

MEDIA ADVISORY: June 23, 2004

Please contact: Dr. Elaine Liffitt, 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 Hillsborough County, continue to report significant achievement gains based on 2004 FCAT results. Some 63% percent of PASS schools which started the program in 1999 as a D achieved an A or 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)**.

Two area CEO's dedicated to educational improvement and the PASS program were instrumental in this achievement:

Dan Mahurin

- President and CEO, SunTrust, Tampa Bay; PASS CEO mentor at Bing Elementary; CEC Vice Chair

Irv Cohen

- President, J.P. Morgan Treasury Technologies Corporation; PASS CEO mentor at Clair Mel Elementary; CEC Board Member

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 school 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 SnapShot are A or B while only 2 of 11 who did not use it, are an A or B school.

When **Dan Mahurin** committed to mentoring at Bing Elementary in 1999, the school was a D. This year, it earned a B. Out of the lowest 25% of students, some 76% had made reading gains. Some 75% made gains in math and 73% met high standards in writing. Roger Stanley is the Principal of the school.

-more-

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.

“The PASS program forges a team—CEO, principal and education coach—that focuses on bottom line student achievement and learning gains,” noted Mahurin. “Schools benefit when the community and business sector are involved and supportive,” noted Mahurin. “PASS changes the culture of the school bringing a real ‘can do’ attitude. I’m very proud of Bing’s achievement and pleased to be a small part of their success.” Mahurin is also a supporter of the Council’s free online Florida School Report at www.changeeducation.org, that shares comparative school performance data and best practices to improve achievement.

Irv Cohen is the hands on CEO mentor at Clair Mel Elementary. He brought many corporate strategies to the operation of the school, as incentives and rewards. It paid off for Clair Mel in increased student success. When Cohen started working with Principal Shirley Sanchez, Clair Mel was a D school. In 2004, it earned a B, with 72% of the lowest 25% of the students making gains in Reading and 75% of the school’s students making learning gains in Math. “The school can be very proud. This PASS partnership demonstrates the success that can be achieved with the implementation of a plan that focuses on students, while providing administrators and teachers with the tools, resources and support that they need to effectively perform their responsibilities,” said Cohen.

Data assessment—benchmarking and monitoring the progress of every student—is a priority for Mahurin and Cohen. Both schools used SP Snapshot, the Council’s online student performance data tool to track achievement.

Another area PASS, Bryan Elementary, raised its grade from a C in 2003 to a B this year. J. Floyd Hall is the CEO mentor and Sunshine State Federal Savings sponsors the program that started last year. Bea Green is the school principal.

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.

Council For Educational Change Board

Steven J. Saiontz, Chair Daniel W. Mahurin, Vice Chair Dr. Elaine Liftin, President and Executive Director
 John A. Brabson, Jr. Hugh M. Brown Charles E. Cobb, Jr. Irv Cohen Pamela Jo Davis Willard D. Dover
 T. Willard Fair Edward T. Foote, II Steven T. Halverson Bill Habermeyer Alfred Hoffman, Jr. Elsie Sterling Howard
 David S. Kenin, Esq. Beth Martinez Peter S. Rummell Elliott Stern Steven J. Uhlfelder Gwynn C. Virostek

"EVERY CHILD CAN SUCCEED."