



**DATE:** May 3, 2012

**Appendix NNN-11-17  
May 21, 2012**

**TO:** BOARD OF EDUCATION

**FROM:** Lisa Wachtel, Executive Director of Curriculum & Assessment  
Miles Tokheim, Interim Career and Technical Education Coordinator

**RE:** Agreement with the Greater Madison Chamber of Commerce Foundation

1. **Project Title:** Agreement with the Greater Madison Chamber of Commerce Foundation
  2. **Project Description:** During the 2011-2012 school year, the Dane County School Consortium (DCSC) partnered with the Greater Madison Chamber of Commerce Foundation for the benefit of the students in the MMSD Career and Technical Education (CTE) programs, which included a greater contribution than usual from MMSD to the DCSC to enable MMSD to access the services of the Chamber. This year, MMSD is interested in contracting directly with the Greater Madison Chamber of Commerce Foundation rather than through. The relationship between MMSD and the Chamber centers on creating and developing meaningful business partnerships with a focus on the MMSD Youth Apprenticeship program, finding and securing jobs for Youth Apprenticeship students and creating business partnerships for MMSD CTE curriculum areas.
- Analysis:** Through the formation of business and education partnerships, teachers and employers create learning opportunities which will expose students to the skills, experiences and attitudes necessary in today's workplace environments. Not only do these partnerships provide a real world context where students can apply what they have learned in the classroom, but they also provide significant rewards to the employer. Partnerships reduce the isolation and expand the resource base of schools by having businesses directly involved in the education of youth and the professional development of teachers through sharing expertise, resources, and experiences.

A relevant Career and Technical Education program must be able to match the knowledge and skills required by local businesses and industries. To do this, CTE must connect with our local business. The past three years MMSD has placed a total of 31 students in a Youth Apprenticeship Program (YAP) job placement. MMSD high schools should have this many students participating per high school each year.

**Dane County Area Youth Apprenticeship Placement**  
MMSD (5 high schools), Oregon (1 high school), Waunakee (1 high school)

	Placed			Not Placed			Total		
	MMSD 4 HS	Oregon 1 HS	Waunakee 1 HS	MMSD 4 HS	Oregon 1 HS	Waunakee 1 HS	MMSD 4 HS	Oregon 1 HS	Waunakee 1 HS
2009	13	31	31	20	13	7	33	44	38
2010	12	32	26	9	7	8	21	39	34
2011	7	13	6	22	27	22	29	40	28
2012	12	-	-	4	-	-	16	-	-

Since the relationship was established in January 2012, significant progress has been made. The Chamber has:

- A. Recruited, screened and selected students to increase number of MMSD YAP students from approximately 16 to 60, with 12 students placed with employers.
- B. Promoted MMSD YAP through parent newsletter, flyers, presentation and video sent to all CTE teachers, speaking in CTE classes, collaboration with internship teachers, regular communication with guidance, promotion of YAP on web form Chamber website, e-newsletter articles, earned media via Wisconsin State Journal, creation of media inventory, School Makes A Difference speaking opportunities, partnerships with local organizations
- C. Facilitated YAP through Dane County Area Youth Apprenticeship informational meeting, implementation of new grading procedures, communication of job leads to students, assistance with resume creation and interview preparation, enrollment in MATC coursework, execution of training agreement meetings within 2 weeks of hire and quarterly evaluations, regular monitoring of student progress and communication with instructors
- D. Developed a database of regional businesses and made initial contacts with approximately 500 businesses (Chamber members, DCSC databases, built prospect database) through telephone calls, letters, emails with formal follow-up, sales meetings, in-person visits, speaking and exhibiting opportunities at Chamber events (Ambassadors meeting, Small Business Advisory Council, Chamber Board of Directors meeting, Chamber Business Expo and Small Business Conference), industry meetings and exhibitions (Chrysler Service Managers' Guild, MABA Home Products Show). Developed a strategy and plan for future large employer participation.

The Greater Madison Chamber of Commerce Foundation, in cooperation with the Madison Metropolitan School District Career and Technical Education program shall support and facilitate the MMSD Youth Apprenticeship Program, through finding and securing jobs for YAP students and creating business partnerships for the MMSD Career and Technical Education curriculum areas.

**4. Applicable Board Policies:** 6244, 4402 and 3150

**5. Advertising/Notices/Invites :** N/A

**6. Vendors Receiving RFP:** N/A

**7. Bids Respondents:** N/A

**8. Estimate:** \$60,000 for the Contract with the Greater Madison Chamber of Commerce Foundation (DCSC will continue to provide the classroom instruction and facilitation of the grant for MMSD. Members of the DCSC pay a consortium fee of \$900 and office costs estimated at approximately \$7,000. Student course costs will be approximately \$22,100 for an approximate total of \$30,000 for MMSD DCSC costs. MMSD's membership in the DCSC will need to be approved separately with a resolution).

**9. Previous Fiscal Year Expenditures:** \$55,000

The 2011-12 school year budget was \$25,000 for Dane County School Consortium plus \$30,000 for the Greater Madison Chamber of Commerce Foundation for six months.

**10. Funding Source:** \$60,000 from General Operating Funds in Local Career and Technical Education budget .

**11. Project Schedule:** Contract directly with the Greater Madison Chamber of Commerce Foundation by June 30<sup>th</sup> for the 2012-2013 fiscal year.

**12. Contract Compliance:** Completed

**13. Purchase Requisition Number:** N/A

**14. Recommendation:** It is recommended that the Board approve the proposed agreement with the Greater Madison Chamber of Commerce Foundation in the amount of \$60,000 using General Operating Funds Career and Technical Education Budget, Fund 10.

