



## Companies That Care



A Program of Center for Companies That Care

A  
**long-term,**  
**structured,**  
more-than-mentoring program, matching  
**teams** of employees with  
**individual,** minority, urban high school students  
to ensure they graduate from college, and  
are prepared for tomorrow's workplace.



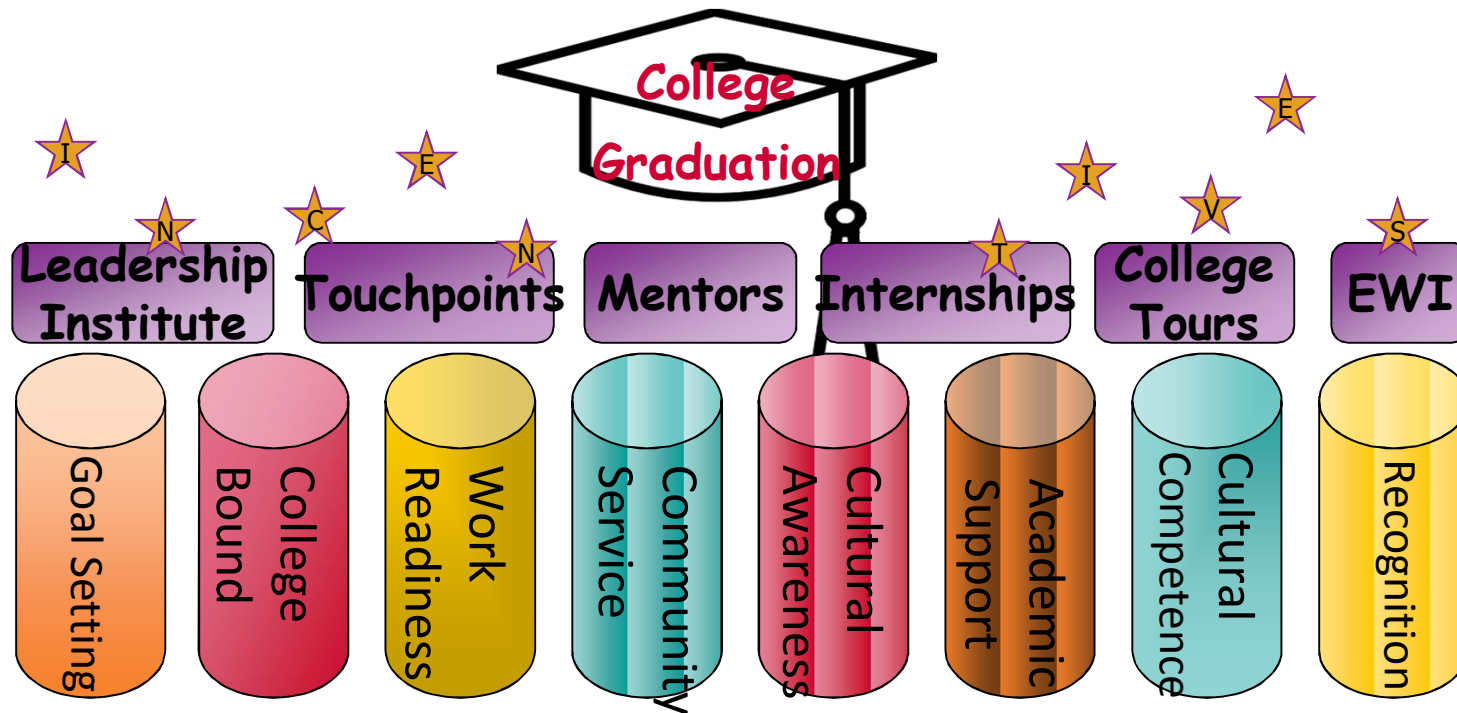
# Agenda

- What is AIM High?
- Key Components of AIM High
  - . Touchpoint Events
  - . Leadership Institute
- Responsibilities of School Liaison
- Incentives and Incentive Teams
- March to College
- Resources
  - . Touchpoint Calendar
- Attributes of a Successful Partnership
- Next Steps



# AIM High

- A **long-term, structured, more-than-mentoring** program, matching **teams** of employees with **individual**, minority, urban high school students to ensure they graduate from college, and are prepared for tomorrow's workplace.
- Unique, proven and scalable

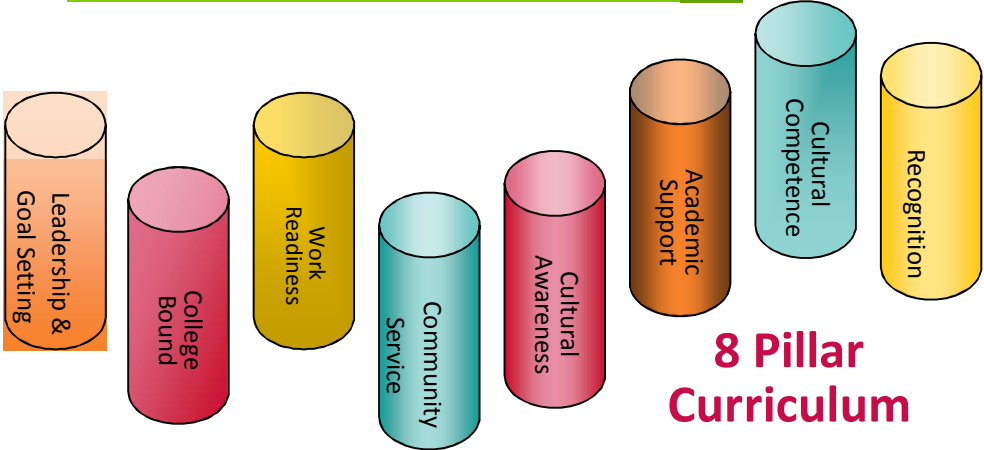




# AIM High Strategy and Holistic Model



**Role Models**  
**Long-term**  
**Comprehensive & Holistic**  
**Pro-Active**  
**Motivational**  
**Inclusive & Collaborative**  
**Customized**



**8 Pillar Curriculum**

See Appendix for details



# Our Commitment to Students<sup>5</sup>



*We will...*  
Show you life's opportunities



*We will...*  
Connect you



*We will...*  
Expect things of you



*We will...*  
Catch you before you fall



*We will...*  
Coach you and cheerlead for you



*We will...*  
Reward you

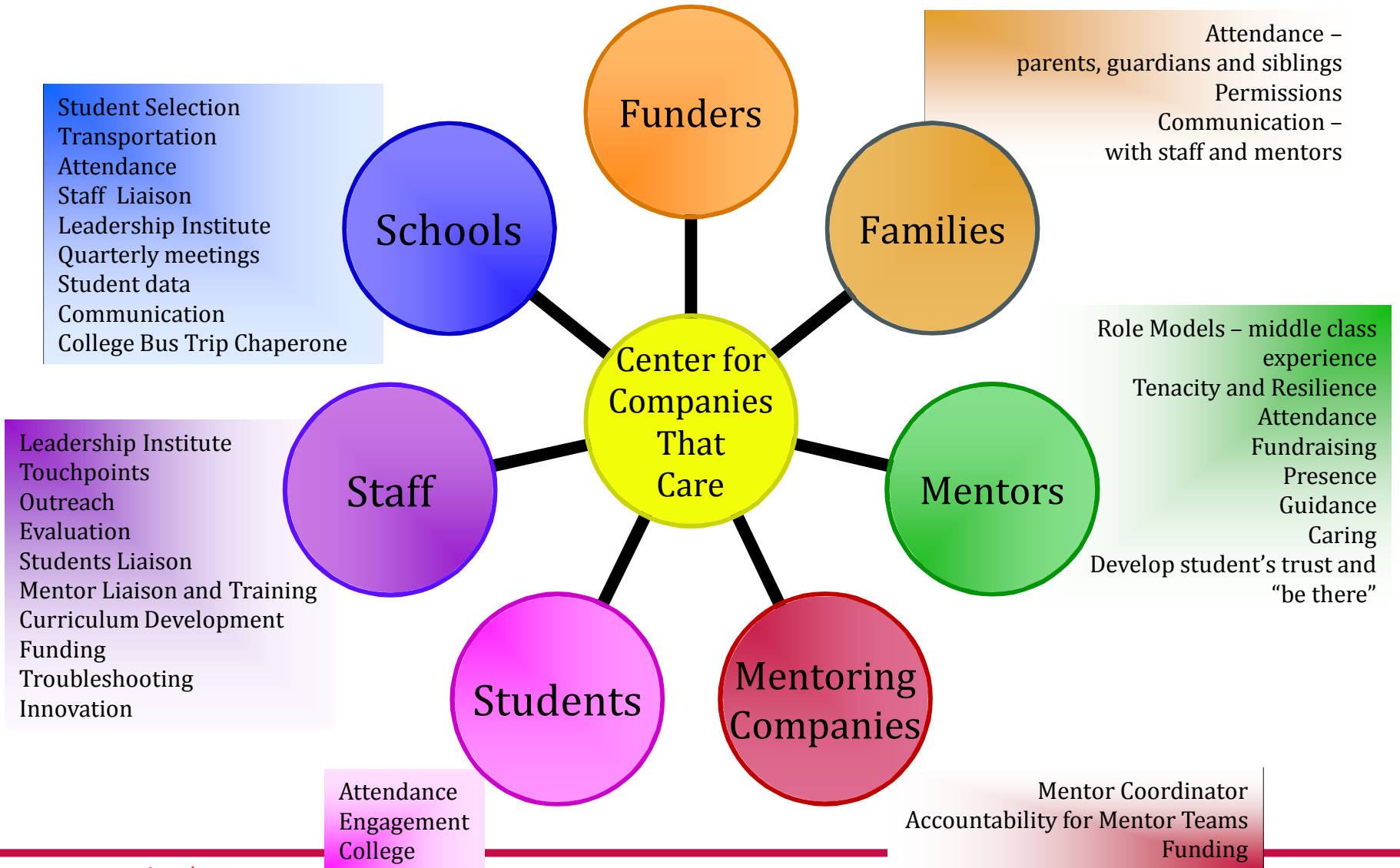


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# Roles and Responsibilities



# The "Village"





## School Responsibilities

- Recruit 9th graders for AIM High annually
- Provide transportation to and from monthly Touchpoint events
- Set aside weekly time and space for AIM High Leadership Institute
  - Preferably during the school day
  - During lunch time or after school
- **Provide staff liaison. Role of staff liaison is to:**
  - Be the key contact with Center for Companies That Care
  - Chaperone each Touchpoint event
  - Organize transportation
  - Chaperone college bus tour for rising juniors
  - Report attendance to Companies That Care prior to each Touchpoint event
  - Co-lead the Leadership Institute
  - Handle permission forms for each event
  - Attend monthly check-in call
- Provide bi-weekly access to students' grades and attendance (Power School)
- Administration welcomes mentors on Take Your Mentor to School Day
- Support participation in AIM High fundraiser
- Attend annual AIM High evaluation
- Maintain participation in AIM High until the youngest students graduate from high school





## Student Selection

- School chooses the students
- No academic requirements; all students are welcome
  - We accept students with IEPs, but need to know their diagnosis and how best to work with them
- Criteria is: 9<sup>th</sup> graders who would benefit from a mentor



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# Student Participation Requirements

## **Attendance**

- Students must attend weekly AIM High meetings.
- Students must attend all Touchpoint events during the school year (approximately 1 event per month).

## **Engagement**

- Students must be active and open-minded participants in all programs.

## **Regular Communication**

- Students are to communicate weekly with their mentoring teams. Each week at the AIM High meeting students will have the opportunity to email mentors.

## **Program Highlights: College Bus Tour, Internships**

- For eligible students only -- who have consistently met participation requirements throughout the school year



## Transportation Organization

- Provide transportation to and from Touchpoint events
  - . Plan to arrive at event at 4:30 generally
  - . Bring directions for the bus driver
- Might want to coordinate with nearby schools
- Liaison rides the bus with students or finds a substitute



## AIM High Leadership Institute

- Weekly meeting
- Liaison is an active participant
- Access to computers
- Companies That Care is responsible for:
  - Developing curriculum
  - Bringing materials
  - Leading activities
  - Tracking attendance
- Purpose
  - Maintain close relationship with students
  - Teach life skills
    - Social, decision making, critical thinking, financial, etc.
  - Provide leadership opportunities and experience



## Leadership Institute Schedule 2013-2014

<i>Time</i>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>
<b>8:00 AM</b>					
<b>9:00</b>					
<b>10:00</b>					
<b>11:00</b>					
<b>12:00 PM</b>					
<b>1:00</b>					<b>JAMES</b>
<b>2:00</b>			<b>DANIELLE</b>		<b>UP-Bronzeville</b>
			CTDHS		2710 S. Dearborn
			2245 W Jackson Blvd		Chicago, IL 60616
			Chicago IL 60612		1:37-2:22 PM
<b>3:00</b>		<b>JAMES</b>	2:15-3:15	<b>DANIELLE</b>	3:15-4:00PM
		Westinghouse		NLCP – Collins	
		3223 West Franklin Blvd.		1313 S. Sacramento Blvd	
		Chicago, IL 60624		Chicago IL 60623	
<b>4:00</b>		3:30-4:30		3:45-4:45 PM	
<b>5:00</b>					
<b>6:00</b>					



## Typical Leadership Institute Agenda

- Attendance and Check-in
- Interactive lesson or Touchpoint prep
- Email mentors
- Check power school
- March to College teamwork
- Announcements
- High Five



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# 5K **MARCH** TO **COLLEGE**

To Benefit the AIM High Program  
of Center for CompaniesThat Care

- Why
  - To increase college attendance by introducing less-advantaged children to college at a much younger age
  - To raise funds for AIM High
- Where and When
  - Thursday, May 8 at 4:00 PM
  - Upper Hutchinson Field – along the south Loop lakefront
- How
  - Goal is for each mentoring team to raise \$1000 per AIM High student
  - Collect donations from friends, family and colleagues
    - Ask: how many students will you sponsor to walk at \$10 per student
  - Competitions among incentive teams and prizes
  - More info to come



## Touchpoint Events

- AIM High Kick-off Event
- Local College Bus Trip
- Take Your Mentor To School Day
- AIMing Higher
- Work Readiness Workshop
- AIM High alumni event
- Career Fair
- Cultural Events (2)
- Aim High Financial Aid Workshop -- Deep Dive
- Orientation for Junior's college bus trip; Introduction to Financial Aid Workshop
- AIM High Internships
- Junior class college bus trip
- 2014 Fundraising Walk/Run
- Recognition Event
- Summer Events
  - Movie Nights and Beach Day





## Checklist for Touchpoint Events

- **One Week Prior to Event**
- Distribute and collect permission forms
- Order bus
- **Two Days Prior to Event**
- Provide names of all students who are attending event
- **Day of Event**
- **By noon** – Call Program Associate (312.661.1010) and provide list of AIM High students who are absent
- **When the bus leaves the school** -- Call Program Associate and provide estimated time of arrival
- **From the bus** – Call Program Associate and provide names of students who are NOT on the bus



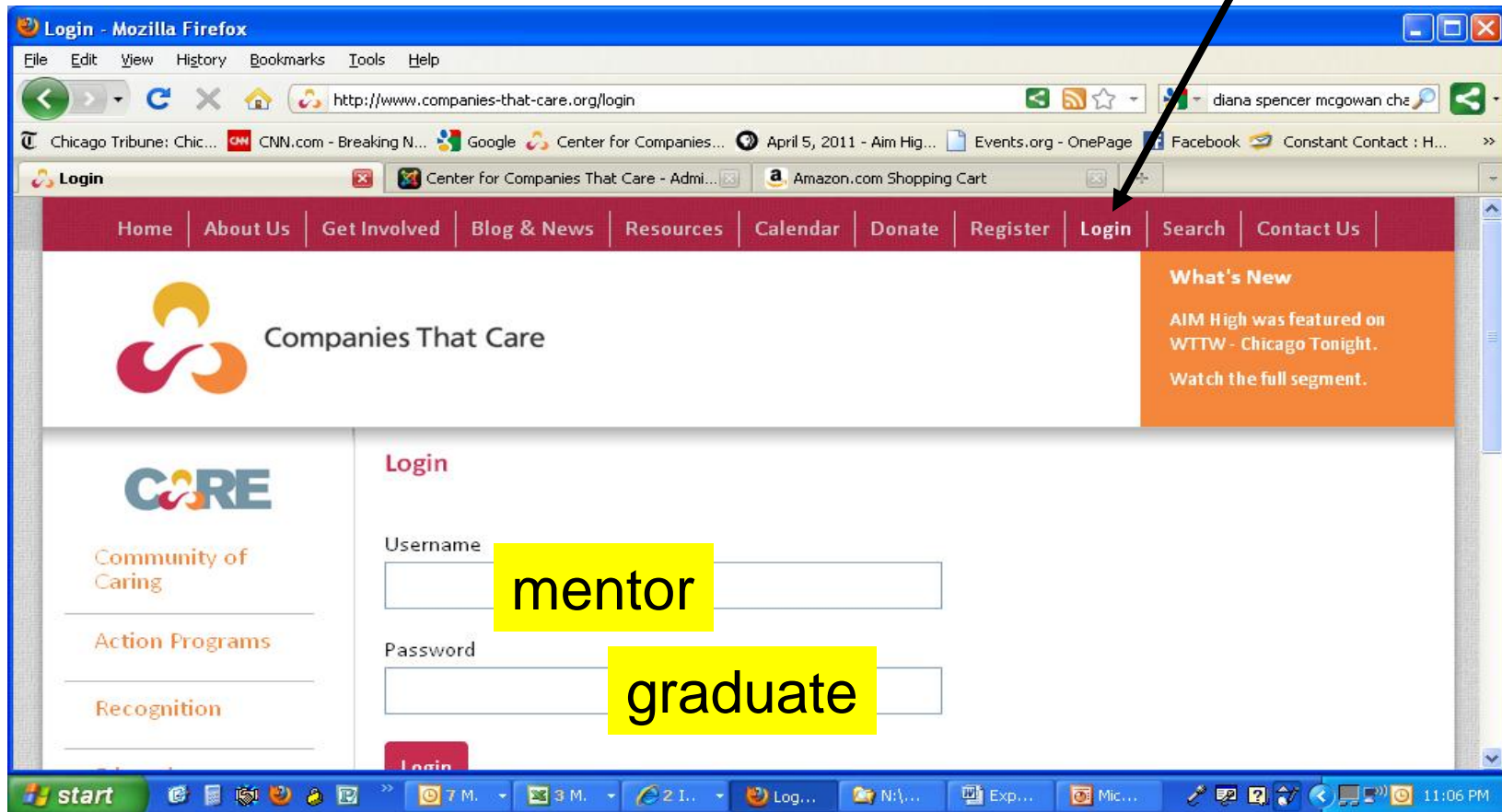
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# Resources for School Liaisons



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# Website: [companies-that-care.org](http://www.companies-that-care.org)



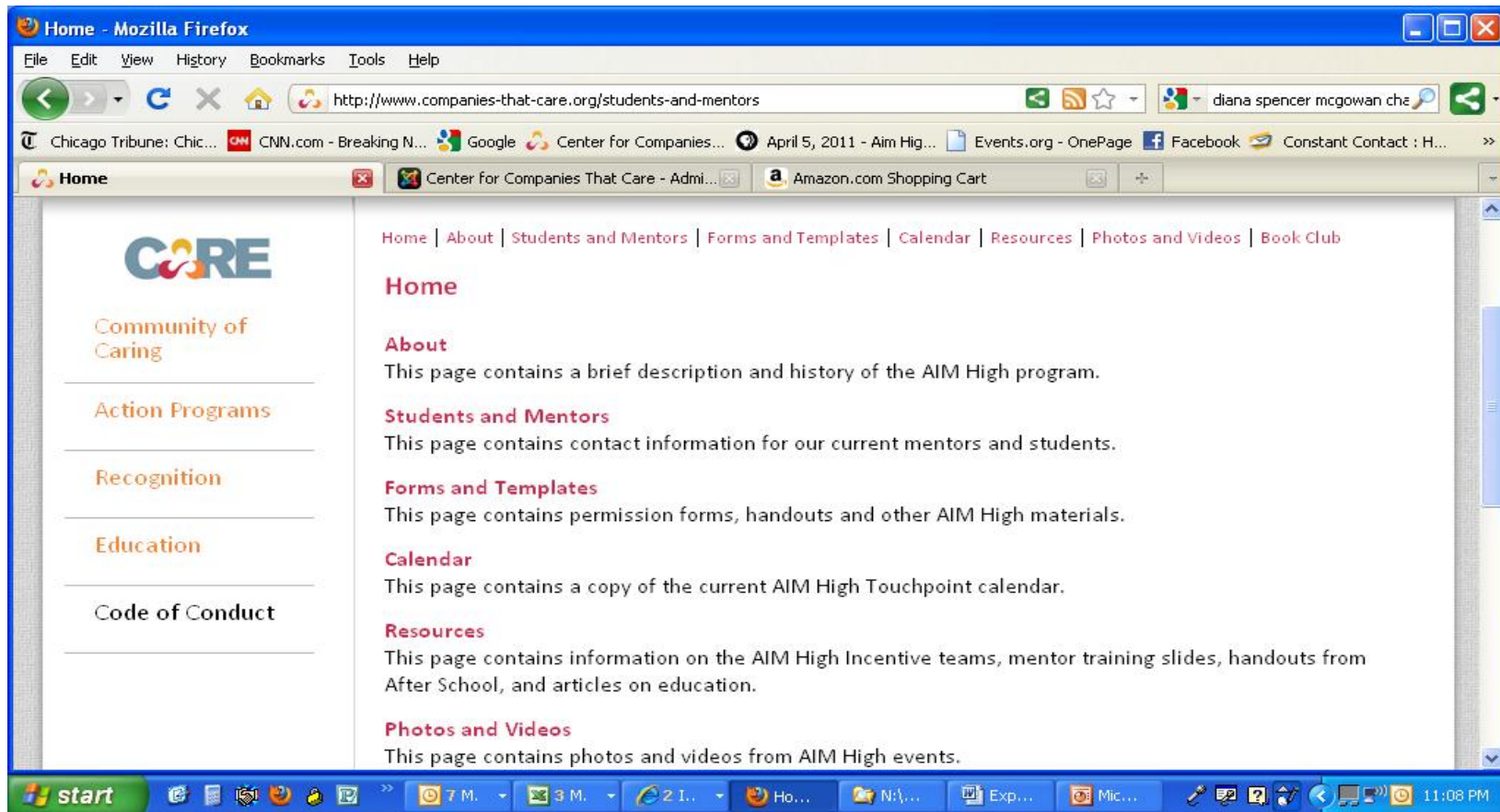


## Resources

- Parent Packet and permission form
- Touchpoint event permission form
- Student application
- MMAHM Report
- Getting Started with AIM High: School Liaisons

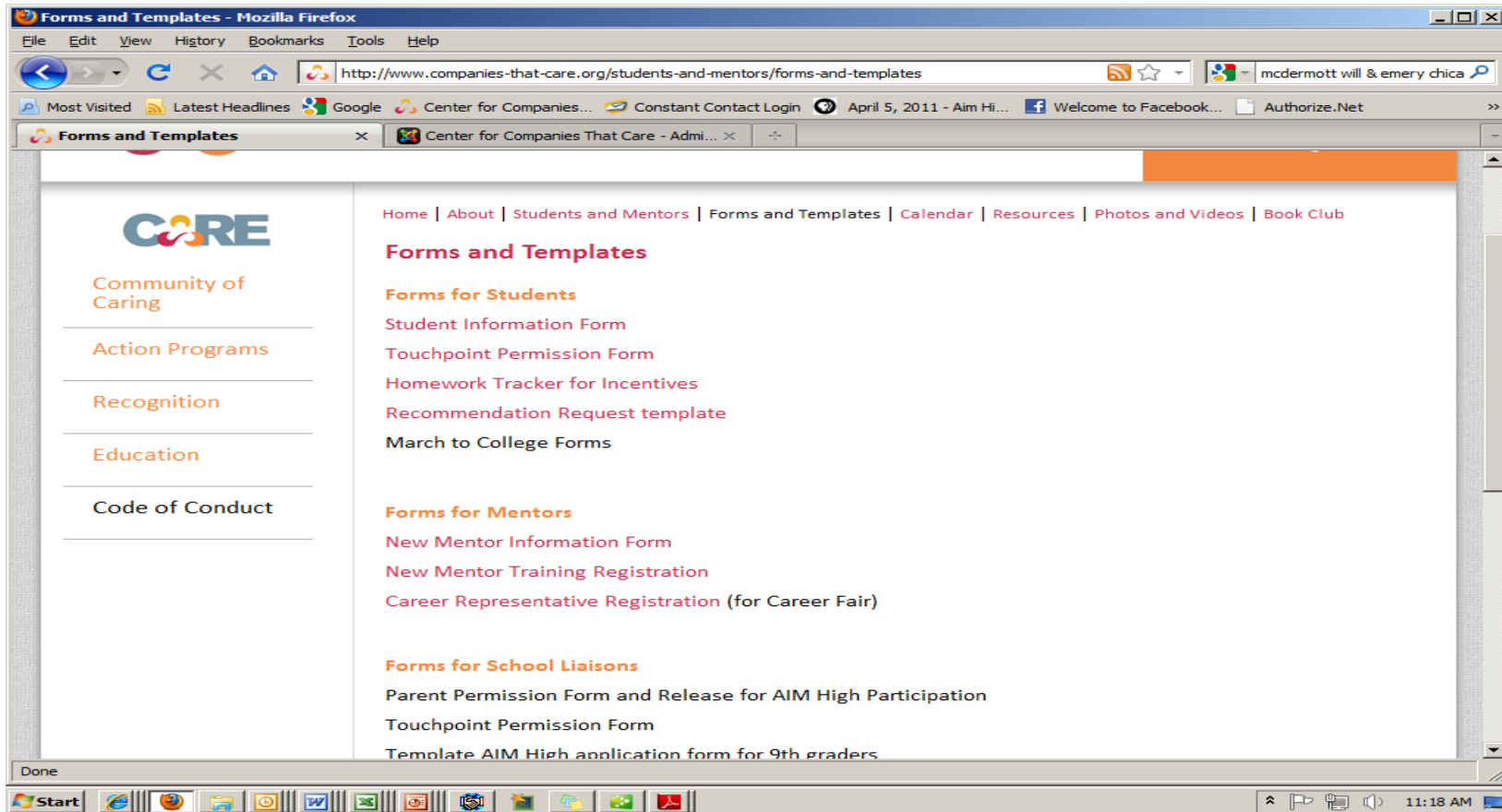


# Website: Secure Login



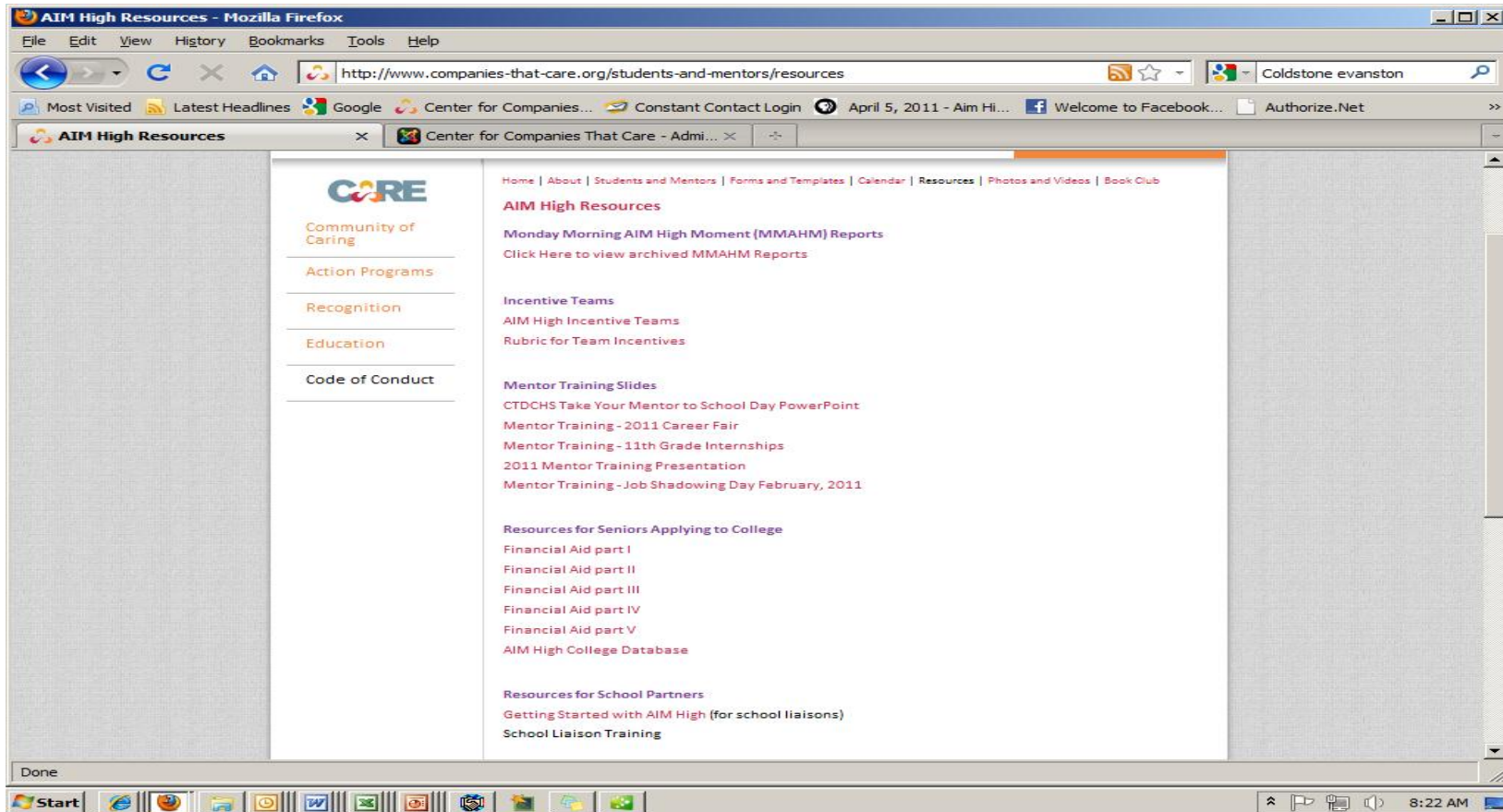


# Website: Forms and Templates





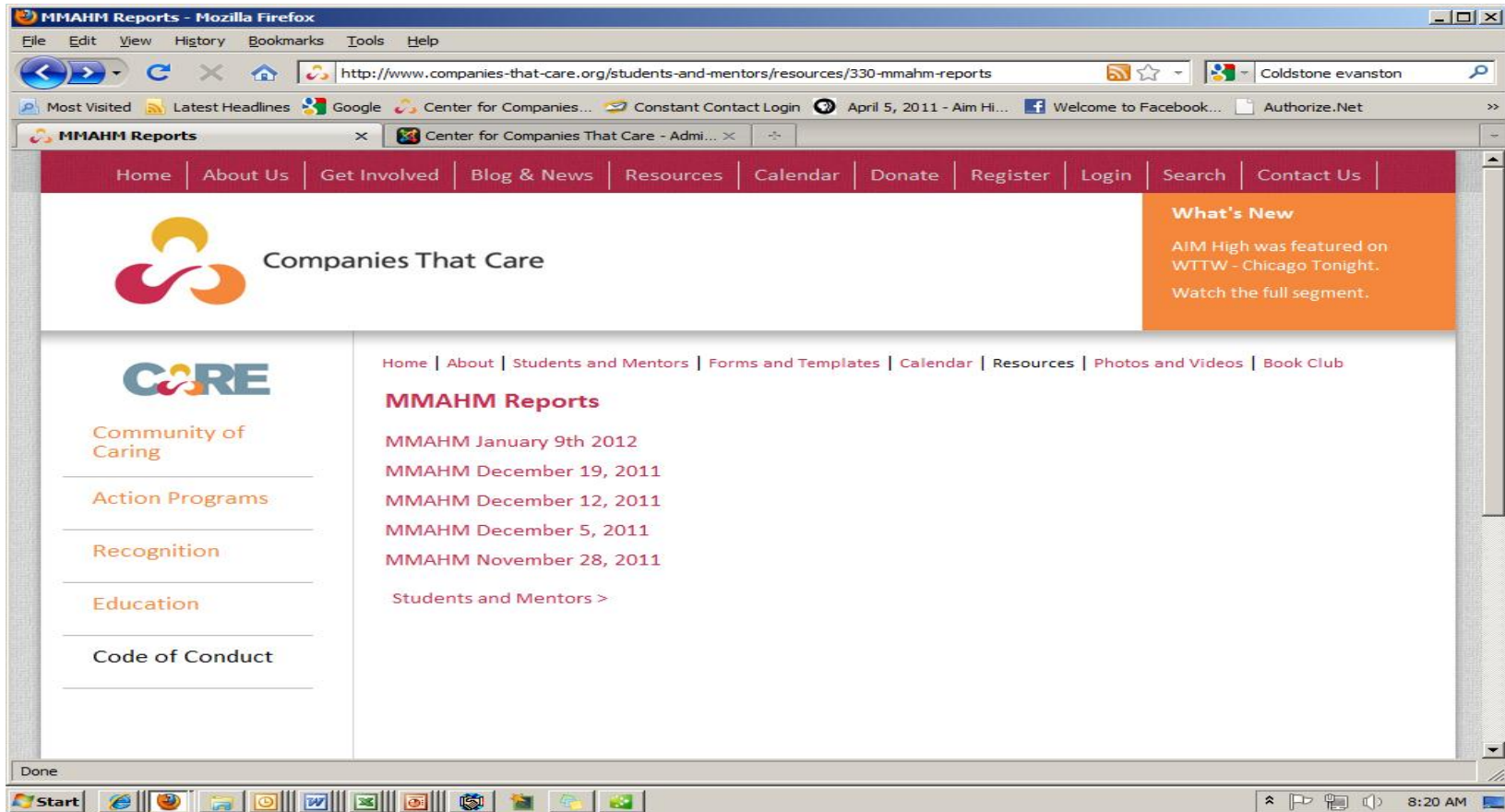
# Website: Resources





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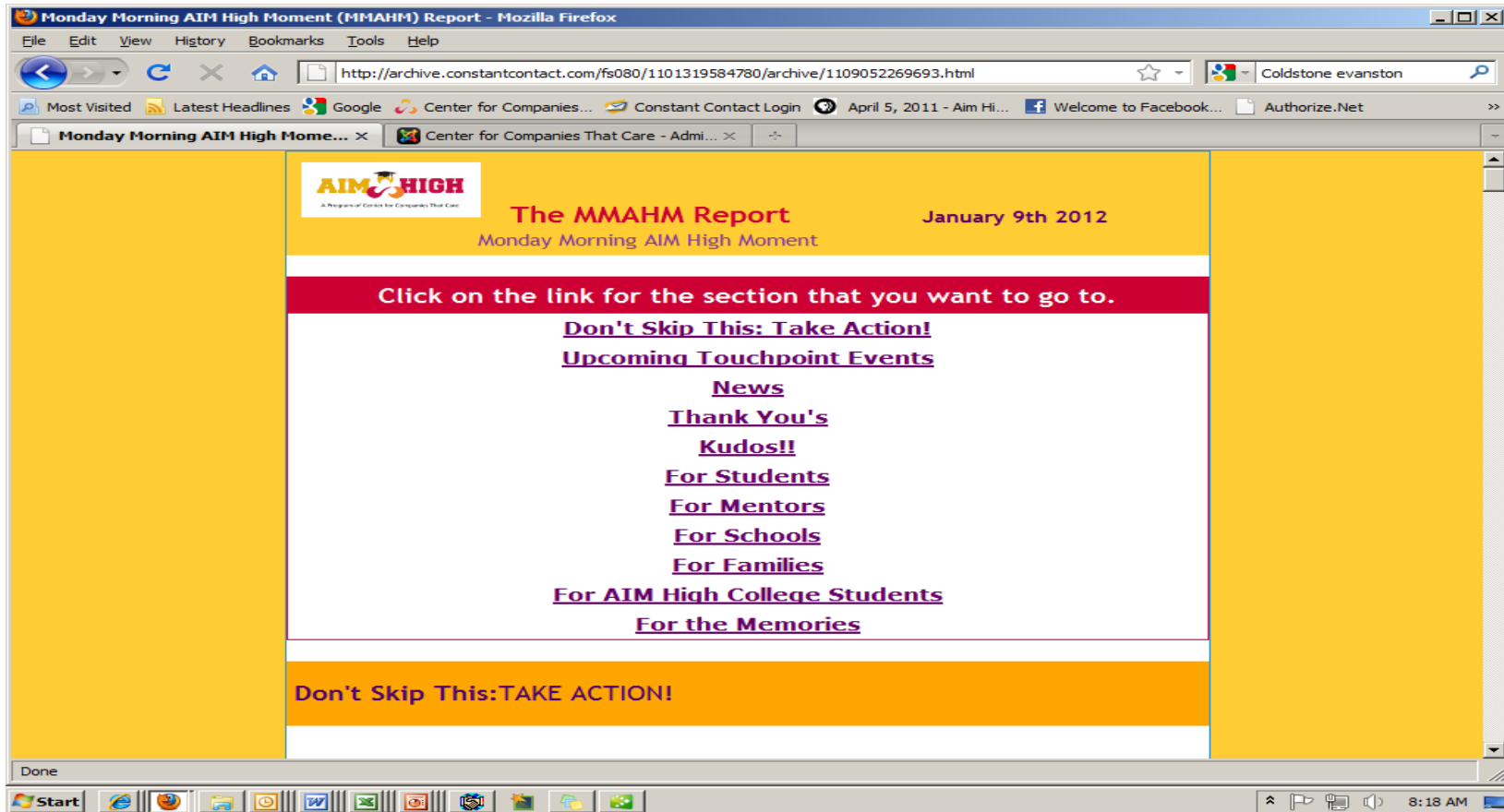
# Website: Resources







# Monday Morning AIM High Moment (MMAHM)





# MMAHM Report

UHC AIM High Mentor Team... - Message (HTML)

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

From: Latimer, Karen [latimer@uhc.edu] Sent: Thu 1/12/2012 3:52 PM  
To: Velasquez, Kris; Hooper, Amanda  
Cc: Marci Koblenz - CTC  
Subject: UHC AIM High Mentor Team...

**INFORMATION FOR MENTORS**

**Touchpoint: Cultural Event at Medieval Times**

For our next cultural event, we'll journey back in time for a terrific evening of delicious food, entertainment, and fun not to be missed! Great food and much fun await so be sure to RSVP today!

**Date:** Thursday February 2nd, 2012  
**Time:** 4:30pm - 10:30pm  
**Location:** Medieval Times in Schaumburg  
**Who's Invited:** All AIM High Students, Mentors and School Liaisons  
**Transportation:** provided for CTD, GWWCP, NLCP and Urban Prep-Bronzeville students. Students coming from UCW and Urban Prep -Englewood campuses pay \$6 each.  
**Cost:** Free to all AIM High Students + one Mentor. Additional Mentors welcome for an additional cost of \$40 .  
**Parent Help:** Parent chaperones are required for Urban Prep and UCW students who will be riding the bus. As a "thank-you" parents will receive a free dinner, and there is no charge for parents who ride on the bus. Please contact Lynn Rutstein at the Companies That Care office to sign up - 312-661-1010.

Students, please note the late arrival time back to school.  
**Make sure you have made arrangements to be picked up.**

[Register here](#)

**AIM High Career Fair**

Come learn about the many possible career options available to AIM High students. From nursing to business, manufacturing to marketing, you'll be astounded to learn about all the different directions your career can take. Special guest speaker, *Ginny Clarke*, President & CEO of Talent Optimization Partners, will be on hand and sure to inspire as she talks about her career and personal journey to become an expert in talent and career management, diversity recruiting and executive coaching. For more information about Ginny and her organization, follow [this link](#) to her website.



# Website: Discussion Questions

Book Club - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.companies-that-care.org/students-and-mentors/book-club

Most Visited Latest Headlines Google Center for Companies... Constant Contact Login April 5, 2011 - Aim Hi... Welcome to Facebook... Authorize.Net

Book Club

Home | About | Students and Mentors | Forms and Templates | Calendar | Resources | Photos and Videos | Book Club

**Book Club**

**Discussion Questions:**

**Prologue:**

- Taking cells for use in scientific research is standard practice, should it be allowed without the patient's permission?
- Do you own your own cells? Should others be able to profit off research done with your body without your consent or financial compensation?

**Chapter 1: "The Exam"**

- Skloot mentions that, "For Henrietta, walking into Hopkins was like entering a foreign country where she didn't speak the language." (Skloot, 16) Have you even been in a similar situation where lack of knowledge or information made you feel intimidated or even prevented you from doing something?

**Chapter 2: "Clover"**

- After reading chapter two does Henrietta's life seem dramatized or do you think Skloot remained true to real events? If Skloot did alter some parts of Henrietta's history does that change your reading of the book? Why/why not?
- How will Henrietta's life change after she moves from Virginia to Turner?

**Chapter 3: "Diagnosis and Treatment"**

- The diagnosis Henrietta received from the doctor was "Epidermoid carcinoma of the cervix, Stage I"

Done

Start

8:26 AM



# Parents and Guardians

- Inclusive
- Objectives for parents meeting are:
  - Provide information about AIM High
  - Build trust



# Early Warning Indicators (EWI)

EWI-Student Application - [MAIN MENU]

Companies That Care Student Application  
**DEMO version - not for production**

Last Data Backup: 10/14/2010

**MAIN MENU** Welcome Marci Koblenz  
(Log on began at.. 1/11/2012 11:36:17 PM)

Summary of Current EWI Status ( 44 active students )

EWI Status	Count
Green	30
Going Green	0
Yellow	8
Red	2
No Info	4

Form View

start 7 N 3 M 2 I H... N... 3 M M... E... 11:36 PM

- Monitor all students bi-weekly
  - Grades
  - Attendance
  - Behavior
  - External environment
- Develop action plans for "yellow" and "red" students



# Salesforce Student Status

**Aim High Student Status Edit** Save Save & New Cancel

**Information**

Contact

Date  [ 10/3/2013 ]

Homework Completion

Attendance - At School

Academic Trajectory

Student Engagement

Mentor Engagement

Aim High Status

Contact Family

Contact Mentors

Contact School

Eye to Eye

Watch

Other

Notes

Save Save & New Cancel



## Incentive Teams

- Four teams
  - . High Def
  - . Summas
  - . Warriors
  - . We Fly High
- All students and mentors are on a team
  - . Same company = same team
  - . Same school ≠ same team



## Rubric for Team Incentives

Criteria	Points	Incentive
<b>Attendance</b>	2	1. Student attends Leadership Institute
	1	2. Student is late, then attends; or, Student checks in and leaves
	2	3. Student attends Touchpoint event
	2	4. Student's mentor team attends Touchpoint event (no substitutions)
<b>Engagement</b>	1	5. Open MMAHM Report
	1	6. Email mentors with a copy to Program Associate (up to 2x/week will count)
	5	7. Student is offered and accepts leadership role on AIM High Student Leadership Committee
	1	8. Use resources and ask mentors for help (must notify Program Associate for credit)
	1	9. Submit something to Kudos section in MMAHM report (mentor or student)
	15	10. Participate in public speaking contest
	\$\$ Bonus	11. \$25 cash to each Speaking Contest finalist; up to \$500 for the winner
<b>Academics</b>	3	12. Student turns in signed Homework Verification Form at end of specified week
	3	13. Student has completed all assigned homework for the week
	20	14. Student has 3.0 or higher GPA (measured after 1st semester)
	15	15. Student's GPA increases by 0.5 or more over last year (measured after 1 <sup>st</sup> semester)
	50	16. Incentive team with highest average GPA
	Pizza Party Bonus	17. All students who earn 3.0 or higher during semester
	Prize Bonus	18. Monthly prize to each student who attends, turns in their Homework Tracker, and emails every week during the month.
<b>AIM High Growth</b>	15	19. Schedule a meeting to introduce AIM High to a prospective mentoring company
	15	20. Raise \$1000 for March to College per student (receive 5 points for every \$100, including Sponsorships)
	15	21. Student raises at least \$100
	40	22. Most money raised by incentive team for March to College (excluding Sponsorships)
	Shopping Trip Bonus	23. Student/Mentor team raises \$1000 (per student)
<b>Losses</b>	Lose points	24. Student doesn't attend or check-in at Leadership Institute (lose 2 points)
	Lose points	25. No one from mentor team registers for Touchpoint event by registration deadline (lose 5 points)
	Lose points	26. No one from mentor team attends Mentor Touchpoint training (lose 10 points)
	Lose points	27. Mentor team doesn't submit Student Engagement Assessment (lose 10 points per student)





# Homework Tracker Form

<b>Student Name:</b>				<b>Homework Tracker Due:</b> [10/2]	
<b>Incentive Team:</b>	___ High Def	___ Summas	___ Warriors	___ We Fly High	
<b>Instructions for Students:</b> Bring this to your teacher for the assigned class, get it filled out and signed, and bring it back to Leadership Institute on the above due date for 3 incentive points. 3 more points if you completed all assignments!					
<b>Instructions for Teachers:</b> Please answer the below questions to the best of your abilities. Thank you for helping us improve AIM High student academics!					

**SUBJECT:** [ENGLISH]

**TEACHER NAME:**

**FOR TEACHER:**

1. Did student complete all assignments for the week beginning on [9/23]? Please circle: **Y / N**
2. If student did not complete all assignments, please enter the number of assignments missing: \_\_\_\_\_
3. Are there any assignments he/she can still make up? If so, please detail and give a due date, if possible:

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Teacher Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## Attributes of a Successful Partnership

- Open communication
- Understanding of each other's success criteria and efforts to support them
- Support the common goal of high student attendance



## Next Steps

- Provide **student** information to Companies That Care
  - . Name
  - . Address and phone
  - . Copy of student's application
  - . IEP, if any
  - . Explore scores and first semester grades
- Select a time for Leadership Institute
- Schedule parents' meeting
- Collect passwords to access grades, homework and attendance
- Begin tasks for first event
  - . Order bus
  - . Distribute permission forms to students



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# Additional Detail



## How it Works

- Center for Companies That Care, in partnership with selected schools, designs and facilitates 8-pillar program curriculum and trains mentors
  - Each Pillar has annual programming unique to the grade level
- Schools select students
  - 9<sup>th</sup> graders are paired with mentors in January
  - 2 students per student team
  - Each student participates in the program from 9<sup>th</sup>-12<sup>th</sup> grades and through college
- Each team of students is supported by a team of mentors from a local employer and a sponsor
  - Mentoring team is 3-5 employees
  - Mentoring takes 45 hours per year per team, excluding internship
  - One person from mentor team attends monthly Touchpoint events
- Outcomes achieved via
  - Monthly "Touchpoint" events
    - No cost to students or mentors
  - Face to face and "virtual" mentoring
  - After school Leadership Institute
  - Internships
  - Accountability and Evaluation
- Employers may sponsor a student, mentor student teams or both
  - Sponsors and mentors each make four year commitment
  - Employer is accountable for keeping student teams filled with 3-5 mentors

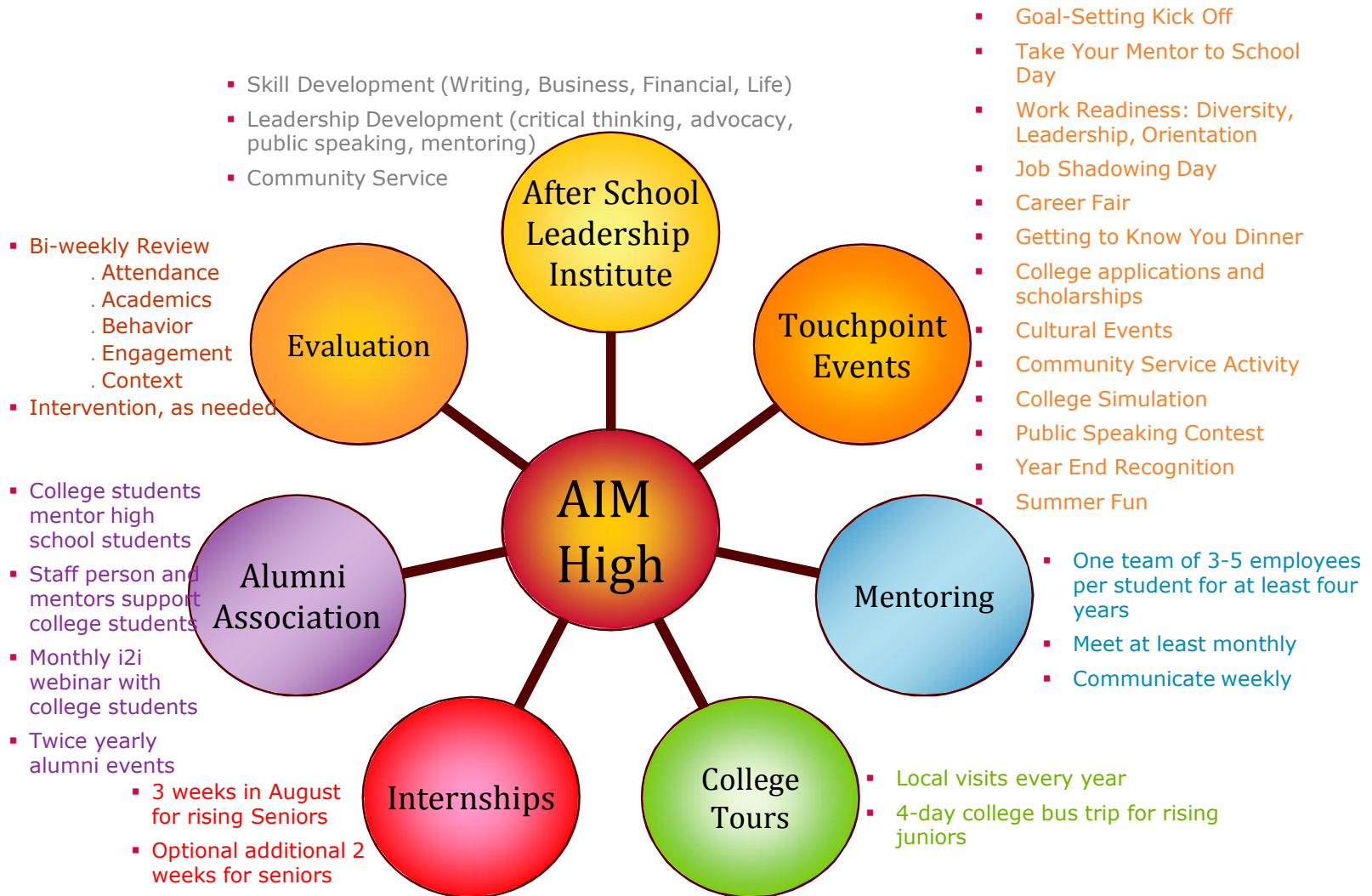


## Strategy: Goal and Success Factors

- **Goal:** Graduate from a four-year college
- **Success Factors**
  - **Role Models** – students mentored by college-educated teams of local employees role modeling “middle class parents”
  - **Long Term** – 9<sup>th</sup> grade through college
  - **Comprehensive and Holistic Curriculum** – 8 pillars that address drop-out landmines via multiple, diverse tactics
  - **Pro-Active** – Early Warning Indicators catch students before they fall
  - **Motivation** – Incentives (recognition, awards, prizes, trips, internships, etc.)
  - **Inclusive and Collaborative** – multi-disciplinary supportive network, including families and siblings; open to all students, regardless of grades
  - **Customized** – students receive individual attention according to their needs and situation



# AIM High: A Closer Look





# 8 Pillars Address Known “Landmines”

<b>Pillar</b>	<b>Curriculum</b>
<b>Goal Setting and Leadership</b>	Identifying personal goals, developing tactics to reach goals, tracking progress; involving family members; accountability through mentor and staff evaluations; Leadership Institute – skill building, critical thinking, character, accountability
<b>College-Bound</b>	Exposure to colleges and college life; role models serve as mini college-counselors to guide students through all aspects of application process; college bus tours, financial aid, college student panels; college simulation and financial savvy in college. College coach on staff for students in college. AIM High alumni events and calls.
<b>Academic Support</b>	AIM High Scholars -- remediation for students performing below grade level; ACT exam prep, incentives for attendance, homework completion and good grades; technology skill building; tutoring; finding resources
<b>Workforce Development</b>	Identifying career interests, learning proper workplace etiquette, understanding lifetime income potential, experiencing being a employee, job shadowing, internships, performance evaluations, career fair, resume writing, interviewing skills
<b>A Day in the Student’s Life</b>	Attending school with the student and walking in the student’s “shoes”; meeting with teachers and counselors about individual student; understanding better how to support student academically and socially; cultural competence
<b>Community Service</b>	Leadership development and building self-esteem by giving to others and becoming a role model to others; fundraising activities also
<b>Cultural Awareness</b>	Exposure to typical middle-class cultural experiences (theatre, restaurants, sports, museums, etc.); instruction about proper social behavior and etiquette.
<b>Recognition</b>	Celebrating each time the student matriculates to the next grade; involving family members; public speaking contest with incentives; building confidence, character and presence; Awards for GPA over 3.0, homework completion, reaching out to mentors for academic support, attendance, engagement



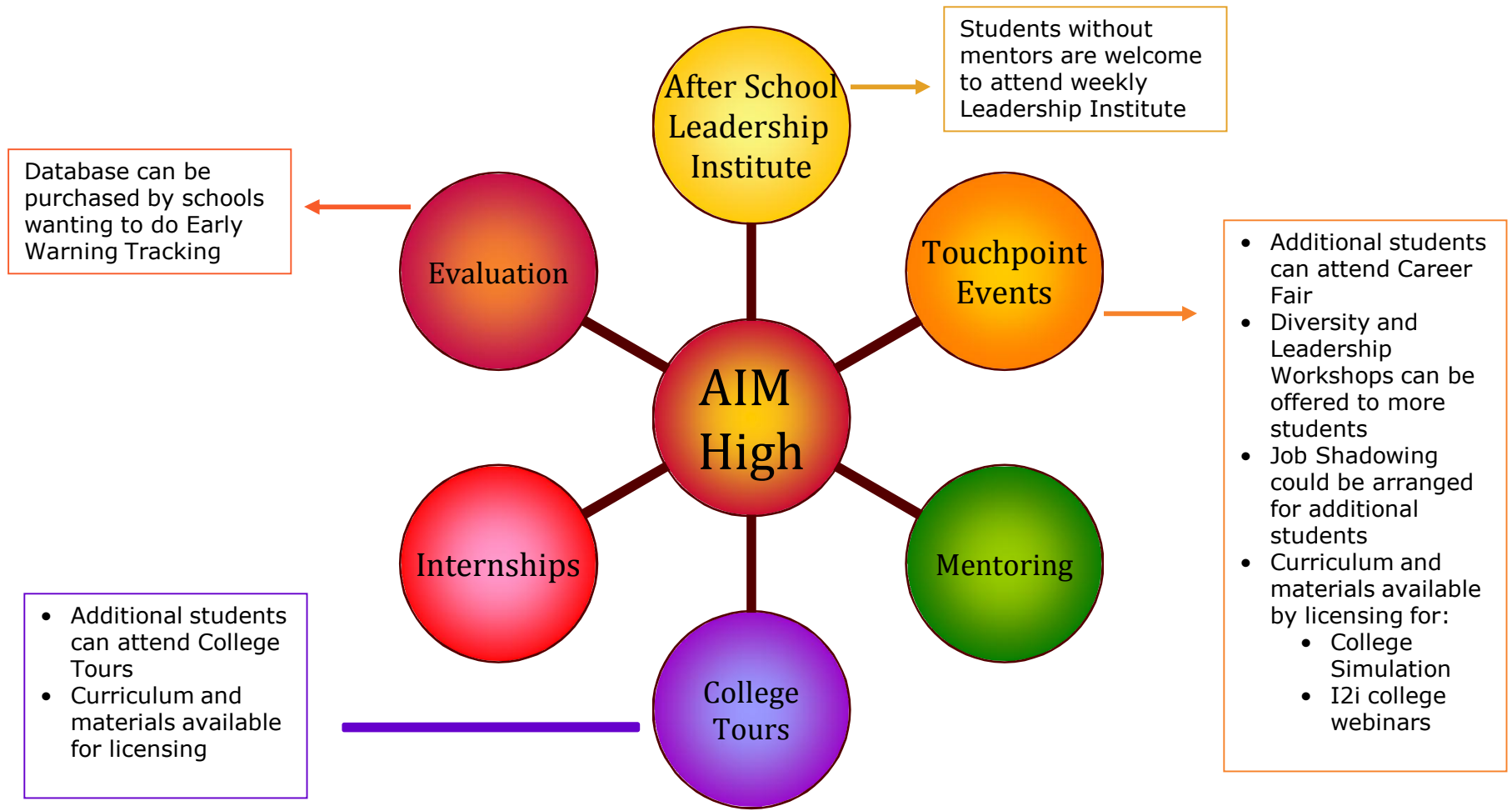


# AIM High: Overview

	<u>AIM High Associates</u>	<u>AIM High Members</u>	<u>AIM High Members</u>	<u>AIM High Alumni</u>
<b>Grade</b>	<b>9</b>	<b>10-12</b>	<b>College</b>	<b>Post College</b>
<b>Weekly After-School Leadership Institute</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
<b>Mentors</b> (3-5 per student)	HS Seniors, College Students, Employees	Employees	Employees & Staff	Serve as Mentors
<b>Monthly Touchpoint Events</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
<b>Early Warning Tracking</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<b>Monthly Virtual i2i Meeting</b>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Alumni Events</b>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



# Expanding AIM High within Your School





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## Unique Attributes Increase AIM High's Effectiveness

- Focused on college completion
- Long-term – 8+ years
- High ratio of mentors to students
- Structured, holistic 8-Pillar curriculum addresses known barriers to college graduation
- Students monitored and evaluated bi-weekly for academic, attendance, behavior, communication and family/community concerns
- Many opportunities for family participation
- Additional college-fit curriculum for high school seniors, including interactive college simulation
- Individualized college counseling directs students to colleges providing the greatest financial aid coupled with high graduation rates
- On-going support for AIM High college students
- Ease of participation for all employers, large and small