



*Snapshots of Strategic  
Corporate Investments  
North Carolina*



North Carolina Business Committee for Education

The North Carolina Business Committee for Education (NCBCE) is proud to publish *Snapshots of Strategic Corporate Investments North Carolina*. This best practices compilation describes outstanding business commitments to K-12 public schools. *Snapshots of Strategic Corporate Investments* is a resource for companies that want to strengthen corporate involvement and investments in public education.

NCBCE is comprised of North Carolina's leading corporations and businesses focused on the link between education and economic growth. Created in 1983 and located in the Office of the Governor, the Business Committee's mission is to act as a catalyst for systemic change and continuous improvement in public education.

NCBCE functions as an advocate, resource, and business voice in public education to ensure that North Carolina students are prepared for employment and lifelong learning. The Business Committee's current work focuses on ensuring that North Carolina schools are preparing students to succeed in the global economy of the 21<sup>st</sup> century.

**For more information about  
North Carolina Business Committee for Education  
activities and interests, please contact  
(919) 715-3535  
[www.ncbce.org](http://www.ncbce.org)**

**ALFRED WILLIAMS & COMPANY**

Alfred Williams & Company continues to be a strong supporter of the Wake Education Partnership. Blount Williams, CEO/Chairman of the company, serves on the partnership board of trustees and formerly served as chairman of the board of directors. In addition, Mr. Williams served as the president of the Needham B. Broughton Foundation. Through work done on the local level, the Foundation has raised more than \$750,000 to support teachers and students at Broughton High School. Alfred Williams and Company CFO Gordon Brown currently serves on the Wake Education Partnership Board of Directors and will be chairman of the board of directors in 2009-2010. Mr. Brown is also on the external audit committee of the Wake County Public School System.

For more information, [www.alfredwilliams.com](http://www.alfredwilliams.com) (Gordon Brown, contact)



**APPLE**

In 2003, Apple Computers distributed laptops to Greene County in eastern North Carolina (nearly 70 percent of the county's 3,200 K-12 students receive free or reduced lunches). At that time, all certified staff members received iBook laptops and were trained in technology by Apple Professional Development providers. Planning for this one-to-one learning began in 2002. The benefits of this program are three-fold:

- 1) students are actively engaged in learning and academic performance has improved;
- 2) learning environment is changing from textbook-based to project-based;
- 3) parents are more involved in their children's academic progress.

For more information, <http://www.apple.com/education/k12/onetoone/> (Jena Collins, contact)



**AT&T**

AT&T engages its leadership, employees, retirees, and long involvement in education issues to support critical education initiatives and education reform. Working with local communities, AT&T is investing in children to help to improve workforce readiness and help ensure the future competitiveness of America.

At AT&T, we believe:

- We can help students succeed, in school and in life, by helping them graduate from high school and gain the skills they'll need to be successful in the workforce. Investing in a well-educated workforce may be the single most important thing we can do to help America remain the leader in a digital, global economy. Today, more than ever, it is crucial that students be skilled, knowledgeable and ready to hit the ground running.
- Business leadership involvement in school systems and statewide efforts is crucial. That is why our \$100 million AT&T Aspire initiative includes job shadowing in partnership with Junior Achievement, in addition to grants, research and education summits.
- Outstanding educators, such as the winners of the annual North Carolina AT&T Teacher of the Year award, are vital to helping students succeed in the classroom and beyond.
- Supporting organizations such as Communities In Schools, and programs such as the InsideOut Choice Bus, make a lasting difference in lives and in communities.
- High school success and workforce readiness is key to balancing the realities of today's economic environment with the needs of tomorrow's corporate America

For more information, <http://www.at&t.com> (Herb Crenshaw, contact)



## ***BANK OF AMERICA***

Bank of America recognizes that education and youth development are critical components to the long-term success of the communities we serve. To help our customers and communities achieve financial stability and growth, we support financial education through the Bank of America Charitable Foundation, numerous lines of business, associate volunteerism and online tools. Since 1999, the Bank of America Charitable Foundation has partnered with the Council for Economic Education, creating Financial Fitness for Life, a comprehensive financial education curriculum for K-12 students, also available in Spanish, that is delivered by teachers as well as our employee volunteers

In addition, Bank of America employees serve the K-12 education community by volunteering time to nonprofits such as Business for Excellence In Education which funds programs within the Guilford County Schools that reward excellence in education and teacher retention. During the past five years, the bank has helped provide financial support of the following programs:

- Celebration of Excellence—recognizes the 15 most academically improved Guilford County schools and the top 30 students and teachers from those schools.
- The Academic All-Star Camp—a three-week summer camp where promising high school freshmen and sophomores receive accelerated academic instruction on local college campuses.
- Scholarship program for college students who commit to teaching for four years in the Guilford County schools.
- Scholarship program for principals and administrators from the Guilford County System enrolled in a Ph.D program at UNCG.

Bank of America encourages employee volunteerism by allowing full-time employees to take up to two hours each week to volunteer at a nonprofit of their choice, many of which are education, mentoring or youth development organizations. In addition, Bank of America employees direct matching gift donations from the Bank of America Charitable Foundation to educational institutions and program supported by employees through their own financial contributions.

Bank of America also invests funds for other education-based programs across the state including K-12 organizations such as Wake Education Partnership, Durham Public Education Network, The Poe Center and Communities In Schools.

For more information, <http://www.bankofamerica.com/index.jsp>  
(Marilyn Cook, contact)



## ***BB&T***

Branch Banking & Trust Company-sponsored Camp Challenge, in Stokes County, began in August 2006. BB&T is the first individual bank in the camp's history to provide an all-inclusive, weeklong opportunity for 600 promising middle school students. Conducted by the NC Bankers Association, the event benefits youth who have excelled academically despite socioeconomic barriers. Classes focus on financial literacy, public speaking, conflict resolution and career selection.

For more information, <http://www.bbandt.com> (Will Sutton, contact)

There's opportunity here 



**BIOGEN IDEC**

Biogen Idec is committed to helping North Carolina prepare the workforce of tomorrow for the state’s growing life sciences industry. With investments of employees’ time and talent as well as financial resources, the company’s Research Triangle Park facility is a proud partner with local schools, districts and the non-profit community. Recent examples include:

- Regularly hosting career counselors and teachers for site tours and presentations on career opportunities in biotechnology
- Mentoring kids through partnership with Futures for Kids (F4K)
- Providing funding and mentoring for a middle school science teacher through the Kenan Fellows program organized by the Kenan Institute for Science, Engineering and Technology
- Holding an office supply donation day to benefit local classroom needs
- Participating on the Durham Public Schools Superintendent’s Business Advisory Committee

In addition, the Biogen Idec Foundation seeks to improve the quality of people’s lives and contribute to the vitality of the communities where we operate, with a special emphasis on innovative ways to promote science literacy and encourage young people to consider science careers. The Foundation recently launched a new program, the *Biogen Idec Micro Grants in Science Education Fund*, in partnership with the Triangle Community Foundation. The grant program is designed to meet individual school needs for small, high-impact projects that may go otherwise unfunded.

The Foundation also provides grants directly to local organizations supporting science education programs such as NC State University’s Science House, the Contemporary Science Center, Bioscience Clearinghouse, the NC School of Mathematics and Science, NC Project SEED, Communities in Schools and many others.

For more information, <http://www.biogenidec.com> (Mike McBrierty, contact)



**BLUECROSS & BLUESHIELD OF NC**

Blue Cross and Blue Shield of North Carolina has provided support for Yo: Durham for the past few school years—including 2008-2009. The company’s support includes providing internships. The Yo: Durham website states, “Real life work experience and on-the-job-training through internships like these offered by Blue Cross Blue Shield are an integral part of our program. Through internships, students complete meaningful work while mastering the skills crucial to employment success and marketability.”

The goals of Yo: Durham are 1) To increase the rate of high school graduation 2) To increase enrollment in post-secondary education 3) To increase workplace preparedness and 4) To decrease in the number of students appearing in the juvenile justice system

In 2008 Blue Cross and Blue Shield of North Carolina was awarded the organization’s inaugural Community Visionary Award.

For more information, <http://bcbsnc.com> (Lynn Duffy, contact)



## CAROLINA SUNROCK

Carolina Sunrock continues its involvement in Durham, Granville, Roxboro, Vance and Wake County Work Force Development schools by participating in career days, job fairs and various boards. Carolina Sunrock is a member of the Career and Technical Education Advisory Committee for the Granville County Schools. This committee provides input for improving the CTE programs.

For more information, [www.thesunrockgroup.com](http://www.thesunrockgroup.com) (Linda Lemar, contact)



## CAROLINA PANTHERS

### Elementary School Programs

- *Carolina Panthers Fit Squad*—An innovative youth physical fitness program for elementary school students and teachers that features Panthers players, Sir Purr and the TopCats. The program is used in thousands of classrooms in the Carolinas and is designed to give classroom teachers a resource to meet the state mandate for daily physical activity while getting students up and moving in fun, creative ways. The curriculum is supported by the North Carolina Department of Public Instruction and the State Board of Education.
- *Read Across America Day*—Each March, the Carolina Panthers celebrate Dr. Seuss' birthday by participating in Read Across America Day at a local elementary school. Panthers players, Sir Purr and members of the TopCats spend time reading and promoting the importance of literacy.
- *Sir Purr's Sack the EOG's*—Each spring, Panthers mascot Sir Purr visits elementary schools around the region to help students prepare for End of Grade testing by providing test-taking tips and other helpful hints that will help students succeed on test day.

### Middle School Programs

- *Power of Girls*—A six-month adventure series for 200 middle school girls that promotes physical fitness, positive self esteem and personal achievement. The program is a partnership with United Way of Central Carolinas, Charlotte-Mecklenburg Schools and the Girl Scouts, Hornets' Nest Council.
- *What Moves U*—The NFL and American Heart Association have partnered to create a middle school fitness curriculum for classroom and physical education teachers. Panthers wide receiver Steve Smith is a national spokesperson for the program.

### High School Programs

- *Microsoft Numbers Crunch*—A marquee math competition for high school math teams held at Bank of America Stadium. The competition uses football variables to challenge "mathletes" in physics, geometry and other problem solving disciplines.
- *Play It Smart*—The Panthers and the National Football Foundation's Play It Smart program have initiated successful partnerships at select high schools across the region with the focus of improving student-athlete academic development, character and community service.
- *Sam Mills Memorial Scholarship*—Each season, the team awards two \$2,500 scholarships to promising college freshmen in honor of former Panthers player and coach Sam Mills. Scholarship recipients are selected based on academic achievement, community service and leadership.



**General**

- *Classroom Central*—A cornerstone of the Panthers’ support for education is Classroom Central, a retail store that allows teachers to shop for classroom supplies free of charge. The team, in partnership with the Charlotte Chamber and Charlotte-Mecklenburg Schools, provided initial funding of \$200,000 to help establish the program. Classroom Central serves more than 5,000 teachers annually by providing \$2.5 million of free school supplies. In addition to annual financial support and supply donations, the team is actively involved in the promotion and marketing of the store’s service to resource-challenged classrooms.



For more information, <http://www.panthers.com> (Riley Fields, contact)

**CHILDRESS KLEIN PROPERTIES**

Childress Klein Properties is involved in the national initiative, Teach For America. For more information, <http://www.teachforamerica.org>



**CISCO**

**Cisco Networking Academies**

Cisco’s Networking Academies is a comprehensive e-learning program that provides students with the Internet technology skills essential in a global economy. Each Networking Academy delivers web-based content, online assessment, student performance tracking, hands-on labs, instructor training and support, and preparation for industry-standard certifications. Approximately 6,500 students are enrolled in 89 Cisco academies in high schools and community colleges throughout North Carolina; some 20,6800 students have graduated since the program’s launch in 1997.

**Cisco Employee Networks**

Cisco values and fosters diversity, development, and growth opportunities for employees through employee networks. The Cisco Black Employee Network (CBEN) and Cisco Women’s Action Network (WAN) are two networks on Cisco’s Research Triangle Park campus that focus on improving education in North Carolina.

CBEN and WAN are spreading the word about the importance of science and technology education by connecting with students in the classroom and on Cisco’s campus. Network members seek out opportunities to speak in public schools, community colleges and universities about the exciting professional opportunities available in the technology industry. With the help of CBEN and WAN, students from across North Carolina visit the RTP campus to learn about the tremendous opportunities available to those who embrace technology, science and math education.

**NC Graduation Project Pilot**

Cisco is currently engaged in a pilot project with Durham Public Schools and Futures for Kids to integrate virtual mentoring into graduation projects completed by North Carolina students. Through Futures for Kids, students have access to over 700 background-checked business Career Coaches that can serve as e-mentors and assist them with their Project. As part of the pilot, Cisco e-mentors will be matched with students who are



working on a project to utilize virtual mentoring to fulfill the project requirements. If the pilot is successful, business professionals from across the State will be able to serve as a mentor to a student anywhere in North Carolina through Futures for Kids.

For more information, <http://www.cisco.com> (Kirsten Weeks, contact)



### ***COASTAL FEDERAL CREDIT UNION***

Coastal Federal continues its involvement with Communities in Schools and has supported after-school programs through the YMCA and Boys and Girls Clubs. Coastal is focused on promoting financial literacy by offering the *High School Financial Planning Program* to schools and youth groups. The program, produced by the National Endowment for Financial Education and offered at no cost by Coastal, consists of seven units that cover planning; earning money; budgeting; saving and investing; using financial institutions; credit; and protecting one's investments.

For more information, <http://www.coastalfcu.org> (Joe Mecca, contact)



### ***CORNING, INC.***

As part of an effort to retain teachers, Corning, Inc. has worked closely with DonorsChoose to ensure that teachers have the resources they need to teach in learning environments that support 21st century skills. DonorsChoose matches public school teachers who need resources with benefactors who are willing to help. During the past two-and-a-half years, DonorsChoose has facilitated donations of more than \$1 million to North Carolina teachers for classroom use. Currently there are more than 2,000 projects in need of funding.

Futures for Kids bridges the gap between the hopes and dreams of our students and the workforce development needs of our communities. F4K:

- Uses the Internet to help students discover what makes them tick
- Allows kids to explore careers that match their unique talents
- Gives every student a career coach to talk to
- Empowers educators with information about their kids' career goals
- Enables businesses to grow their future workforce locally
- Shows our kids careers that can make them happy

For more information, [www.f4k.org](http://www.f4k.org). (Susan Milliken, contact)



**DELL**

Dell is a founding member of the national Partnership for 21st Century Skills (P21). Founded in 2002, the partnership is comprised of public-private organizations that seek to create a model of learning for this millennium that includes a framework that identifies the knowledge/skills today's students will need in the 21st century. Dell's support of P21 extends to North Carolina in the form of a grant to help create the nation's first Center for 21st Century skills located in NCBCE. For more information, [www.21stcenturyskills.org](http://www.21stcenturyskills.org)

In the 2008-2009 school year Dell worked closely with officials from the Edgecombe County Public School System to implement a 1:1 initiative across the County's 4 high schools. With help from The Golden Leaf Foundation, SAS, the North Carolina General Assembly and Dell, the District has undertaken a sweeping effort to enhance the teaching and learning process in a 21<sup>st</sup> Century Classroom environment. This rollout consisted of approximately 2500 notebooks (2100 students and 400 teachers). Prior to the delivery of any machines or materials, the Superintendent brought together district and school representatives for two full days to create a vision for 21<sup>st</sup> Century Classrooms. Teachers ultimately received their notebooks in late August of 2008 and spent the fall semester working with internal District resources as well as individuals from Dell, The Friday Institute, and SAS on ways to successfully implement technology into the lesson delivery process. Students received their notebooks in February of 2009. For more information, [www.dell.com](http://www.dell.com) (Mario Tarin, contact)

**DUKE ENERGY**

The Matching Gifts Program enables the Duke Energy Foundation to match contributions (up to \$5,000 annually) to eligible educational institutions personally supported by employees and retirees. The company also offers employees 10 hours per year for volunteer time. Additionally, annual Global Service Events promote employee participation/volunteerism in many community activities, including education. More than 4,000 employees and retirees participated in 2007; these volunteers worked approximately 15,000 hours on more than 485 projects around our service areas and in international locations. Finally, employees who serve on boards of nonprofit organizations may apply for leadership grants for those organizations in the amount of \$1,000. Additionally, they may apply for a grant (of up to an additional \$1,000) for supplies to implement a specific project. In addition, Duke Energy works to aid in funding SmartStart, Communities in Schools and many other activities. For more information, <http://www.dukeenergy.com> (Bryant Kinney, contact)



## *EMBARQ*

EMBARQ actively supports education in many ways in the 67 counties where EMBARQ provides telecommunications service. A few examples of the many ways EMBARQ is involved in this effort are:

- Created and present the EMBARQ Superintendent Award annually to seniors at Asheboro High School
- Sponsor the Greensboro Symphony for all 4<sup>th</sup> and 5<sup>th</sup> graders in Randolph Co. schools
- Sponsors the “Bus Driver of the Month” at a school in Randolph Co.
- EMBARQ is a “Gold Sponsor” of the Teacher Executive Institute in Vance Co.
- EMBARQ serves on the Military Child Education Coalition in Fayetteville
- Sponsors and participates in the Cumberland Co Schools Quality Education Committee
- Supports the Organizations / Businesses Assisting Schools In Success (OASIS) in Pitt Co. schools through volunteer hours and contributions
- EMBARQ is a member of the Partners In Education program, a joint project of The Greenville-Pitt Chamber of Commerce and Pitt Co. schools
- EMBARQ funds the Learning Ventures Grant program in Mt. Airy schools
- Supports the Youth Leadership programs in Wilkes and Surry counties
- EMBARQ is an active member of the Dare Co. Teen Court

For more information, <http://www.embarq.com> (Jon Hamm, contact)



## *FIDELITY INVESTMENTS*

Fidelity Investments® and the North Carolina Symphony are celebrating the inaugural year of *Fidelity FutureStage*®, a new music education initiative designed by Fidelity to support and strengthen music programs in local public schools, and to provide unique opportunities for underserved student musicians to explore and develop their individual talents.

To celebrate the program kickoff, Fidelity and the North Carolina Symphony surprised the students of Eastway Elementary (Durham), Underwood Elementary (Raleigh), Washington Elementary (Raleigh) and Chatham Middle School (Siler City) with the donation of brand-new musical instruments valued at more than \$50,000. More than 400 music students, teachers and administrators were treated to a special performance at the Progress Energy Center for the Performing Arts, featuring Symphony musicians. Throughout the school year, Fidelity and the NC Symphony partnered to offer students intensive music instruction, including visits to the classrooms of each of the *Fidelity FutureStage* schools, providing one-on-one and group instruction. On select occasions, additional members of the NC Symphony visited the schools to host special master classes focused on individual disciplines. The program also coordinated field trips for students to attend rehearsals and concerts at the Progress Energy Center for the Performing Arts—for many, their first time experiencing a professional orchestra performance.

For more information, [www.fidelity.com](http://www.fidelity.com) (Leslie Walden, contact)



## **FOOD LION**

Food Lion takes pride in helping the communities they serve. Store managers develop partnerships with teachers to help students stay in class and improve their learning by offering supplemental educational programs targeting K-12. Food Lion's Cart Smart and Connecting with Schools programs are Free. These programs were designed to have a positive impact in the areas of academics, self-esteem, and sense of responsibility, mental capabilities and motivation. Examples of these programs include food safety educational materials, student of the month recognition, store tours and job shadowing. Schools may contact their local store manager for details.

For more information, <http://www.foodlion.com> (Kyna Foster, contact)



## **GLAXOSMITHKLINE**

### **U.S. Chamber of Commerce Institute for a Competitive Workforce (ICW)**

GSK supports the ICW's work—via policy initiatives, business outreach, and a grassroots network—to ensure that businesses have access to an educated and skilled workforce. ICW is undertaking numerous activities, both nationally and at the local and regional levels (including coalition building with state and local chambers of commerce), to advance pro-education initiatives and community strategic planning. It will also connect state and local chambers and businesses with reproducible and sustainable education and workforce development strategies, and provide comprehensive research and reporting about education issues and trends.

### **National Board of Professional Teaching Standards**

GSK provided a \$1 million endowment to award scholarships to science teachers who are pursuing National Board Certification. This landmark initiative promises to bolster the quality of science education in America's schools by providing financial assistance to teachers who choose to obtain National Board Certification, the highest credential in the teaching profession. GSK also is supporting the NC Advocacy Initiative for High School Innovation and NC STEM.

### **North Carolina Infrastructure for Science Education (NC-ISE)**

This program, located at North Carolina State University, prepares science teacher leaders to act as facilitators for statewide training of K-12 teachers in inquiry-based science.

### **University of North Carolina at Chapel Hill**

The Science in the Summer Program is sponsored by GlaxoSmithKline and administered by the University of North Carolina at Chapel Hill's Morehead Planetarium and Science Center. The Science in the Summer program for second- through eighth-graders are located in various counties in collaboration with the local libraries during the summer months. Camp themes differ from genetics to how simple machines work. The five-day-long elementary genetics program aims to educate second- to fifth-grade students about the fundamentals of genetics, including dominant and recessive traits, fingerprint analysis and cell structure. Morehead Planetarium also added a "Wild Things" component to GlaxoSmithKline's genetics curriculum, which focuses on animal adaptations. The hands-on nature of the camp makes it exciting for young learners. There will be a total of nine week-long camps in six counties this summer. All SIS programs are taught by certified teachers.

**NC New Schools Project**

GlaxoSmithKline committed unprecedented support to Innovative NC High Schools Focused on Science, Technology and Engineering. Ten innovative high schools across North Carolina that are using science, technology and engineering to combat chronic poor academic performance will receive continued support through a half-million dollar grant from GlaxoSmithKline (GSK),

The new \$515,000 grant from GSK will subsidize a quarter of NCNSP's assistance to the 10 schools—which are in their second year enrolling students—through the 2010-11 school year. It also provides for a consultant to work with the schools to improve science and math curriculum. The new grant increases GSK's support for high school innovation in North Carolina and follows an earlier \$300,000 gift to NCNSP in 2005, which paid in part for NCNSP's work with science, technology, engineering and math (STEM) focused high schools.

**Triangle Tomorrow**

CLAIR (the Clean Air Explorer) and her sidekick, CAM (the Clean Air Maniac) help promote Triangle Tomorrow's air quality education program, which teaches NC children the importance of clean air and behaviors that influence air quality. CLAIR and CAM are regularly featured on posters, websites, "Know the Code" handouts, stickers, magnets, coloring books, and school curriculum materials. They appear at schools, camps, churches, home school associations, YMCA's and other public events. GSK is a proud supporter of CLAIR and CAM, and their air quality program.

For more information, [www.gsk.com](http://www.gsk.com) (Mary Linda Andrews, contact)

**GOLDEN CORRAL****Connie M. Maynard Co-Worker Scholarship Fund**

To encourage post-secondary education, hourly workers are eligible for interest-free loans to help offset educational expenses. Eligible employees must work 600 hours prior to the enrollment deadline. Loan awards range from \$1,000 to \$4,000 and can be used for any educational expenses such as tuition, books and supplies, or room and board.

**Employee Tuition Reimbursement**

Educational assistance of up to \$2,000 per semester is provided to Golden Corral employees to reimburse tuition and book costs for approved classes taken relative to the employee's job or towards the completion of a degree program.

**National Restaurant Association Educational Foundation ProStart Teacher Internship Program**

Each year, Golden Corral hosts three ProStart curriculum teachers for weeklong internships at its corporate headquarters. The internship provides the teachers with an opportunity to enhance their culinary and hospitality classroom teaching skills by providing them with a hands-on experience to learn about the foodservice industry. They participate in restaurant management classroom training, shadow in the Food and Beverage Culinary Center, work in two Golden Corral restaurants and meet with corporate executives.



**Annual Groundhog Job Shadow Day School-to-Career Day**

Each year, Golden Corral restaurants host more than 350 students across the country as they participate in Groundhog Job Shadow Day to share a “day in the life” of a Golden Corral manager. These future stars receive a first-hand view of how rewarding a career in the restaurant industry can be as they learn about Golden Corral’s co-worker skill positions and three-tiered management training program. Additionally, directors of staffing, members of the Golden Corral Company Support Center and restaurant managers regularly volunteer their time to go into classrooms to speak to students about careers in the foodservice industry.

**Internship Opportunities—Culinary and Hospitality Students**

In addition to providing management opportunities for hospitality graduates, Golden Corral partners with schools to provide hospitality and culinary students with internship programs that introduce the students to the management candidate training program. Some students are also fast-tracked to take part in the training program for associate manager positions once they graduate.

**North Carolina Restaurant Association Golden Corral Scholarship**

This scholarship is awarded—through the NC Hospitality Education Foundation—to a deserving college junior pursuing a degree in either the culinary or hospitality fields at a North Carolina college or university. The student must be a North Carolina resident.

**North Carolina Restaurant Association Vickie Clark-Flaherty Scholarship**

The Vickie Clark-Flaherty Scholarship is in honor of Golden Corral’s former senior product implementation manager. This scholarship—also awarded through the NC Hospitality Education Foundation—is for women who aspire to continue their education in culinary arts and who demonstrate the determination, vision, and high work ethic that Vickie exemplified.

**National Restaurant Association Educational Foundation ProStart Sponsor**

Golden Corral continues to provide financial sponsorship as a founding sponsor to the NRAEF ProStart School-to-Career program. Each year, Golden Corral participates and sponsors an annual Career Fair held at the National Restaurant Association Show in Chicago. Additionally, Golden Corral employees participate and serve as judges for the annual National ProStart Invitational competition.

**Wake County Communities in Schools**

Company Support Center employees volunteer one hour per week to tutor students who may need assistance in specific subjects to ensure their success. Golden Corral pays employees for their time while they provide this community service.

**East Carolina University Hospitality Program Culinary Center**

Golden Corral has donated funds to renovate East Carolina University’s Culinary Center and professional kitchen so that students may use the latest technology to enhance their culinary education.

For more information, <http://www.goldencorral.com/> (Dale Whitworth, contact)



Everyone deserves a good meal.®



## GOOGLE

Google is committed to advancing Science, Technology, Engineering, and Mathematics (STEM) education—especially for populations that are typically underrepresented in these fields (women, minorities, and low income). Over the last quarter, Google has donated 150 refurbished laptops to local schools which, in turn, led to a successful laptop lending program through the school system. Google is excited to have been able to initiate a number of volunteer activities including Google Applications for educators, and is currently working with a local school system in their conversion process to specific Google Applications that will assist them in their ongoing mission to prepare students for the future.

In 2009 Google sponsored the Juicy Ideas Entrepreneurial/Environmental contest. The contest asked college students to create something useful from a throw-away item. A team of Appalachian students won the first national contest for designing a bicycle made from plastic drink bottles.

Google is also a strong supporter of the Communities in Schools program in Caldwell County which provides mentoring opportunities for students. Google is also an active member of the Caldwell County Education Foundation.

For more information, <http://www.google.com> (Thomas Jacobik, contact)



## IBM

IBM has a long history and deep commitment to education in North Carolina. Investing time, talent and resources insures improvement in education in the state. Some initiatives and highlights include:

### Transition to Teaching

A program supporting experienced employees to support them to become fully accredited teachers in their local communities, particularly focusing on science and math.

**IBM MentorPlace**, a comprehensive and structured online mentoring program that links the knowl-edge, dedication and enthusiasm of teachers and students with the talent, skills and volunteering spirit of IBM employees. School-based, focus on academic activities and career guidance, caring adult professionals/role models Secure web-based communications tool in 6 languages: Simplified Chinese, English, German, Japanese, Portuguese and Spanish.

**IBM Kidsmart Early Learning Program** is an IBM grant program that provides technology, software, training and web resources to pre-schools, after-school programs and elementary schools that serve children between the ages of 3-7. The goal of the program is to give pre-K children around the world innovative tools to enrich, learning, social development, and school readiness.

**Reading Companion** is IBM's literacy initiative focused on helping children and adults around the world to gain essential English language literacy skills using IBM's web-based literacy technology in collaboration with schools and not-for-profit organizations. It enables emerging readers to practice reading as they acquire fundamental reading skills.



**TradúceloAhora!** Automatic Translation Grant Program: This grant program uses a special, enhanced version of IBM WebSphere Translation Server software with added functionality and refined translation capacity to not only translate web sites from English to Spanish but also to translate emails from English to Spanish and vice versa.

For more information, IBM educational initiatives: <http://www.ibm.com/ibm/ibmgives/grant/education> (André Peek, contact)



### **KNOWLEDGE NETWORK SOLUTIONS**

The Internet Community Action Network continues its partnership with the North Carolina Math and Science Education Network by providing students, parents, and teachers in the R.O.B.O.T.S. Pre College Program access to their very own Online Learning Community Powered by the I-CAN platform. Now students are connecting with online STEM e-mentors from across the globe, having virtual live spelling bees, and access to free online courses and STEM career related information at their finger tips. I-CAN also continues to provide online professional development webinars for program teachers and school coordinators for technology integration and use of new web technologies.

For more information, <http://www.ican-network.com> (Justin Beard, contact)



### **KRYOSPHERE**

Kryosphere extends beyond biostorage to the broader community. To maintain a sophisticated backup system that guarantees risk-free secure storage, Kryosphere leaves quite an environmental footprint. Kryosphere has adopted practices and seeks opportunities that allows the company to give back to the community.

Kryosphere follows routine shredding and recycling guidelines onsite. Employees work in local public schools in hopes of nurturing curiosity and enthusiasm among children for the world of science. Employees also serve as mentors and trainers for academic and community-based programs for students and young entrepreneurs, and participate in On the Job Training Programs for displaced workers. As an added bonus, Kryosphere Kool Jazz CD promotes local musicians. Offering customized pricing structures to start-up companies and non-profit organizations, and partnering with our colleagues to offer discounts for their members, are all ways we hope to return something of value, not only to our clients but to our community.

For more information, <http://www.kryosphere.com/community.shtml>. (Neil Jones, contact)



### **LENOVO**

Lenovo believes today's students must be taught 21<sup>st</sup> century skills such as creativity, problem solving, communication, and analytical thinking to compete in the global, increasingly digital marketplace. From North Carolina's small, rural schools to large urban districts, Lenovo offers innovative products and solutions designed to enhance teaching and learning. Using innovative technology along with integrated curricula and content, Lenovo helps schools improve student achievement.



Lenovo's ThinkVantage® Technologies help improve management, reliability, and energy efficiency, making technology-infused education an achievable goal for North Carolina schools and schools around the world. With advanced data security features and a host of educational tools preloaded, Lenovo's PC technology makes it an ideal platform for 1:1 computing. Lenovo considers the environment in its product design by using recycled materials, making them highly energy efficient and by meeting the requirements for a Gold rating by the Electronic Product Environmental Assessment Tool (EPEAT)

For more information, <http://www.lenovo.com/education> (Karen Ondrick, contact)



### LOWE'S MOTOR SPEEDWAY

Lowe's Motor Speedway supports K-12 education through staff members' service with various organizations specifically related to children such as the Harrisburg Youth Association, Speedway Children's Charities and Carolina Youth Commission. Lowe's Motor Speedway supports area schools by hosting field trips for children of all ages and supporting teachers and educators with special ticket offers. In addition, the Speedway donates tickets to financially benefit various schools and other educational programs.; it also provides financial support to organizations like NCBCCE.

For more information, <http://www.lowesmotorspeedway.com> (Chris Kouri, contact)



### MCNC

For almost a quarter-century, the 501 (c) (3) non profit organization, MCNC, has operated a robust, secure, exclusive communications network that has connected the institutions of the University of North Carolina System, Duke University and Wake Forest University to each other and through advanced research networks such as Internet2 and National Lambda Rail, to the world.

In research, the existence this network, the North Carolina Research and Education Network (NCREN), has been a foundation for connecting North Carolina researchers to each other and to their peers. This has accelerated innovation, sped the path to commercialization and increased the economic vitality of the State.

In addition, higher education in North Carolina has been a world leader in leveraging the presence of NCREN to craft and implement distance learning and eLearning strategies. Increasingly, North Carolina's virtual education strategies mean that every citizen can access educational content to gain a degree, hone their skills in their current job or prepare for a career change. The presence and proper upkeep of NCREN removes the barriers of access and geography as significant hindrances to equity in education.

In the last two years, MCNC, through the leadership of Governor Beverly Perdue, the North Carolina General Assembly and the University of North Carolina System, NCREN has expanded its scope and reach. The NCREN community now includes:

- 1) 17 Institutions of the Univ. of North Carolina System & General Administration
- 2) 24 of the 36 North Carolina Independent Colleges and Universities
- 3) All 115 Public K12 School Districts in the State
- 4) Eight of the largest North Carolina Community Colleges



- 5) Research Institutions and Foundations (The North Carolina Biotechnology Center, RTI, Research Triangle Foundation, etc.)

Over 2,500 K12 schools and higher education locations now have access to NCREN. Almost all North Carolinians have an NCREN presence “in their neighborhood”. Given this reach, the possibilities for teaching, learning, innovation, economic development and social vitality enabled by NCREN are significant. NCREN touches and connects every citizen of the State. Citizens can improve their education, improve their health, lend their expertise, give back to their communities all by utilizing NCREN.

**NC STEM Community Collaborative**

In addition, MCNC has partnered with the Bill and Melinda Gates Foundation, to launch the North Carolina STEM Community Collaborative. The STEM Collaborative will support and augment local community projects that build individualization, quality, and scalability into innovative, sustainable approaches to secondary education.

The benefits of the STEM economy once seemed limited to Research Triangle Park and other urban areas. Now, with the advent of centers like the North Carolina Research Campus in Kannapolis, the relocation of thousands of technical jobs from Atlanta to Fayetteville through the BRAC process, the spread of the biotechnology industry across the state and announcements from Spirit AeroSystems and Google, the ubiquity of the STEM economy is becoming increasingly evident. To ensure relevance and sustainability, any approach to the STEM needs of the State must directly address the unique needs, assets, strengths and concerns of the community in which the project is occurring. To do so, the community will need to address questions about the economic reality of the region, cross-functional community leadership, academic consequence goals, and sustainability plans for an effective project.

Through answering these questions, a community is able to self-define its level of readiness as:

- Ready to Launch: Full understanding of, demonstrated community buy-in for, and accountability structures around an innovative, sustainable project with a lead organization/consortium in place.
- Emerging: Having most of the attributes of a Ready to Launch Community, working with the STEM Collaborative and other assets on a deterministic process towards achieving a Ready to Launch phase.
- Incubating: Having some of the attributes of a Ready to Launch Community with interest in working with the STEM Collaborative and other assets towards a deterministic process towards achieving a Ready to Launch phase.

At this time, communities in the Ready to Launch & Emerging phases will be supported by the NC STEM Community Collaborative through technical assistance and other resources towards implementing academic consequences in line with the goals of the local region and the Stem Collaborative.

In 2009, the NC STEM Community Collaborative will work with communities around the State to assess and assist in building community readiness for sustainable innovation for their own economic and educational STEM needs.

For more information, <http://www.mcnc.org/> (Joe Freddoso, contact)



## *NORTH CAROLINA BIOTECHNOLOGY CENTER*

The Biotechnology Center's Education and Training Program provides a comprehensive program of support for North Carolina K-12 teachers. Each summer, around a hundred middle school and high school teachers attend free one-week professional development workshops on biotechnology science and applications and how they link to the NC Standard Course of Study. Workshop participants receive access to videos and lab equipment on loan for free; and each year receive vouchers for \$200 in free lab supplies to conduct hands-on biotechnology experiments in their classrooms. Education services and programs are described in more detail at [http://www.ncbiotech.org/services\\_and\\_programs/education\\_support/index.html](http://www.ncbiotech.org/services_and_programs/education_support/index.html)

Education Mini-Grants for K-12 educators (maximum award \$6,000) enable teachers to get a start in implementing biotech-related science. Education Enhancement Grants of up to \$100,000 are available for biotechnology education projects at all levels from grade school to graduate school. For more information, [http://www.ncbiotech.org/services\\_and\\_programs/grants\\_and\\_loans/index.html](http://www.ncbiotech.org/services_and_programs/grants_and_loans/index.html)

Center staff have collaborated with the NC Department of Public Instruction to produce a comprehensive booklet on careers in biotechnology for students, parents, and counselors, available at [http://www.ncpublicschools.org/cte/publications/career\\_pathways/biotechnology\\_career\\_publication.pdf](http://www.ncpublicschools.org/cte/publications/career_pathways/biotechnology_career_publication.pdf).

The Center has also worked with NCDPI to develop a new course, Introduction to Biotechnology, for Career Technical Education students. The Center is a non-profit corporation established and funded by the North Carolina General Assembly to promote economic development for the state through biotechnology. The Center's grants, loans, and other programs support initiatives in scientific research and biotechnology business development as well as education and workforce training at all levels.

For more information, [http://www.ncbiotech.org/services\\_and\\_programs/teacher\\_assistance/index.html](http://www.ncbiotech.org/services_and_programs/teacher_assistance/index.html)  
(Dr. Bill Schy, contact)



## *NORTH CAROLINA COMMUNITY COLLEGE SYSTEM BioNETWORK*

The NCCCS BioNetwork works with public schools, community colleges and universities throughout North Carolina to provide specialized education and training to faculty, staff and students about the biotechnology and life science industry sector in North Carolina. To assist people with the educational requirements needed to be successful in related careers, BioNetwork offers workshops for faculty and staff, classroom presentations and demonstrations, and support and assistance in the development of courses. BioNetwork staff also attend Career Fairs at local schools.

For more information, <http://www.ncbionetwork.org> (William T. Cooper, contact)



**PROGRESS ENERGY**

**SunSense Schools**

Some bright ideas will be taking shape in schools across the Carolinas this year, thanks to the Progress Energy SunSense Schools program—a partnership between Progress Energy Carolinas and the Carolina Hurricanes Kids ‘N Community Foundation.

The new hands-on educational program for middle and high school students supports innovative ways to use and conserve energy and encourages students to develop innovative energy solutions. Middle and high schools in Progress Energy Carolinas’ service territory will compete to win solar panels to be installed on their schools’ campus.

Students from five winning schools will receive a permanent two-kilowatt solar photovoltaic (PV) demonstration system, valued at more than \$20,000, to be installed at their school. Internet monitoring equipment will be installed so that students can view the panels’ real-time electricity production. Educational materials will be provided to teachers to help the winning schools integrate renewable energy learning opportunities into the classroom.

Funding for Progress Energy SunSense Schools was provided through grants from the Progress Energy Foundation and the Carolina Hurricanes Kids ‘N Community Foundation, which is affiliated with the National Hockey League team.

For more information, [www.progress-energy.com/pecsolarschools](http://www.progress-energy.com/pecsolarschools)  
(Woody Dicus, contact)



**QUÉ PASA MEDIA NETWORK (MAKIN’ IT WORK-PRONTO!)**

North Carolina continues to experience a significant influx of Hispanic children into its school systems, particularly in the lower grade levels. According to the North Carolina Department of Public Instruction, the population of Hispanic children in K-12 schools has more than doubled during the past five years. Qué Pasa Media Network and Makin’ It Work-Pronto! have worked together for several years to provide ongoing communications with Hispanic parents across the state to help strengthen their understanding of—and involvement with—their children’s education process. Along with providing direct support to students and school system staffs to foster enhanced understanding and communications, these efforts will lead to better quality education for Hispanic children in North Carolina.

Qué Pasa Spanish language newspapers and radio stations cover most of North Carolina, with newspapers in the Charlotte, Raleigh/Durham, and Greensboro/Winston-Salem metro areas and seven radio stations; they routinely feature stories about the K-12 education process across the state.

For more information, <http://www.miwpronto.com> (Jane Martin, contact)



## **RBC BANK**

RBC Bank believes that supporting education is one of the most important ways to strengthen our communities by making them a better place to live and do business. Specifically, RBC Bank's focus on education includes dropout prevention, youth services, leadership and teacher appreciation.

In 2006, RBC Bank introduced a financial literacy education program called *Savvy Cents*. Research has identified the need for educational programs and resources to improve individuals' ability to manage the details of their finances and make sound financial decisions. *Savvy Cents* helps participants of all ages and financial knowledge levels to set financial goals, build wealth, budget and achieve financial stability. Each course is tailored to the specific needs of its audience and can be presented to a variety of organizations including middle and high school groups, college and university clubs or student special interest groups, senior citizens groups and other community groups. RBC Bank employees have presented a framework for financial literacy to more than 2,000 individuals through *Savvy Cents*.

Our 2008 *Tribute to Teachers* program recognized 35 outstanding elementary and middle school teachers across the Southeast for their classroom contributions and leadership. Selected from more than 2,000 student and parent nominations, the winners each received \$500 in "classroom cash" to use toward the purchase of classroom learning tools. RBC Bank also partnered with Stone's Education Superstore to provide one randomly selected nominee with a \$2,000 grand prize shopping spree and to help all *Tribute to Teachers* winners buy more with their prize money.

RBC Bank also provides support to Communities in Schools of North Carolina as a sponsor of the NC Education Ball, and works with many chapters across the state to provide support for various programs. In early 2009, we announced the RBC Bank Learning Center at Heritage Park, which serves families in downtown Raleigh and Wake County. Also this year support was provided towards training and recruiting for mentors at the Performance Learning Center with CIS—Durham and a job shadowing day took place in April for students with CIS of Mecklenburg County.

For more information, <http://www.rbcbankusa.com> (Molly Sapienza, contact)



## **RED HAT**

Red Hat, the world's leading open source technology solutions provider, is strongly committed to education in North Carolina and building a 21st-century workforce. Headquartered in Raleigh, Red Hat has supported several local and statewide nonprofit programs to benefit K-12 initiatives and students, such as the Wake Education Partnership, Teach for America, NC Education Assistance for Adopted & Foster Youth, and NC Communities in Schools. Because learning does not only take place within the walls of the school building, Red Hat has extended its support to afterschool and enrichment programs such as local YMCAs, Boys & Girls Clubs, and Literacy Councils.



Besides corporate donations, Red Hat associates are also active in supporting education in North Carolina. Red Hat has partnered with DonorsChoose to match associates with classroom projects they wish to support directly, and Red Hat associates serve as career coaches and mentors through Futures for Kids, using technology to connect with students in 30 counties.

For more information, <http://www.redhat.com> (Melanie Chernoff, contact)



### **REYNOLDS AMERICAN**

Reynolds American actively supports parents' efforts to be involved in their children's schooling. Therefore, the company will allow parents limited time off with pay (released time) to attend specified school related events when these events will interfere with the employee's normally scheduled working hours. Released time is subject to prior approval by the employee's supervisor or manager. Released time will be provided when the following children's school related activities will interfere with parent's normally scheduled working hours:

- First day of school year for pre-school through 6th grade-Maximum: two hours;
- School Open House for start of school year for pre-school through 6th grade-Maximum: two hours;
- High School Graduation Ceremonies (parents or legal guardians only)-Maximum: two hours;
- PTA Officers-Maximum: two hours per month;
- Pre-Kindergarten Screening: two hours per child;
- Parent/Teacher Conference for pre-school through 12th grade- Maximum: two hours per conference.
- Eight hours per school year/per child.

For more information, <http://www.reynoldsamerican.com> (Alan Caldwell, contact)



### **SAS**

SAS CEO Jim Goodnight believes that education is the engine of economic growth. As a high tech company, SAS is dependent on a strong educational system for its long-term success. Through donations, grants, and educational software and services that promote efficiency and enrich teaching and learning, SAS is leading the way in moving P-20 education into the 21st Century.

#### **Education Initiatives in Partnership with Public Schools**

Education is SAS' highest priority in supporting the community. The company supports many regional education groups through grants and volunteerism such as the NC New Schools Project, NC Public School Forum, DonorsChoose.org, Wake Education Partnership, High Five Regional Partnership, Wake County Public Schools, Triangle Leadership Academy, and Communities in Schools. SAS also supports the CIS-Wake Kentwood Learning Center in Raleigh, which offers after-school educational opportunities to children of low income families. Other significant community contributions in support of public education include:

#### **SAS® Curriculum Pathways®**

More than a decade ago, SAS developed SAS Curriculum Pathways. Used by thousands of students and teachers in every state, SAS Curriculum Pathways is a multi-million dollar web-based curriculum resource for high schools, community colleges, virtual schools and home schools and provides content in the core



disciplines of English, mathematics, social studies, science and Spanish. In December, 2008, SAS CEO Jim Goodnight made this resource free to all US educators. Middle school curriculum resources are in development, and will be piloted with selected schools for the 2009-2010 school year.

### **North Carolina 1:1 Learning Technology Initiative (NCLTI)**

SAS is a founding partner in the NCLTI, a public-private partnership providing laptops, professional development, and critical support to schools in rural areas of the state. These schools benefit directly from the availability of the online content in SAS Curriculum Pathways, which provides an excellent starting point for teachers as they learn to infuse technology into their instruction. SAS also provides Curriculum Pathways professional development for any NCLTI site. The NCLTI program is designed to address:

- *Equity*, providing all students access to 21<sup>st</sup> century teaching, learning, and technology;
- *Engagement*, involving students in active learning and thereby improving student achievement and reducing dropout rates;
- *Economic development*, providing all students with workplace skills such as communication, problem solving, and collaboration, along with content expertise, to make each region of the state more attractive to businesses.

### **SAS Programming for High Schools**

In response to an increasing number of requests for more rigorous, relevant curriculum in high schools, SAS developed course materials and a teacher training program for high school teachers. The program was piloted in 2007 and is now freely available to any high school in North Carolina and the U.S.

A growing network of teachers can now provide students with relevant curriculum, current technology skills, and a distinct advantage in their further education and career. SAS provides five days of training and all the instructional materials, assessments and teaching guides necessary to successfully teach SAS programming. All materials are available at no cost, and the software is also freely available for qualified teachers to install in their classrooms. Graduates of the course often work at SAS as paid interns during the summer.

### **SAS EVAAS for K-12**

SAS EVAAS is a hosted solution, developed with the belief that all children deserve the opportunity to make appropriate educational progress each year with the knowledge and expertise acquired through 25 years of educational research. The site delivers rigorous analytical analyses of student test scores for two distinct purposes: 1) to predict the likelihood of students reaching critical future attainment levels such as the next grade's EOGs, high school graduation requirements and meaningful levels of SAT performance; 2) to assess the influence of districts, schools and teachers on student progress rates. Funded by the NC General Assembly for all LEAs and Charter Schools in NC since 2007, the metrics delivered suggest resource allocation opportunities for the purpose of improving student achievement and personalizing educational planning at the student level.

### **SAS OnDemand for K-12**

This Web-based administrative data management solution is designed for small to medium- sized school districts. SAS OnDemand for K-12 was developed using input from K-12 district superintendents with the goal of providing more equitable, affordable access to powerful SAS solutions. As a result, K-12 administrators can now confidently make informed decisions across their school districts.



**Use of SAS Teaching Materials in the Classroom**

For the last seven years SAS' Education Division has provided free of charge our teaching materials to professors and instructors. These materials are the power point presentation slides, data sets, PDF of the student manual, and a WORD document of the student manual. Through an agreement that is provided to the university, department, or faculty we give an override to our copyright of these materials so that the individual professor may use any part of the SAS Teaching Materials within his/her class notes. The universities and community colleges within North Carolina have used these materials from the beginning of the program.

**Support Provided to Universities and Community Colleges**

SAS has provided numerous guest lecturers to the universities and community colleges within North Carolina and other states since the Global Education Program within the Education Division was started some seven years ago. These lecturers are provided at no cost to the universities and community colleges. In addition, from time-to-time SAS has provided assistance with Symposiums held at the universities.

**Corporate Engagement in Public Education**

SAS continues to support K-20 education through direct involvement in all of these initiatives, products, programs, and services. As a global corporation, SAS maintains a keen focus on education initiatives in the statewide community of our world headquarters in North Carolina. The philosophy of thinking globally while acting regionally translates into support for strategic statewide education initiatives.

*For more information, <http://www.sascurriculumpathways.com/> (Caroline McCullen, contact)*

**SOURCEPOV**

With focus on innovation in business, technology and education, SourcePOV provides consulting for a variety of statewide initiatives that drive education excellence in North Carolina. In addition to NCBCE, Chris Jones, CEO, is a member of the NCTA ("NC Technology Association") Knowledge Workforce Council, where he brings energy to 21<sup>st</sup> century skills and related workforce initiatives. In 2009, the company's work has been primarily in educational ecosystem collaboration: identifying common themes and helping to drive synergies across DPI (K-12), NCCCS (Community College) and the University systems. He is author of two 2009 research papers: the first, on "Paradigm Mechanics: Fundamentals for Learning and Innovation;" and the second, on "Silo-Thinking: Roadblocks to Innovation in Public & Private Institutions."

*For more information, [www.sourcePOV.com](http://www.sourcePOV.com) (Chris Jones, contact)*



### STATE EMPLOYEES CREDIT UNION

State Employees' Credit Union (SECU) strongly encourages financial literacy through its various life stages programs. Within the scope of North Carolina, SECU teaches children good money management skills in an effort to give them the opportunity to be financially successful.

- The FAT CAT program for youth through age 12 currently reaches 110,000 children in North Carolina with a primary savings account. FAT CAT visits various schools in North Carolina along with SECU personnel, presenting a FAT CAT "Smart Money" program that helps to teach basic financial concepts and the value of saving. The FAT CAT program also offers a quarterly newsletter that features financial articles, a FAT CAT website ([www.cufatcats.org](http://www.cufatcats.org)), an annual FAT CAT Savings Challenge, a birthday letter for each child and items the child receives when a savings account is opened.
- The Zard Teen program picks up where FAT CAT leaves off, and prepares teens ages 13 to 19 for more financial responsibility through Z-Shares, Z-Checking, a debit card, a quarterly newsletter and a Zard. ([www.teenzard.org](http://www.teenzard.org)).
- The Off to College/Off to Work program targets young adults who are just beginning college or entering the work force. Young adults are introduced to more deposit accounts such as money market, share term certificates and IRAs. Loans, insurance and investing are also introduced in this program.

SECU focuses on financial literacy by promoting the High School Financial Planning Program (HSFPP) to schools and youth groups in North Carolina. The HSFPP is sponsored by the National Endowment for Financial Education and teaches young people the basics of personal finance while they are developing habits and attitudes about money. The program—including an instructor and student manual—is provided at no cost. SECU personnel are available to teach the curriculum to students. SECU staff members are also very involved with providing educational youth presentations about various financial topics in public schools, for church groups and organizations in North Carolina.

Through the efforts of the SECU Foundation, SECU's member-owners have had a huge impact on education in North Carolina. The Community College Scholarship Program provides \$5,000 scholarships to two students in each of the 58 community colleges in the North Carolina Community College System. The *People Helping People* High School Scholarship Program provides a \$10,000 scholarship for a graduating senior at each of North Carolina's more than 350 public high schools to attend one of 16 constituent campuses of the University of North Carolina system. Since 2005, the scholarships have invested nearly \$14 million in North Carolina's youth.

The SECU Foundation pledged \$1.75 million towards the construction of Hertford Pointe, an affordable rental housing complex for teachers in underserved Hertford County. The ability to offer housing will aid in the recruitment of qualified teachers by a rural county that has historically had difficulty attracting new teachers and has an acute shortage of rental housing. The SECU Foundation joined with the Partners for Hertford County Public Schools Foundation, the Hertford County Board of Education And other supporters in Hertford County to provide this benefit to teachers who relocate to the county.

For more information, <http://www.ncsecu.org>

State Employees' Credit Union



**SUNPOCKET MANAGEMENT**

Michael Brader-Araje of Sunpocket Management led the effort to make North Carolina the first expansion site for DonorsChoose outside of New York. Launched in February 2004, DonorsChooseNC is a nonprofit website where public school teachers with needs connect with individual donors who want to help. “While a powerful goal of DonorsChoose is to help students gain the resources they need to learn, another key goal is to empower citizens to have a positive, immediate, and tangible impact on our public schools,” said Michael Brader-Araje, chair of the DonorsChoose NC board. Mr. Brader-Araje also serves as chair of the expansion committee of the DonorsChoose National Board of Directors.

For more information, <http://www.donorschoose.org/NC> (Michael Brader-Araje, contact)



**TALECRIS BIOTHERAPEUTICS**

**Science and Education Commitment**

Talecris Biotherapeutics is dedicated to providing support to the local communities in which its employees live and work. As part of its Corporate Giving program, many agencies and organizations that share similar goals of community enrichment benefit from Talecris’ ongoing generosity in the areas of science, education and healthcare sponsorship. Because Talecris is a major employer in the North Carolina biotech community (Wake, Durham and Johnston counties), the company has a special sensitivity and interest in supporting programs that advance science education. Talecris Biotherapeutics is very proud of its commitment to its patients, employees and the community.

For more information, <http://www.talecris.com> (Sherry Hancuff, contact)



**TOPICS EDUCATION**

Topics Education develops educational programs found at the center of consumer education, workforce development, and philanthropic initiatives. Since 1995, we have helped our corporate, nonprofit, and government clients create programs that engage and educate their various stakeholders in schools, homes, workplaces, and communities.

Our expertise is in two core services areas:

- Educational Program Design & Development
- Education Outreach Consulting Services

To learn more, please visit [www.topicseducation.com](http://www.topicseducation.com). To learn more about our financial education practice, please visit [www.topicsfinancial.com](http://www.topicsfinancial.com). (Phelps Sprinkle, contact)



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strategies for education impact™



## UNIVISION 40 & TELEFUTURA 26

Univision 40 and TeleFutura 26, North Carolina's first Spanish-language television stations have been heavily involved and strongly encourage the improvement of education among Hispanic students throughout the state. Univision 40 and TeleFutura 26's "Nuestra Juventud" scholarship program recognizes young leaders in North Carolina's Hispanic communities by selecting seven Hispanic High School Seniors during the school year that show outstanding academic and leadership qualities. At the end of the school year, they are presented with a scholarship each for the college or university of their choice. Students are also featured in custom vignettes that highlight each winner on-air for one month. In addition, Univision 40 and TeleFutura 26 is a strong supporter the North Carolina Society of Hispanic Professionals, an organization that promotes education among Hispanic students at all levels. Stations' support includes sponsorship of their annual education summit and their fundraising gala.

For more information, <http://www.univision.net/corp/en/index.jsp> (Mike Muñoz, contact)



## WACHOVIA BANK, N.A.

### Teach for America

Wachovia has a unique, far-reaching partnership with Teach For America:

- *Reading First*—Each week, employees in hundreds of North Carolina classrooms read aloud and donate books to classroom libraries. In 2008, 44,000 books were donated through 2,199 classroom partnerships.
- *Wachovia Principal of the Year Program*—This award was introduced in 1984 to recognize outstanding leadership in North Carolina's schools and the role of the principal in establishing an environment conducive to the pursuit and achievement of academic excellence. Wachovia Foundation sponsors the award in conjunction with the North Carolina Department of Public Instruction and the UNC Center for School Leadership Development/Principals' Executive Program. The statewide Wachovia Principal of the Year receives \$3,000 for personal or professional use; his or her school also receives \$3,000 for educational equipment or materials. Each of the eight regional winners receives \$1,000 for personal use and \$1,000 for the school. Since the program's inception, 29 state Wachovia Principals of the Year, 186 regional award recipients, and 2,401 Wachovia Principals from across the state have been added to this auspicious roll. Wachovia has provided more than \$1 million in cash awards to these individuals. The culmination of the Wachovia Principal of the Year Program is a luncheon in Raleigh (where the statewide winner is announced) whose date is set to coincide with the North Carolina State Board of Education meeting. The North Carolina State Superintendent of Public Instruction and other board members are invited to attend.

For more information, <http://www.wachovia.com> (Juan Austin, contact)



**WACHOVIA**



## WAKEMED

### WakeMed Health and Hospitals

In the belief that its services are the great equalizer, WakeMed continues a long history of leadership, contributions, and reform. WakeMed continues to engage and expand our endeavors in response to our local community needs, as well as researching national trends to forecast career opportunities for our youth. Through programming, WakeMed consistently supports the growth of the next generation of the healthcare workforce. Initiatives include:

#### *Wake Early College of Health & Sciences:*

As part of the New Schools Project, WakeMed acts as a business partner with Wake Technical Community College and Wake County Public School System to create a unique early college, featuring: Participation on all school leadership committees; WakeMed staff serves as mentors for the students; WakeMed Speakers' Bureau provides guest speakers on a variety of subjects; Summer Internship opportunities for the students; Job shadowing for the students; Volunteer opportunities for the students; and Donation of medical equipment and supplies.

#### *Other School-Based Activities*

Participation on Wake Education Partnership World Class Initiative; Board Representative for the North Carolina Science, Mathematics, and Technology Education Center; Representation on several School Business Alliance committees; Provide "A Trip to WakeMed" education program to more than 5,000 kindergarten students annually to help them learn what its like to take a trip to the hospital; Serve on Wake County Mentor Advisory Council; Committee member—Food for Thought selection committee; Structured job shadowing for high schools with formal Health Science Academies; Offer Scholars Program for students enrolled in an accredited Allied Health or Nursing Program; High School Health Careers Expo hosting Wake County Schools in the fall; Supplying guest speakers on a variety of subjects through Speakers' Bureau; Provide in-service training on asthma and diabetes management for school nurses and teachers; Sponsored eighth- and ninth-graders to attend drug and alcohol and family life classes at the Poe Center for Health Education; Donated AEDs to regions high schools; Provided leadership for the development of health education and prevention strategic focuses for youth in the YMCA of the Triangle Area; Participation in Wake County High School Xtreme Beginnings Program; and Sponsorship of Wake Education Partnership.

For more information, <http://www.wakemed.org/> (Susan Jackson, contact)



### WOMBLE CARLYLE SANDRIDGE & RICE, L.L.P.

Womble Carlyle has a long-standing history of providing community service dating back to its beginnings in the late 1800s. Consistent with the value the firm places on community service, we are actively involved in supporting educational initiatives and causes in each of our markets. Some examples of this dedication to education include:

- Womble Carlyle actively participates and supports the YMCA of Greater Charlotte's Starfish Academy Literacy Program. Starfish Academy is a collaborative after school and summer literacy camp which



targets first and second grade students who are performing below their recommended grade level on standardized reading and comprehension tests. Children are selected by their school principal and/or teacher to participate in the program, which provides each child with intensive, focused instruction by certified teachers, and includes workshops to increase parent involvement. In 2008, volunteers from Womble Carlyle met with Starfish participants at two of Starfish's 11 local sites once a week during the summer, and bi-monthly during the school year. Out of the 390 students who participated in Starfish Academy in 2008, 343 students passed their standardized literacy test at the conclusion of the program, and 86 percent maintained or raised their literacy level.

- Womble Carlyle actively supports the Teach For America Organization through the Sponsor-A-Teacher Program. Teach For America is the national corps of outstanding recent college graduates and professionals of all academic majors and career interests who commit two years to teach in urban and rural public schools and become leaders in the effort to expand educational opportunity. Our sponsorship funds help offset the annual cost to recruit, select, train and support a corps member. As a sponsor we have the opportunity to experience Teach For America's impact first-hand through school visits and an ongoing correspondence with our corps member. In addition to the Sponsor-A-Teacher Program, Womble Carlyle provides meeting space for the organization to hold candidate interviews multiple times a year.
- Since 2007, Womble Carlyle's Raleigh office has held a job shadowing day for local middle school students to talk with them about various law practices and jobs at Womble Carlyle. Lawyers and staff discuss different career paths and skills needed to do the wide-ranging array of jobs in the legal field.
- Womble Carlyle supports educational non-profits like the Wake Education Partnership located in Raleigh, North Carolina. The Partnership is a community-based public school advocacy organization that links human and material resources to strengthen Wake County Public Schools.
- Womble Carlyle Member, Governor Jim Hunt, is a nationally recognized leader in education who led North Carolina through twenty years of education reform and economic growth. As North Carolina's only four-term Governor, he focused on new-economy strategies by establishing the North Carolina School of Science and Mathematics, the Microelectronics Center of North Carolina, and the North Carolina Biotechnology Center. Today, Governor Hunt continues to support education initiatives and frequently speaks on the topic of education at national and local conferences.

For more information, [www.wcsr.com](http://www.wcsr.com) (Liz Riley, contact).



## 2009 NCBCE Member Companies

Alfred Williams & Company	NC Chamber
Apple, Inc.	NC Biotechnology Center
AT&T	NC Community College System BioNetwork
Bank of America	NC Technology Association (NCTA)
BB&T	Office of the Governor
Belk Stores	Philip Morris USA
Biogen Idec	Piedmont Natural Gas
BlueCross & BlueShield of NC	Progress Energy
Business North Carolina	PSNC Energy
Carolina Biological Supply	Qué Pasa Media Network
Carolina Panthers	RBC Bank
Carolina Sunrock, LLC	Red Hat
Childress Klein Properties	Rex Healthcare
Cisco Systems	Reynolds American
Coastal Federal Credit Union	Ruddick
Corning Incorporated	SAS
Dell	Smith, Anderson, Blount, Dorsett, Mitchell & Jernigan, L.L.P.
Duke Energy	SourcePOV
Embarq	Sports Endeavors
EMC <sup>2</sup>	State Employees Credit Union
Fidelity Investments	SunPocket Management
Food Lion	Talecris Biotherapeutics, Inc.
General Parts International, Inc.	Time Warner Cable
Genworth Financial	Topics Education
GlaxoSmithKline	Tyco Electronics
Golden Corral	University Health Systems of Eastern Carolina
Google Inc.	Univision 40
IBM Corporation	Verizon
ITG	Wachovia Foundation
Kelly Services	WakeMed
Knowledge Network Solutions	Womble Carlyle Sandridge & Rice, L.L.P.
Kryosphere	
Lance, Inc.	
Lenovo	
Lowe's Companies, Inc.	
Lowe's Motor Speedway	
Metrics, Inc.	
MCNC	

**For more information about  
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