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## **Maximizing the Impact of Corporate Philanthropy in Education**

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# Business-Higher Education Forum

## **Who we are:**

Fortune 500 CEOs/senior executives, college and university presidents, and foundation heads

## **What we do:**

Strengthen P-20 education to enhance U.S. competitiveness through research, programmatic initiatives, and policy advocacy



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## BHEF's Theory of Action

- Policy and programmatic solutions must be strategically and systemically aligned across P-12 and higher education
- Improvement will be driven by development of shared vision, mutual understanding, and accountability among all stakeholders
- Changing public attitudes must be a priority
- Viewing issues in the context of state and local education pipelines is key



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## Current Initiatives

- STEM (Science, Technology, Engineering, and Mathematics) Initiative
- The College Readiness Initiative (CRI): An Agenda for Educational Success



## STEM Initiative

- Calls for doubling the number of U.S. students earning STEM degrees by 2015
- Six priorities:
  - Raise student achievement and interest in STEM careers
  - Attract more students women and minorities into STEM
  - Align/strengthen linkages across P-16 educational system
  - Improve the recruitment, retention and renewal of K-12 mathematics and science teachers
  - Advance federal and state STEM policies that allow U.S. to compete globally
  - Stimulate a national dialogue while encouraging local, grass-roots initiatives and action



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# STEM Education Modeling Project

- Launched by Bill Swanson, CEO of Raytheon, and Co-Chair of BHEF's STEM Initiative
- Goal
  - Assist policymakers, educators, and researchers in understanding the complex nature of the U.S. education system
  - Help identify potential solutions that could help strengthen U.S. STEM outcomes
- Approach
  - Create a dynamic systems engineering-based model of the P-16 STEM education system and beyond
  - Develop a community of researchers/model users to test and validate the model
  - After further development, transition the model to open source use



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## College Readiness Initiative (CRI)

The CRI employs five interrelated components:

- Engagement of business leaders
- Convenings of stakeholders to build and share knowledge and understanding
  - Institute for Strategic Investment in Education (ISIE)
- A web-based resource center
  - [StrategicEdSolutions.org](http://StrategicEdSolutions.org)
- Advocacy and action on the ground
- A public awareness campaign



## CRI Activities: Interrelated Structure

**Dynamic, interrelated structure of BHEF activities:**

- StrategicEdSolutions.org provides tools for ISIE attendees and on-the-ground teams.
- Lessons learned from ISIE and on-the-ground teams provide material for StrategicEdSolutions.org





# Corporate Investments in College Readiness and Access

## Major Findings

- Almost 90 percent of Fortune 100 companies support education causes
- More than 2/3 support college readiness and access programs that address one or more of these barriers:
  - College knowledge
  - Financial resources
  - Academic preparation
- Most companies support existing programs rather than developing their own
  - Only nine companies founded their own programs, all but one were branded
- Most support programs located near their headquarters
- Many companies tend to focus on meeting workforce needs



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## Corporate Investments in College Readiness and Access

Major Findings (continued)

Case studies revealed a number of high-impact strategies used by business:

- Grant making was aligned with business priorities
- Decision-making was driven by data
- Took the time needed to form/build effective partnerships
- Recognized/sought out expertise of local educators & community
- Ensured sustainability for wider impact

Other businesses could benefit from emulating these strategies



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## ***StrategicEdSolutions.org***

**A new resource to aid business, philanthropy, and education leaders in making high-impact investments in education.**

- Web-based, interactive resource center provides:
  - Strategies that work
  - Programs that work
  - Resources and research
  - Forum to connect with others working in education investments
- Targeted audience: business, education and foundation leaders
- P- 20 Focus: college readiness, access, and success
- Collaborated with American Institutes for Research (AIR) to rigorously review all programs and resources and research that are included



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## *StrategicEdSolutions.org*

- Keys to Improvement:
  - Teachers
  - Leaders
  - Curriculum
  - Student opportunity and access
  - Co/Extra curricular activities
  - Capacity building
  - Data driven decision making
  - Standards
  
- *Programs that Work* selection criteria developed with AIR based on:
  - Relevance to business and education leaders
  - Fidelity to BHEF Keys to Improvement
  - Ability to be replicated
  - Effectiveness



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## On-the-Ground Projects

- Provide teams of corporate, university, and foundation leaders with tools to create strategic agendas for local education improvement plans
- Seek to operationalize BHEF research on maximizing investments in education
- Currently underway in three locations:
  - Louisville, KY – College readiness focus
  - Columbus, OH – STEM education focus
  - Philadelphia, PA – Charter school focus



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## On-the-Ground Project: Louisville

### **BHEF Members**

- David Jones, Chairman, Humana, Inc.
- Paul Varga, CEO, Brown-Forman
- Lee Todd, President, University of Kentucky
- Michael McCall, President, Kentucky Community and Technical College System

### **Other Stakeholders**

- Jefferson County Public Schools (JCPS)
- Mayor's Office
- Local area foundations
- Civic organizations
- Local Institutions of Higher Education:
  - Belarmine University
  - Jefferson Community & Technical College (JCTC)
  - Spalding University
  - Sullivan University
  - University of Louisville
  - University of Kentucky



## On-the-Ground Project: Louisville

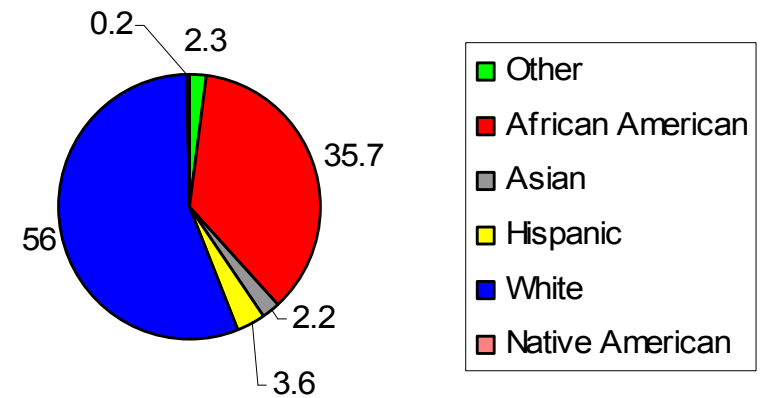
### Louisville and Jefferson County

- The major economic engine of Kentucky
- Responsible for producing a disproportionate number of the total degrees in the state

### Jefferson County Public Schools (JCPS)

- 98,000 students
- 58.5% economically disadvantaged
- Urban/suburban district with 117 schools

JCPS Student Demographics





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## On-the-Ground Project: Louisville

### Louisville Challenges

- High drop out rates
  - Only 2/3 of JCPS freshman graduate from high school (NCES)
- Low college-going rates
  - Less than half (46%) attend college in KY
- High college remediation rates
  - 42% of JCPS students require remediation in one or more subjects
- Low post-secondary persistence
  - 42% of JCPS students graduate within six-years
- K-16 alignment



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## On-the-Ground Project: Louisville

### Louisville Successes

- Developing a common vision for the future economy of the region
- Emphasizing a high-quality education as a key to improving quality of life and economy, as well as competing nationally and internationally
- Developing support for the state-wide goal of doubling the number of baccalaureate degrees in Kentucky by 2020
- Strong historical interest in education among the business community, and more recently, beginning to become better organized to support large scale improvement efforts



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## On-the-Ground Project: Louisville

**Jefferson County Public Schools (JCPS) have had success in securing corporate support for education initiatives:**

### **Every1Reads**

(K-12 Literacy)

- Improved literacy rates across the district

### **GE College Bound**

(K-8 Math & Science Standards)

- Working to establish world class math and science standards in grades K-8 across the district

### **Taken together:**

- Demonstrate strong corporate support for education in Louisville
  - Can provide lessons learned for future investments in Louisville
- Identify grade 9-through-baccalaureate degree (9-16) as best focus for future efforts



## Louisville: Lessons Learned

- **Convene stakeholders:** Business leaders can provide key leadership in convening stakeholders and providing essential support as groups work together to address identified challenges
- **Consider school district context:** Ensure that efforts compliment instead of duplicate work that is already underway
- **Develop a narrowly focused theory of change:** Develop an understanding of why investments are being made, and what expected change and outcomes will occur
- **Use data to make decisions:** Use qualitative and quantitative data to determine where and how to invest
- **Maintain commitment over time:** Be aware that education improvement efforts take time. Prepare to spend significant time determining focus, projects, and outcomes



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