugene Hickok presented the federal viewpoint on NCLB which brought to light further implications of the Act on public schools. Superintendent Michael Priddy put a real world perspective on it for Pitt County.

The third Education Summit, held at Rock Springs Center on September 22, 2004, truly institutionalized the annual event in that it surpassed its predecessors in both attendance and private sector support. Entitled "The Health of Education," the agenda was designed to explore issues related to the health of children in the public schools. More than 260 people participated in the one-day event. Sponsors included DSM Pharmaceuticals, Inc., Blue Cross and Blue Shield of North Carolina, and University Health Systems of Eastern Carolina. Wachovia sponsored the OASIS Luncheon and Awards ceremony, during which more than 100 businesses were recognized for various levels of participation in that project.

The program featured panelists with high levels of experience and expertise in the management and delivery of health care to various segments of the population. It was designed to define problems prevalent among children of school age and to explore and recommend solutions for improving the general health of those children.

Following a precedent set in previous summits, the opening tone-setting remarks were delivered by Dr. Steve Ballard, Chancellor of East Carolina University, Dr. Dennis Massey, President of Pitt Community College, and Dr. Michael Priddy, Superintendent of Pitt County Schools.

In a panel discussion on the evolution and the magnitude of health problems led by Dave McRae, CEO of University Health Systems of Eastern Carolina, the wake-up call was dramatically captured in this statement: "The generation of youth now in schools may be the first to have a shorter life expectancy than their parents." (JAMA 2003: 187-193).

Dr. Ron Perkin, Chairman of the Department of Pediatrics at East Carolina University Brody School of Medicine, presented a statement of the problem in a profile of health statistics, some of which were gathered in The Youth Risk Behavior Survey administered in Pitt, Martin, and Duplin counties. According to data gathered in that survey, and confirmed in other studies, nearly 20% of middle school children are clinically overweight. Only 4% of children meet daily-recommended guidelines for a healthy diet.

The President and CEO of Blue Cross and Blue Shield of North Carolina, Robert Greczyn, addressed the economic impact on the escalating costs of providing health care insurance for treatment of illnesses related to unhealthy life-styles as opposed to making investment in their prevention. He identified pursuit of more and better health education and the nurturing of healthy lifestyles among the young as one of the best investments this generation can make in their overall education.

Among speakers making recommendations and proposing solutions were Dr. Marcus Plescia, Section Chief for Chronic Disease & Injury in the Division of N.C. Public Health, a panel of specialists from the Pitt County Schools led by Superintendent Michael Priddy, and representatives from the business community led by Dr. Nancy Anderson, Vice President of Human Resources at DSM Pharmaceuticals.

At registration every participant received a handbook with the day's agenda, profiles on all of the speakers, supporting documents on the day's topic, and a list of the OASIS Partners receiving awards at the Wachovia Luncheon.

The fourth summit, held at Rock Springs Center on October 19, 2005, targeted a growing business and community concern in its focus on "Waking Up to Gangs". Dr. William K. Atkinson, president and CEO of WakeMed Health & Hospitals, was the keynote speaker. A panel discussion spotlighting "What's Already Being Done?" was led by Sheriff Mac Manning, Pitt County Sheriff's Office; Dr. Michael Priddy, Superintendent of Pitt County Schools; and Chief Joe Simonowich from the Greenville Police Department.

"Keeping the Lights On...the Dropout Problem is Everybody's Problem" was the focus of the fifth Education Summit on October 5, 2006 held at the Cornerstone Missionary Baptist Church. The Honorable Howard E. Manning, Jr., resident superior court judge and one of North Carolina's leading advocates for high school reform, was the keynote speaker. Judge Manning focused on how kids disconnect from school and then drop out. Featured speakers Dr. Beverly Reep, superintendent of Pitt County Schools, and Robin Dailey, former principal of North Pitt High School, provided local focus on the dropout issue and a model for success. Audience members were asked to complete a THINK Card...Your Voice that requested one suggestion to help the dropout problem in Pitt County. The results of the THINK Card responses were posted on the Chamber's website and generated an ongoing study by the Education Cabinet of programs and issues.

The focus of the sixth summit was on "How SAFE Are Our Schools?" The keynote address was given by Roy Cooper, North Carolina Attorney General. Mr. Cooper serves to keep people safe by fighting crime, protecting consumers and helping crime victims. To make our schools safer, Cooper has provided every school in North Carolina with a Critical Incident Response Kit (CIRK) that helps educators and law enforcement know what to do in a crisis and this information was also presented at the Summit. There was also a panel discussion on school safety by Dr. Beverly Reep, Superintendent of Pitt County Schools and panel moderator; Chief William Anderson, Greenville Police Department; Dr. George Frazier, Principal, J.H. Rose High School, LTC (Ret) Jesse Hinton, Jr., Special Assistant to the Superintendent; and Mrs. Tiffany Vincent, Principal of South Greenville Elementary School.

See Addendum IV for agendas of Summits One, Two, Three, Four, Five (includes THINK Card responses), and Six.

The (Original) Cabinet

2002

Appointed Cabinet Members

Mr. Larry Seigler Cabinet Chairman
Mr. Dave McRae University Health Systems of Eastern Carolina
Ms. Kris Carroll..... Grady-White Boats, Inc.
Mr. John Chaffee Pitt County Development Commission
Mr. Ferrell Blount Blount Petroleum Corp.
Mr. Phil Flowers Rock Springs Center
Mr. Jordan Whichard, III..... The Daily Reflector
Rev. Sidney Locks Cornerstone Baptist Church
Mr. Jehu Taff Taff Office Equipment Company
Mr. Jack Farrior Jack A. Farrior, Inc.

Members By Position

Mr. Joel Butler Chairman, Greenville-Pitt County Chamber
Ms. Rhonda Jordan. Vice Chairman, Education Division, Chamber of Commerce
Dr. William Muse Chancellor, East Carolina University
Mr. Mark Owens Chairman, Pitt County Board of Commissioners
Mr. Raymond Reddrick Chairman, Pitt Community College Board of Trustees
Rev. Michael Dixon..... Chairman, Pitt County Board of Education
Dr. Charles Russell President, Pitt Community College
Dr. Michael Priddy Superintendent, Pitt County Schools
Ms. Susanne Sartelle, CCE President, Chamber of Commerce
The Honorable Janice Faulkner Facilitator

Advisory Members

Dr. Wanda Bunch Pitt Community College
Mr. Randy Collier Pitt County Schools/Pitt County Memorial Hospital
Mr. Barry Gaskins..... Pitt County Schools
Ms. Frances Faust..... Greenville-Pitt County Chamber of Commerce

Governance Structure of the Education Cabinet

The Education Cabinet shall be composed of 12 appointed members, 12 position members, and no more than 6 advisory members. The 12 appointed members should have staggered three-year terms, with one-third (4) members rotating off each year. Cabinet members shall be appointed by the Chairman of the Board of the Greenville – Pitt County Chamber of Commerce with the approval of the Executive Committee. The Chairman of the Cabinet shall be appointed by the Chairman of the Board of the Chamber and shall be from among the appointed Cabinet members. The Cabinet Chairman shall serve a one-year term and may be appointed to a second term. All appointed Cabinet members have full voting privileges. The appointed cabinet members may not serve more than two consecutive terms. The immediate Past Chairman will remain on the Cabinet three years following the completion of his/her term as chairman.

Additionally, representation of educational and public service positions is deemed necessary to the objective of this Cabinet. The term of the ex-officio representatives on the Cabinet is dependent on their active occupation of the designated position.

Ex-officio, Cabinet positions exist for the following officials.

- Chairman of Pitt County Board of Education
- Superintendent of Pitt County Schools
- Pitt County Manager
- Chairman of Pitt County Board of Commissioners
- Chairman of Pitt Community College Board of Trustees
- Chancellor of East Carolina University
- President of Pitt Community College

Ex-officio Cabinet positions exist for persons serving in the Chamber positions listed below.

- Chairman of Greenville - Pitt County Chamber of Commerce
- Immediate Past Chairman of Greenville - Pitt County Chamber of Commerce
- Vice Chairman of Education Division of Greenville - Pitt County Chamber of Commerce
- President of Greenville - Pitt County Chamber of Commerce

Ex-officio, non-voting advisory positions include, but are not limited to, the following:

- Vice President, Education Division of Greenville – Pitt County Chamber of Commerce
- Education Excellence Committee Chair
- Summit Chair
- OASIS Chair

In the event that the individual is unable to serve or is serving on the Cabinet in another capacity, the seat shall remain unfilled or the Chairman may designate another appointee.



Partners in Education (PIE)

BUSINESS-EDUCATION COMPACT

The Business-Education Compact is an agreement between the Greenville-Pitt County Chamber of Commerce on behalf of the business community, and Pitt County Schools/ Pitt County Board Education hereinafter referred to as “Partners In Education.”

WHEREAS, Partners In Education is committed to establishing Pitt County as the most advanced public education system in North Carolina; and

WHEREAS, Partners In Education will put the strength and resources of the business community solidly behind public education; and

WHEREAS, Partners in Education will strive to improve Pitt County’s “Quality of Life” through “Quality Education;” and

WHEREAS, Partners In Education will create an atmosphere for higher expectations and provide academic, career-oriented and real world challenges that will ensure each and every student is prepared for the next phase of his or her life; and

WHEREAS, Partners In Education will strive to impact workforce development and ultimately enhance the economic growth of Pitt County. This will be accomplished by:

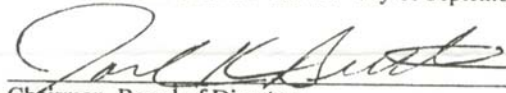
- recruiting and retaining a diverse corps of quality educators
- develop incentive system to aid in teacher recruitment and retention
- engaging community leaders/volunteers in programs designed to help students meet their potential
- assisting schools to meet or exceed performance standards
- assisting students in workforce readiness through increasing student retention and insuring “at grade level” performance
- helping students to prepare for, and successfully complete, higher education levels, thus enabling them to compete in a global workforce; and

WHEREAS, Partners In Education will design and implement an all encompassing recognition/rewards program for businesses/volunteers who contribute to education; and

WHEREAS, It will take the entire community – Partners In Education, institutes of higher education, parents, civic organizations, government, communities of faith, not-for-profit organizations and individuals working together in harmony and partnership to reach these goals.

NOW, THEREFORE BE IT RESOLVED, that Partners In Education pledges to join the energy and resources of the business community with systems of education to raise the level of opportunity and achievement for every child in public education in Pitt County.

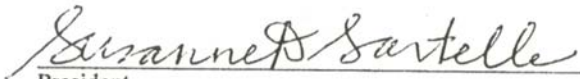
ADOPTED and SIGNED this 24th day of September 2002.




Chairman, Board of Directors
Greenville-Pitt County Chamber of Commerce



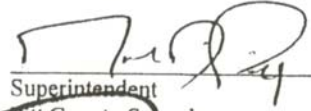
Chairman, Education Cabinet
Partners In Education



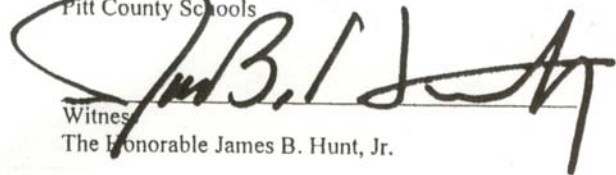
President
Greenville-Pitt County Chamber of Commerce



Chairman
Pitt County Board of Education



Superintendent
Pitt County Schools



Witness
The Honorable James B. Hunt, Jr.

Becoming an OASIS Partner

Earning Recognition

Points are awarded based on volunteer hours, financial contributions or gifts in kind. Points are accumulated on a school calendar. At the Annual Education Summit, businesses and organizations will be recognized for their yearly contributions.

- Financial or in kind contributions: \$5.00 = 1 point
- 1 Hour of volunteer service: 5 points
- Academic Success Card Sponsor: 50 points
- Cooperative Education Student Sponsor: 75 points
- Community-Based Training Site Sponsor: 75 points
- Fulfilling a Pitt County Apprenticeship Agreement (1 year): 100 points

Partnership Levels			
Number of Employees	Exemplary Partner	Partner of Distinction	Partner of Excellence
1-10	50-99	100-149	150+
11-50	100-199	200-299	300+
51-100	500-999	1000-1499	1500+
101-250	1000-1999	2000-2999	3000+
251-500	1500-2999	3000-4499	4500+
501+	2500-4999	5000-7499	7500+

Exemplary Partner: Certificate
 Partner of Distinction: Plaque
 Partner of Excellence: Plaque

Scenario

The employees of the Fabulous Gift Shop participated in the OASIS program. The shop has 8 employees. The employees contributed to OASIS via the following opportunities:

Employee	Activity	Service Hours	Financial Contribution	Points
Wanda	Media Center Assistant	15		75
Martin	After School Tutor	8		40
Hank	Science Fair Assistant	2		10
Business	Donation of invitations for Cultural Art Event		100	20
Business	Sponsorship for Academic Success Card		200	40
Total		25	300	185

\$300 of financial and in-kind contributions and 25 hours of service allowed the Fabulous Gift Shop to achieve a Partner of Excellence with 185 points. The employees of the gift shop verified their partnership using the Achieving Partnership table for 1 to 10 Employees.

Achieving Partnership								
1 to 10 Employees		Service Hours (1 hour = 5 points)						
		0	5	10	15	20	25	30
Financial & In Kind Contributions (\$25 = 5 points)	0	0	25	50	75	100	125	150
	25	5	30	55	80	105	130	155
	50	10	35	60	85	110	135	160
	75	15	40	65	90	115	140	165
	100	20	45	70	95	120	145	170
	125	25	50	75	100	125	150	175
	150	30	55	80	105	130	155	180
	175	35	60	85	110	135	160	185
	200	40	65	90	115	140	165	190
	225	45	70	95	120	145	170	195
	250	50	75	100	125	150	175	200
	275	55	80	105	130	155	180	205
	300	60	85	110	135	160	185	210
	325	65	90	115	140	165	190	215
	350	70	95	120	145	170	195	220
	375	75	100	125	150	175	200	225
	400	80	105	130	155	180	205	230
	425	85	110	135	160	185	210	235
	450	90	115	140	165	190	215	240
	475	95	120	145	170	195	220	245
500	100	125	150	175	200	225	250	
525	105	130	155	180	205	230	255	
550	110	135	160	185	210	235	260	
575	115	140	165	190	215	240	265	
600	120	145	170	195	220	245	270	
625	125	150	175	200	225	250	275	
650	130	155	180	205	230	255	280	
675	135	160	185	210	235	260	285	
700	140	165	190	215	240	265	290	
725	145	170	195	220	245	270	295	
750	150	175	200	225	250	275	300	

Legend		
Color	Level	Points Required
	Exemplary Partner	50 to 99
	Partner of Distinction	100 to 149
	Partner of Excellence	150+

Examples

- **The Daily Reflector** gives treats to Pactolus School at Halloween, 12 boxes of canned goods at Thanksgiving to be distributed to families in need, all teachers received a small gift at Christmas and children in three families were “adopted” and received wrapped gifts, teachers received candy bars for Valentine’s Day, on St. Patrick’s Day teachers received packets of pencils, candy, post-it notes and big paper clips, and the school was given a new American flag to fly in front of the school.
- **Grady-White Boats** donated \$25,000 to the East Carolina University College of Education to be used to fund Covey Leadership training to educators in Pitt County Schools. North Pitt High School was the first school in Pitt County to formally teach the 7 Habits, plans are to expand to middle schools in the North Pitt attendance area and eventually to all Pitt County Schools.
- **Wachovia** donated 33 computers to Pitt County Schools at a cost of nearly \$25,000.
- A very special volunteer at G.R. Whitfield Elementary School made time each week during the 2002-03 school year to work with students and has made an immediate impact on students simply by listening to them read and by being a positive male role model. He has given the fourth graders numerous classroom supplies, rewards, and trade books and has accompanied the students on field trips. Through his generosity, a young girl was able to replace a pair of broken glasses. The volunteer is **John Minges**, County Commissioner.
- During the 2002-2003 school year, **Robert Bosch Tool Corp.** presented Stokes Elementary School with a check for \$5,000. Stokes was able to purchase Microsoft Office software for each classroom, a laser printer for the middle school and placed a printer in each K-5 class. In the 2003-04 school year, another \$5,000 check was presented to the school by Robert Bosch Tool Corp. This financial support was used to purchase another laser printer, Accelerated Math software, Accelerated Reader tests, and \$400 each to art, chorus, and band/orchestra programs. In addition to this donation, the corporation contributed \$320 toward assignment planners for 6th – 8th grades and contributed \$100 in gift certificates to be used as incentives for Accelerated Reader prizes. Both years, employees of the company have collected and donated boxes of items to the teachers from the teachers’ wish lists.
- **Bert Powell**, AXA Advisors, gives one hour a week working with students on math.
- **DSM Pharmaceuticals** provides grant (\$15,000) to fund a summer science enrichment program.
- Falkland Elementary School and **Red Oak Christian Church** initiated a joint project called Project B.E.A.R. (**B**e **E**xcited **A**bout **R**eading, **wR**iting, **aR**ithmetic, **R**esponsibility)
- **Jarvis Memorial United Methodist Church** adopted Sadie Saulter Elementary School. The Church also sponsors a “Faith-Based” program (“JAS” – Jarvis After School) for a group of Sadie Saulter students.
- **Kiwanis Clubs** donated a copy of the book “Young Orville and Wilbur Wright: First to Fly” to each first grade child in Pitt County. The book commemorates the 100th anniversary of the first flight in Kitty Hawk, North Carolina.
- For the past two years, **Phil and Martha Flowers**, owners of Rock Spring Center, have donated \$500 each year to purchase “talking books” for the Falkland Elementary School Library.
- **Office Depot** along with other sponsors connected with local schools by sponsoring the school supply drive “*Fill the Bus*” during the 2003-04 school year.



Partners in Education (PIE)

Planning for Prosperity “No Business Left Behind”

Education Summit
September 24, 2002

Sponsored by
DSM Pharmaceuticals, Inc.

AGENDA

8:00 – 8:30 a.m..... Registration/Coffee Social

8:30 – 9:00 a.m..... Welcome / Program Overview

Opening Remarks

Ms. Susanne D. Sartelle, CCE, *President*
Greenville-Pitt County Chamber of Commerce

Pledge of Allegiance and National Anthem

Farmville Central High School JROTC

Mason Dennison & Constance Edmonds, *Falkland Elementary Students*

Carrie Thornton, *Wahl-Coates Teacher*

Program Overview

Mr. Joel K. Butler, *Chairman of the Board*
Greenville-Pitt County Chamber of Commerce

Recognition of Education Cabinet

Mr. Larry L. Seigler, *Chairman*

Remarks by Presenting Sponsor

Mr. Wesley P. Wheeler, *President/CEO*
DSM Pharmaceuticals, Inc.

9:00 – 9:30 a.m..... Opening Remarks

Introduction: The Honorable Janice Faulkner

The Honorable James B. Hunt, Jr.

Former Governor, State of North Carolina

9:30 – 10:00 a.m. Presentation/Official Signing of the Business-Education Compact

10:00 – 10:15 a.m. BREAK

10:15 – 11:30 a.m. The State of Education in Pitt County

“The Reality of Today, Our Vision for Tomorrow”

Dr. Michael D. Priddy, Superintendent

Pitt County Schools

Dr. William V. Muse, Chancellor

East Carolina University

Dr. Charles E. Russell, President

Pitt Community College

11:30 a.m. – 12:45 p.m. Lunch /No Child Left Behind”

Introduction: Larry Seigler

Mr. John N. Dornan, President/Executive Director

Public School Forum of North Carolina

12:45 – 1:45 p.m. Panel Discussion: “Perception VS Reality”

Panel Moderator

Dr. Marilyn Sheerer, Dean

East Carolina University, School of Education

Mr. Timothy Ballance, Wachovia, Sr. Vice President

Mr. Benjamin Dixon, Chick-fil-A, Owner

Ms. Delores Barnhill, D. H. Conley High School, Teacher

Ms. Julie Cox, Brody School of Medicine, Student

(former Ayden-Grifton High School student)

Ms. Ann Davis, Jarvis Memorial United Methodist Church, Member

(Coordinator, Sadie Sauter – Jas)

Ms. Joyce Mitchell, Cornerstone Missionary Baptist Church, Member

(Program Coordinator, Save Our Sisters and Sons Program)

1:45 – 2:15 p.m. “No Business Left Behind”

Business-Education Partnership Recognition Program: OASIS

Ms. Alice Keene, Director

Pitt County Community Schools & Recreation

2:15 – 2:30 p.m. BREAK

2:30 – 3:00 p.m. “True Success: The Art of Achievement Today”

Introduction: The Honorable Janice Faulkner

Dr. Tom Morris, Author, Founder & Chairman

Morris Institute For Human Values

3:00 p.m. Closing Remarks & Adjourn for Book Signing



Partners in Education (PIE)

"Focus on the Future"

The Annual Education Summit of the Greenville-Pitt County Chamber of Commerce
October 7, 2003 • Rock Springs Center • Greenville, North Carolina

Sponsored by
DSM Pharmaceuticals, Inc.

8:00 – 8:30 a.m. Registration

8:30 – 9:10 a.m..... Opening Remarks

Welcome

Mr. Don Mills, *Chairman*
Greenville-Pitt County Chamber of Commerce

Presentation of Colors and Pledge of Allegiance

DH Conley JROTC Color Guard
Miss Casey Johnson & Miss Madison Warren
Sam D. Bundy Elementary
Miss Emily Hudson
Grifton Elementary

Program Overview

Recognition of Education Cabinet

Introduction of Sponsor

Mr. Larry Seigler, Chairman
Greenville-Pitt County Chamber of Commerce Education Cabinet

Remarks by Presenting Sponsor

Dr. Nancy Anderson, *Vice President*
Human Resources
DSM Pharmaceuticals, Inc.

University & Community College Perspectives & Strategies

Dr. William E. Shelton, *Interim Chancellor*
East Carolina University
Dr. G. Dennis Massey, *President*
Pitt Community College

9:10 – 9:20 a.m. Special Recognitions and Announcement

Schools of Excellence
The Honorable Howard Lee, *Chairman*
North Carolina State Board of Education

Grant Award
Mr. J.B. Buxton, *Senior Advisor for Education*
Office of the Governor

9:20 – 10:30 a.m. No Child Left Behind

**“No Child Left Behind: Where are We Now and
What Does it *Really* Mean to our Future?”**

State Perspective
Senator Howard Lee

National Perspective
The Honorable Eugene Hickok, *Under Secretary*
United States Department of Education

Local Perspective
Dr. Michael Priddy, *Superintendent*
Pitt County Schools

10:30 – 10:40 a.m. Break

10:45 – 12:00 noon Math, Science & Technology

**“Math, Science & Technology:
Trends, Needs & Answers for Business & Education”**

National Perspective
Ms. Nancy Raynor, *Program Specialist - High School Reform*
U.S. Department of Education

State Perspective
Dr. Charles Coble, *Vice President*
Policy Studies and Programs, Education Commission of the States
Denver, Colorado

Regional Perspective
Ms. Deborah Davis, *President*
Pitt County Memorial Hospital

Local Initiatives
Mr. Randy Collier, *Health Careers Coordinator*
Pitt County Schools & Pitt County Memorial Hospital
Ms. Karen Vaughan, *Math/Science Program Specialist*

Pitt County Schools
Dr. Karen Dawkins, *Director, Science & Math Center*
East Carolina University College of Education

12:00 – 1:45 p.m.OASIS Luncheon

Welcome
Mr. Don Mills

Introduction of Speaker
Mr. Timothy E. Ballance, *Senior Vice President*
Mr. David H. Parker, *Regional President*
Wachovia

“Assisting Schools in Success: The Future of Business”
Mr. Malcolm E. Everett III, *Senior Executive Vice President*
Corporate & Community Affairs
Wachovia Corporation

OASIS Recognitions and Awards
Mr. Timothy Ballance
Dr. Michael Priddy
Ms. Susanne Sartelle, *President*
Greenville-Pitt County Chamber of Commerce
Ms. Alice Keene, *Director*
Pitt County Community Schools & Recreation

1:45 – 2:00 p.m. Break

2:00 – 2:45 p.m. Future Expectations
“What Skilled Labor Shortages of Tomorrow Mean to Education Today”
Ms. Joyce L. Gioia, *President*
The Herman Group

2:45 – 3:45 p.m. Best Business Ideas
“Shining Examples of Business & Education Partnerships”
Moderator: Ms. Joyce Gioia
Panel Discussion
Mr. Thomas B. Oxholm, *Wake Stone Corporation (Raleigh)*
Mr. George Ross, *Carolina Biological Supply Corporation (Burlington)*
Reverend Marvin Lee, *Trinity AME Zion Church (Southern Pines)*
Mr. Steve Murphy, *Cox Target Media, Inc. (Elm City)*

3:45 – 4:00 p.m. Closing

“Charge to Participants: The Future is Here”
Mr. Larry Seigler



The Health of Education

The Annual Education Summit of the Greenville-Pitt County Chamber of Commerce

September 22, 2004 • 8:00 a.m. – 2:00 p.m.
Rock Springs Center • Greenville, North Carolina

8:00 a.m. Registration

8:30 a.m. Welcome and Opening Remarks

Mr. Henry Hinton, Chairman
Greenville-Pitt County Chamber of Commerce

Mr. Larry Seigler, Chairman
Greenville-Pitt County Chamber Education Cabinet

8:45 a.m. The Health of Academics

Dr. Steve Ballard, Chancellor
East Carolina University

Dr. Dennis Massey, President
Pitt Community College

Dr. Michael Priddy, Superintendent
Pitt County Schools

**9:30 a.m. The PROBLEM
Comments and Introductions**

Mr. Dave McRae, CEO
University Health Systems of Eastern Carolina

The Health of Children

Dr. Ron Perkin, Chairman, Department of Pediatrics
East Carolina University Brody School of Medicine

The Health of Business

Mr. Bob Greczyn, President & CEO
Blue Cross and Blue Shield of North Carolina

10:30 a.m. Break

10:45 a.m. The SOLUTIONS....and who can deliver them

Comments and Introductions

Mr. Larry Seigler

The Village

Dr. Marcus Plescia, Section Chief for Chronic Disease & Injury,
Division of N.C. Public Health

The Schools

Dr. Michael Priddy, Moderator

Dr. David White, Chairman, Dept. of Health Education and Promotion,
East Carolina University

Ms. Donna Ware, Director, Child Nutrition, *Pitt County Schools*

Ms. Charla Holbrook, Coordinator-School Health Services,
Pitt County Memorial Hospital

The Business Community

Dr. Nancy Anderson, Moderator, Vice President, Human Resources,
DSM Pharmaceuticals, Inc.

Ms. Teri Zabriskie, Store Manager, *McDonalds*

Ms. Kris Carroll, President, *Grady-White Boats, Inc.*

Mr. Donnie Brewer, President, *Rivers & Associates, Inc.*

12:30 p.m. The COMMITMENT

OASIS Opportunities

Ms. Alice Keene, Director, Community Schools and Recreation,
Pitt County Schools

12:45 p.m. The CELEBRATION

OASIS Luncheon and Awards

Ms. Linda Harrill, President/CEO,
Communities In Schools of North Carolina

2:00 p.m. Adjournment



Waking up to GANGS

*The alarm is sounding...it's time to be alert and aware.
There is gang violence in Pitt County. How serious is it? How bad
could it get? What's being done to combat the problem?*

Annual Education Summit

Wednesday, October 19 • 5:30 – 8:30 p.m. • Rock Springs • Greenville, N.C.

Presented by

Greenville-Pitt County Chamber of Commerce & DSM Pharmaceuticals, Inc.

Sponsored by

University Health Systems of Eastern Carolina & Blue Cross Blue Shield of North Carolina

Program

5:30 p.m. – Networking Social

6:00 p.m. – Welcome & Introductions

Recognition of Sponsors

Mark A. Phillips, Chairman of the Board

Greenville-Pitt County Chamber of Commerce

Invocation

Dinner

Special Recognitions

Don Mills, Chairman

Greenville-Pitt County Chamber Education Cabinet

Gangs and Response in Perspective -- Keynote Address

William (Bill) K. Atkinson, Ph.D.

President and Chief Executive Officer, WakeMed Health & Hospitals

Introduction of Panel

Don Mills

What's Already Being Done? -- Panel Discussion

Dr. Atkinson, Moderator

Sheriff Mac Manning, *Pitt County Sheriff's Office*

Dr. Michael Priddy, *Superintendent, Pitt County Schools*

Chief Joe Simonowich, *Greenville Police Department*



Closing

Don Mills





Keeping the Lights On...

The DROPOUT problem is EVERYBODY's problem.

Annual Education Summit

Thursday, October 5, 2006 - 5:30-8:30 p.m.- Cornerstone Missionary Baptist Church Greenville, N.C.

Presented by
ELECTRICITIES

Sponsored by
University Health Systems, Blue Cross Blue Shield of N.C., & Ward and Smith, P.A.

Program

Welcome & Introductions

Don Mills, Chairman
Greenville-Pitt County Chamber Education Cabinet

Invocation

Michael Dixon, Chairman
Pitt County Board of Education

Dinner

Introduction of Keynote Speaker

Joel Butler
University Health Systems of Eastern Carolina

Keynote Address : "Lights Out Equals Drop Out"

The Honorable Howard E. Manning, Jr.
Resident Superior Court Judge

The Data of Dropouts and What It Means to Pitt County

Dr. Beverly Reep, Superintendent
Pitt County Schools

A Case Model of Success

Robin Dailey
Former Principal of North Pitt High School

Q & A Session—Panel & Audience

Mr. Butler, Moderator
Judge Manning
Dr. Reep
Ms. Dailey

Closing
Don Mills



EDUCATION SUMMIT THINK CARDS RESULTS ...**UPDATE**

Update: 12/06

In response to the THINK card results, the Chamber's Education Cabinet and Pitt County Schools have targeted those listed issues that are either already addressed through programming, funding and assigned personnel or that are currently "in progress." The targeted issues are color-coded for easy reference as follows:

RED: already established and currently in place

GREEN: in progress

Additionally, the Education Cabinet has established a committee to review those issues that are not already in place or in progress.

Participants at the October 5th Education Summit were asked to complete a "THINK Card...Your Voice" that requested one suggestion to help the dropout problem in Pitt County. Ninety-four THINK CARDS were returned; therefore, about 55% of the participants shared their suggestions.

Four primary categories emerged from these suggestions: **programs (10%)**; **funding** including additional personnel (12%); **community connections** including collaboration, parents, faith-based groups, businesses and others (19%); and **schools (53%)**. For presentation purposes some of these categories have been divided to spotlight similar suggestions and to target specific areas of concern. Representative comments from the cards are italicized.

CATEGORY 1: PROGRAMS (10%)

- **Alternative schools (multiple responses)**
 - Focus on at-risk students
 - Collaborate with community college
 - Vocational focus
 - Flexible scheduling
 - Diploma access for completion
- Partner with business community to fund Educational Alternative Initiative
- Define program w/ most impact and get business leaders to lead funding initiative
- *"Develop an incentive program for at-risk students."*
- **Program for suspended students to assist with school assignments, etc. "so that the students will not fall behind academically during their suspension."**
- Mentoring program for students who perform one year or more below grade level
- Research effective National Drop-out Prevention programs & adapt to Pitt County
- *"Teacher Cadet Academy" –peer teaching*
- Vocational school which provides a combination of traditional academics with vocational skill training

CATEGORY 2: FUNDING (12%)

Personnel

- Additional counselors in middle schools; ideally *“each grade level have a counselor who could follow them through the grade to solidify relationships and be able to identify & follow children with attendance and social/academic needs.”*
- Drop-out Prevention Counselor in each high school and middle school (one for county in fall of '06)
- *“Resources and manpower in the K-5 arena to reduce retentions in elementary schools and send students into middle schools with self-esteem intact”*
- System-wide Dropout Prevention Coordinator (combined w/ counselor position)

General

- *“County Commissioners need to fund the education compact & provide the funding for new school buildings and technology.”*
- Funding for Freshmen Academy in all 6 high schools (3 high schools funded)
- *“Increased funding for & attention to Early Identification of at-risk and learning impaired children...”* (required by law, identify & serve by age 3)
- More funding from state and federal governments

CATEGORY 3: COMMUNITY CONNECTIONS (19%)

Parents & Students

- Engage the parents
- Counseling for both student and parents
- Connect parents to the problem; involve them in the interventions
- Parental education
- Increased home-school connections to create positive relationships
- *“Provide students with the responsibility to make a difference in the world through volunteer opportunities.”*
- Ask at-risk youth what will it take for them to remain in school
- *“Explore roles the judiciary branch can play in holding parents/guardians responsible for their children’s well being & education.”* (Judge Hilburn serves on the Alternative Education Task Force.)

Faith-Based, Business & Other

- *“..if we can tap into the faith community to work closely with the students, parents and schools, we will see a huge difference....serious resources available in this community....positive mentors and education and thus empowerment! Relationships are key!”*
- Middle school mentors for at-risk students; out of school activities such as visits to community colleges, businesses, etc.
- *“Civic, religious, and familial mentors need to be identified and connected to a child.”*
- *“Recruit parents whose children have left the nest as mentors in the school system.”*
- Partner members of the retirement community to work with elementary students as “reading buddies”
- Advocates for children who have no one to care about them
- Business incorporate school release time to allow parents to volunteer at the schools
- Promote diverse community leadership

Collaboration

- “Encourage collaboration of all organizations to come together to share information with one another.”
- Collaboration among existing agencies within the community in identifying and intervening with at-risk children
- Social service agencies informing schools of high risk students
- “We want to do a weekend event called College 101 to take girls to a college and introduce them to that environment. How can we work together to do that?”

SCHOOLS (53%)

Staff and Training

- Increase diversity in teacher and staff positions
- Remove coordination of state testing from middle school counselors
- Provide in-services to all teachers and assistants on
 - Learning styles
 - Behavioral interventions
 - Sensitivity training
 - Diversity training
- “I believe the attitude toward minority students affects success directly. Staff development directed to this issue is essential.”

Curriculum and Programming

- Freshman Academy in every high school (multiple responses) [3 schools]
- Incorporate a program similar to Freshman Academy in grade six
- Reinstated vocational emphasis (multiple responses)
 - Provide more vocational education opportunities in middle school...”must connect students with subjects and activities that interest them...”
 - More vocational opportunities in high school to keep at-risk students interested
 - Revisit high school curriculum; more vocational emphasis; subjects related to workforce; not every student is college bound
 - Offer alternative to college-bound curriculum
- Flexible scheduling of school day to promote early college program and to accommodate students who work
- “Create a system of book clubs...get students engaged in reading for fun...small groups encourage relationship building...”
- Diverse extra-curricular and co-curricular activities that interest students
- Focused counseling programs for at-risk middle school students
- Expand AVID program to middle school
- “Begin with middle school age students in offering programs and support to keep the students interested in school and future decisions.”
- Provide more learning opportunities outside the formal education system
- “Teach 7 Habits of Highly Effective Teens in middle schools and 9th grades.” (currently in some but not all schools)
- Research academic mastery promotion rather than social promotion.”
- Promotion of & adherence to PEPs (Personal Education Plan) per NC Statute.

- After school programs to provide academic support and transportation to at-risk students; incorporate athletic/intramural/activity programs for them. (in planning stage with United Way of Pitt County)

Early Intervention

- Early identification of at-risk students with redirection to appropriate resources
 - Personalize a plan for at-risk students that involves student input
 - Incorporate confidence building strategies
 - Partnering with mentors as appropriate
- *“Pre-K to Elementary: 1 in 5 children are dyslexic... and need a different approach to education pre-failure.”*
- **Implement top notch reading systems as early intervention for at-risk students**
- **Help the students make a “jump to catch-up.” (6th grade DSSF project at 8 schools)**
- *“Preschool programs are the beginning of this journey and we need to make those programs a priority.”*
- High school identification is too late; middle school and earlier needs to be targeted

Collaboration

- Schools work with law enforcement agencies to establish mentoring programs for at-risk youth
- Increased communication and collaboration between high school and middle school teachers
- Improved collaboration between universities and public schools (to develop appropriate teacher training strategies effective in the “real” school setting where discipline, parent conferences, meetings, etc. invade the school day; young teachers are well trained for academic rigor needed but often have few time management or interpersonal skills that also impact on effectiveness in the classroom)

Non-categorical Comments

- Smaller class sizes in middle and high schools especially 9th grade (multiple responses)
- *“School boards and system create policies that hinder students from achieving and promote failure. We need to end the policy of retaining students.”*
- *“Do not lower standards and pass students who need to be retained.”*
- Rewrite the school discipline code using educational language, not criminal justice language
- *“Does being able to sign out at 16 have anything to do with this issue?”*

**Greenville-Pitt County Chamber of Commerce
Education Summit
Monday, Oct. 1, 2007
Cornerstone Family Life Center**

Program

6:00 p.m. – Registration & Networking

**6:30 p.m. – Welcome & Introductions
Recognition of Sponsors**

Joel Butler, Chairman
Greenville-Pitt County Chamber Education Cabinet

Dinner

**Special Presentation
“A CRITICAL INCIDENT:
What to Do in the First 20 Minutes”**

Don Mills, Chairman
2007 Education Summit

Introduction of Keynote Speaker

Bob Greczyn
Blue Cross Blue Shield North Carolina

Keynote Address

The Honorable Roy Cooper
North Carolina Attorney General

The School System Response

Dr. Beverly Reep, Superintendent
Pitt County Schools

Dr. George Frazier, Principal
J.H. Rose High School

Ms. Tiffany Vincent, Principal
South Greenville Elementary School

Chief William Anderson
Greenville Police Department

LTC (Ret.) Jesse Hinton, Jr.
Director of Safety & Security/
Special Assistant to the Superintendent
Pitt County Schools

Q & A Session -- Panel & Audience

Closing

Joel Butler