



## **Why Partnerships Are Important for Schools and Businesses**

We all know that positive stories about our schools increase school pride among students, teachers and staff. Reading about our schools, hearing about student achievement and seeing our programs in action encourages us to keep up the good work and try to do even more to enrich our students.

Businesses enjoy an enhanced community image, increase loyalty and morale in their employees and develop possible future employees. Businesses make their customers aware of their community service and their emphasis on the importance of education.

Engaging businesses in partnerships with our schools is an easy, exciting way to increase awareness of what we do best – prepare today's students for tomorrow.

The Partners In Education program takes the guesswork out of forming and developing partnerships between businesses and schools. The Partners In Education Handbook, coupled with this Communications Kit, will help make the partnership process a success.

### **Increase Awareness**

Schools that demonstrate a creative approach to teaching become known in the community as innovative learning centers. Community perception of excellence in schools encourages participation from parents, while reinforcing the message that education is our top priority.

Business partners enjoy the benefits that come from recognition of their efforts to increase student achievement. Businesses that support education are known as leaders in the community. Internally, partnerships with schools are rewarded with energized employees; those who participate in partnership programs report that they learn as much from the students as they teach. Employees' careers are developed by extending themselves into the classroom; they gain an appreciation for the challenges and rewards of teaching as well.

Students learn that the community cares about education and about their academic success, as well as their success as adults.

### **Extend the Classroom**

Schools that have active partnerships with businesses are offering experiences to their students and teachers that extend the classroom into the community. Partnerships give students the opportunity to learn about careers, while reinforcing basic curriculum. For example, a partnership with a grocery store can teach students what it's like to work selling a product that everyone needs. The rewards of providing food for the community, coupled with the challenges of a retail operation can underscore the concepts of math, science and economics.

Teachers are inspired to develop new techniques, and gain experiences to draw upon and incorporate into their instruction.

Businesses become community leaders by demonstrating that they value quality education. Being recognized as a company or organization that values education is important for customer and employee recruitment.

### **Prepare Tomorrow's Adults**

Seeing and hearing about career opportunities that are unfamiliar to them opens students' eyes to the possibilities for their future. Students can be inspired to set goals for themselves, having a direct effect on their commitment to stay in school and achieve their personal best. Learning first-hand from professionals in the community makes a valuable connection for students between academics and the choices they will make.

Businesses have a vested interest in preparing students for their adult lives. Businesses need a workforce that is knowledgeable and prepared. Making connections with students encourages career choices that will benefit businesses and aid in their recruitment efforts.

### **Gain Resources**

Partnerships bring financial and human resources to schools that enhance the schools' ability to provide quality education. While partnerships are not focused on the financial component, additional funding is a valuable part of a partnership program. A company's financial support of a school can enable students to have experiences they otherwise would not receive. However, it is important to stress that human resources are the most vital element of the partnership. Relationships that develop over years of a partnership are priceless.