

MEDIA ADVISORY: June 23, 2004**Please contact:** Dr. Elaine Liftin, President and Executive Director or Sisty Walsh, Communications, 1.866.268.0250, sistywalsh@changeeducation.org

PASS PROGRAM HELPS BOOST FCAT FOR AREA SCHOOLS

Council for Educational Change Impacts Student Achievement

Statewide PASS (Partnership to Advance School Success[®]) schools, including those in Pinellas County, continue to report significant achievement gains based on 2004 FCAT results. Some 63% percent of PASS schools which started the program in 1999 and were graded D that year achieved an A or a B in 2004. This compares with approximately 45% percent of all Florida schools that received a D in 1999 and now are A or B. PASS is an initiative of the statewide educational improvement organization, the **Council for Educational Change (CEC)**.

The PASS model is now in 36 schools statewide. Evaluation results (following), from an independent University of Miami analysis, as well as participant observation, show a correlation between increased achievement and the PASS model. Some highlights:

- All of the original PASS schools have raised their letter grade from an original D. 63% of the original schools are now rated A and B.
- 82% of all PASS schools in the model for three years increased at least one letter grade with 35% showing a substantial increase of two or more letter grades.
- Some 78% of all schools in the PASS model two years or more increased one or more letter grades since starting the program with 37% increasing two or more letter grades.
- Achievement gains and grades for most PASS schools increase the longer they are in the program.
- PASS schools which regularly use SP SnapShot™, the Council's online student performance data tool, in their PASS program have dramatically increased student achievement and their letter grades. 11 of 17 PASS schools who used SP Snap Shot are A or B while only 2 of 11 who did not use it, are an A or B school.

Elliott Stern is the Senior Vice President of Raymond James Financial. He is also a Council for Educational Change Board member and a CEO PASS mentor at Mt. Vernon Elementary in St. Petersburg. When Stern started mentoring at the school in 2000-2001, it had a D grade.

The school faced significant challenges with 73% of its students eligible for free and reduced lunch. Principal Valerie White was committed to boosting student achievement and welcomed the PASS model and Stern's input. Working hands on with Principal White, the school's grade climbed steadily, last year achieving a B and this year a coveted A. Stern was the first person White called to share the good news and to thank him for being an integral part of the school's achievement.

PASS

Partnership to Advance School Success

WHAT IS IT?

- CEO mentors principal of an underperforming school, working with an education coach
- Mentor works hands on with principal, infusing business strategies into improvement
- Supporting corporation or foundation contributes \$100,000 for the 3 year program
- Brainchild of Florida Council of 100 and South Florida Annenberg Challenge (CEC predecessor)
- Partnered by FLDOE

WHOM DOES IT SERVE?

- Schools that are low performing
- Schools that face significant challenges
- 23,500 students with 83.37% on free and reduced lunch and 84.48% minority

WHAT MAKES IT UNIQUE?

- Hands on CEO involvement onsite
- Matching dollars available
- Ability to monitor the impact of CEO's "investment in student achievement"
- Independently evaluated

THE COUNCIL FOR EDUCATIONAL CHANGE is a statewide, 501 (C)(3) non-profit organization. Our mission is to focus on LEADERSHIP to improve student achievement and address critical education issues.

"PASS works," said Stern. "This is an incredible achievement for the program and for the entire school who worked hard and well to make this happen. I also have to credit the Raymond James family. Our staff adopted this school and we are thoroughly involved and invested in its success, day-by-day and student-by-student. You have to get in there and get your hands dirty to make a real change."

The "formal" PASS partnership with the school is winding down, but not Stern's commitment. Not only is Raymond James Financial still helping the school, but Stern is also involved in forming a statewide PASS alumni group to maintain the strategies that raised student achievement at former sites and spread them at current sites.

Data assessment—benchmarking and monitoring the progress of every student—is a priority for Stern. Mt. Vernon used SP Snapshot, the Council's online student performance data tool to track achievement.

PRELIMINARY ANALYSIS: PASS SCHOOLS, 2004 FCAT SCORES

Original PASS Schools in PASS Model Four Years (8 schools)

All began as "D" schools
38% are now "A" schools
25% are now "B" schools

PASS Schools in PASS Model Three Years or More (17 schools)

47% increased one or more letter grades this year
82% increased one or more letter grades since becoming a PASS school
35% increased two or more letter grades since becoming a PASS school
41% made an "A" or "B" grade this year
41% maintained the same letter grade this year

PASS Schools in PASS Model Two Years or More (27 schools)

52% increased one or more letter grades this year
78% increased one or more letter grades since becoming a PASS school
37% increased two or more letter grades since becoming a PASS school
44% made an "A" or "B" grade this year
19% maintained the same letter grade this year
15% decreased their letter grade this year
15% maintained the same letter grade since beginning the PASS model

All PASS Schools Including Those with One Year or Less and Under Development (35)

51% increased one or more letter grades this year
60% increased one or more letter grades since becoming a PASS school
29% increased two or more letter grades since becoming a PASS school
40% made an "A" or "B" grade this year
23% maintained the same letter grade this year
14% decreased their letter grade this year
20% maintained the same letter grade since beginning the model

More information about the PASS model is available on the Council's website, www.changeeducation.org, click on the PASS icon. Attached to this release is a listing of PASS sites, CEO's and Principals.

Council For Educational Change PASS Initiative

PASS SCHOOL	AREA	CEO/ORGANIZATION
Biltmore Elementary	Jacksonville	Peter Rummel/St. Joe Company
Bent Tree Elementary	Miami	Armando Codina/Codina Group Inc.
Bing Elementary	Tampa	Dan Mahurin/SunTrust Bank - Tampa
Biscayne Gardens Elementary	Miami	Joe Arriola/Inktel Direct
Bryan Elementary	Plant City	J. Floyd Hall/Sunshine State Federal Savings
Charles R. Drew Elementary	Miami	Norman Braman/Braman Motors
Clair Mel Elementary	Tampa	Irv Cohen/J.P. Morgan Treasury Technologies Corp.
Crethaven Elementary School	Pompano Beach	Gwynn Virostek (Mentor Wendy Lamb-Labonte)/Washington Mutual
Croissant Park Elementary	Fort Lauderdale	Al Petrangeli/Centex Construction Group
Dillard Elementary	Fort Lauderdale	Philip McNally/RBC Centura
Ethel F. Beckford-Richmond Elementary	Miami	R. Kirk Landon/Kirk Foundation
Garden City Elementary	Jacksonville	Jill Gleeson/Navigy, Inc
Highlands Elementary	Kissimmee	Al Weiss/Walt Disney World
Holmes Elementary	Miami	T. Willard Fair/Urban League Of Greater Miami
Hungerford Elementary	Eatonville	Dale Oliver/Progress Energy Florida, Inc.
Justina Road Elementary	Jacksonville	Mac Holley/Bank of America Jacksonville
Lake Trafford Elementary School	Immokalee	Susan Hebel Watts/Collier Enterprises Ltd.
Lincoln Elementary	Riviera Beach	Sharon DeHayes/CSR Rinker Materials
Miami Beach PASS Academy	Miami Beach	Wayne Chaplin/Southern Wine & Spirits Charitable Foundation
Miami Beach Senior High	Miami Beach	Same as above
Mt. Vernon Elementary	Saint Petersburg	Elliott Stern/Raymond James Financial
North Shore Elementary	Jacksonville	Steven Halverson/The Haskell Company
Oak Ridge Elementary	Tallahassee	Rick Kearney/Mainline Information Systems, Inc.
Palm Lakes Elementary	Hialeah	William E. Graham/Graham Family Foundation
Palmetto Elementary School	West Palm Beach	Harry Weede/Wachovia Bank
Paxon Middle School	Jacksonville	Don Hickman/Weaver Family Foundation
Phillis Wheatley Elementary	Miami	Carlos Migoya/Wachovia N.A. and P. L. Dodge Foundation
Pinellas Central Elementary	Pinellas Park	Bill Habermeyer/Progress Energy
Poinciana Park Elementary	Miami	Bernard Mandler/ Bernard Mandler Law Office
Reynolds Lane Elementary	Jacksonville	Russell Newton, Jr./Timucuan Asset Management
Riverside Elementary & Community School	Miami	Stuart Miller/Lennar Corporation
Robinson High School	Tampa	George Nichols III/New York Life Insurance Company
Sallye B. Mathis Elementary	Jacksonville	Winston Wilkinson/Wachovia
Shingle Creek Elementary	Orlando	Paula Shives/Darden Restaurants Hubbard Construction; and Hughes Supply Inc.
West Riverside Elementary	Jacksonville	Kevin Twomey/The St. Joe Company
West Tampa Elementary	Tampa	Robert W. Graham III
Wewahitchka High School	Gulf	Pamela Selton/St. Joe Community Foundation
Winston Elementary	Lakeland	Sharon Miller (Mentor Hunt Berryman)/Publix Super Markets Charities, Inc.

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"EVERY CHILD CAN SUCCEED."