



Award Application

SECTION 4: Leading Businesses. Leading Communities.™

Synopsis 1

Impact – The Chamber provides unique opportunities for individuals and businesses to make a difference by connecting them to important community issues.

Advocacy – The Chamber is an advocate for its broad and diverse member businesses, creating a climate of growth and success that benefits all.

Focus – The Chamber helps build stronger communities by staying focused and involved in the top business, civic, and social priorities.

Work Ethic Seal Program

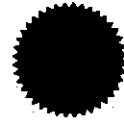


Program/Project Summary

The Chamber, with the support of Junior Achievement, local businesses, industries and school systems, developed the Work Ethic Seal program with its own set of specific criteria to identify students whose hard work, attendance and extracurricular activities distinguish them from the norm. In order to participate, students must meet regular attendance requirements, have no disciplinary referrals, maintain a 2.5 GPA, and be involved in at least two extracurricular activities at school or in the community. For the 2007-08 school year, 38% of all area high school seniors completed this voluntary program. Western Kentucky University, Bowling Green Technical College and Draughons Junior College each award a \$1,000 scholarship to a Work Ethic Seal student at each of the four high schools in Bowling Green/Warren County, totaling up to \$12,000.



Work Ethic Seal Program
Uniting Business & Education



1. The Core Chamber Strength(s) Addressed

Advocacy, Impact, Focus

This program teaches the value of a solid work ethic to high school seniors by requiring them to meet specific criteria and goals throughout the year. As students transition from high school to college or directly to the workforce, our existing employers benefit from the skills and values impressed upon the graduates. Prospective economic development clients see that our community is dedicated to fostering an educated and committed workforce.

2. Needs Identification

a. Target Audience(s):

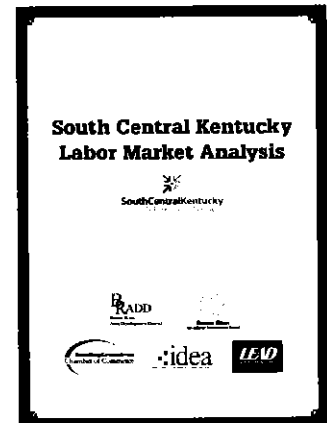
High school students & area businesses/organizations

Needs Program Meets:

- Permanent two-way connections with business, industry, and school, communicating their expectations of what students should accomplish and partnering to help students achieve work ethic goals.

b. Needs Identification & Data Collection Process:

- South Central Kentucky Labor Market Analysis – Study of the regional labor force
- Executive Pulse – Online interviews tracking industry strengths and challenges
- Kentucky Association of Manufacturers Survey – Wage and benefits survey



c. Anecdotal or Formal Evaluation Results:

As determined by the Labor Market Analysis, the regional labor force is inadequate in size and a large percentage of the applicant pool falls short of many companies' employment standards, particularly in areas such as

- General education and math/reading literacy
- Business and industry-relevant skills
- Reliability (leading to absenteeism and high turnover)
- Certain disciplinary problems including drug use
- Career orientation and commitment to their jobs and employers
- Willingness to accept and use training

The bottom-line assessment is that labor problems in the region are moderately more serious than the national average as the number of jobs has grown faster than the supply of capable workers.

3. Program Objectives

- ◌ Preparing students for success beyond their high school diploma (contribution to the workplace and furthering their education) by understanding the importance of strong work ethic skills essential for securing and maintaining successful, meaningful employment. Students who enroll in the program must meet minimum standards set by existing industry representatives and the workforce development committee.
- ◌ Providing employers with a work ethic indicator to utilize when interviewing/hiring.

Support Materials

Enclosed:

Brochure

Student Application

Application Checklist

Letter to Seniors

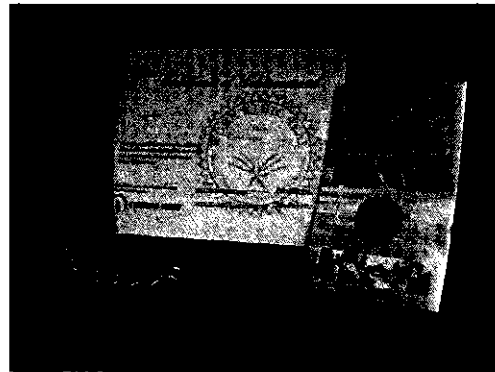
Letter to Parents

Volunteer Recruitment

Completion Application

Completion Letter

Completion Certificate



4. Methodology

The Chamber partners with Junior Achievement of South Central Kentucky to administer and run the program. Each high school senior receives a letter and enrollment application at the beginning of the school year from the Chamber along with a brochure detailing the aspects of the program. Participation in the program is entirely voluntary and is the responsibility of the student.

Participants must complete an application to express their interest in the program. They are then enrolled in the Junior Achievement Success Skills® class. The class is based on a variety of valuable life and employment lessons. Some of the basic concepts taught in the classroom include attitude, business careers, ethics, interviews, job applications, resumes and cover letters. The students must successfully complete seven sessions of the Success Skills® seminar in order to graduate with the Work Ethic Seal. Students earning the Work Ethic Seal receive a certificate of completion at their high school's senior awards program, wear distinctive cords at graduation, have the Work Ethic Seal permanently affixed to their certificate and are eligible to receive a scholarship.

Budget:

**Bowling Green Area Chamber of Commerce
Work Ethic Seal
2007 - 2008 School Year Proposed Budget**

	Actual	Budget
Sponsorship	\$ 6,617.20	\$ 6,617.20
200 Students @ \$33.08 Each		
Subtotal Sponsorship	\$ 6,617.20	\$ 6,617.20
Projected Expenses		
Junior Achievement Classes	\$ 1,050.00	\$ 2,500.00
10 Classes with 20 students per class @ \$250 Each		
Enrollment Applications	\$ 142.59	\$ 160.00
1000 Applications @ \$.16 Each		
Enrollment Letters to Parents and Students	\$ 146.68	\$ 174.00
2000 Letters @ \$.087 Each		
Completion Letters to Parents	\$ -	\$ 57.20
200 Letters @ \$.286 Each		
Completion Applications	\$ 187.14	\$ 118.00
200 Applications @ \$.59 Each		
Brochures - Full Color	\$ 1,734.54	\$ 1,480.00
4000 Brochures @ \$.37 Each		
Graduation Certificates	\$ 221.18	\$ 312.00
200 Certificates @ \$1.56 Each		
Achievement Cards	\$ 80.01	\$ 356.00
200 Cards @ \$1.78 Each		
Work Ethic Seal Embossing Stamp	\$ -	\$ 60.00
For Lighthouse Academy		
Graduation Cords	\$ -	\$ 500.00
50 Cords @ \$10 Each		
150 Cords leftover from 2006 - 2007		
Catering Services	\$ 209.00	\$ 400.00
Postage/Supplies	\$ -	\$ 500.00
Subtotal Expenses	\$ 3,771.14	\$ 6,617.20
Total	\$ 2,846.06	\$ -

This proposed budget is based on 200 students participating in the program.

5. Communications

The communication strategy uses the Chamber’s resources and relationships to distribute the message of the program out to students and teachers, as well as businesses and industries.

Communication Strategy:

Media/Public Relations

Direct Mail

Presentations

Events

<i>Vehicle</i>	<i>Target Audience</i>	<i>Communication Points/Calls to Action</i>
Brochure	<p>Students Parents Teachers School Administrators</p>	<p>Participant recruitment, purpose of program, examples of program and its benefits, Chamber awareness, planning for future, value of work ethic</p>
Testimonials		
Presentations		
Direct Mail		
Meetings with School Leadership		
School Newsletters		
TV (AM KY guest, Cable Monthly Chamber TV Show)		
E-mails	<p>Business & Industry Potential Volunteers Potential Sponsors</p>	<p>Program awareness, volunteer participation, Chamber benefit/service to partners and community</p>
Chamber Newsletter		
Chamber Website		
News Releases		
Special Events		
TV (AM KY guest, Cable Monthly Chamber TV Show)		

6. Evaluation

Objective: Preparing students for success beyond their high school diploma (contribution to the workplace and furthering their education) by understanding the importance of strong work ethic skills essential to securing and maintaining successful, meaningful employment.

Results: The Bowling Green Area Chamber of Commerce's Work Ethic Seal program received the MetLife Foundation Entrepreneurial Award of Excellence at the Junior Achievement National Leadership Conference.

Work Ethic Seal Program Summary 2008

High Schools	Students Enrolled in Program	Students Completed Program	Percent Complete
Bowling Green High School	12	3	25%
Greenwood High School	81	36	44%
Warren Central High School	42	8	19%
Warren East High School	11	11	100%
TOTAL	146	58	40%

The 2009 program is on track to graduate nearly 100 students. An evaluation process is being designed to track the progress of these students.

Objective: Providing employers with a work ethic indicator to utilize when interviewing/hiring.

Results:

- After hearing about the program, surrounding counties inquired about participation. The Chamber trained representatives in Barren, Edmonson, Hart and Simpson Counties who now provide the Work Ethic Seal Program.
- SOKY Happenings (local publication) is promoting the Work Ethic Seal in its July publication and the scholarship winners. WBKO-TV AM Kentucky featured the program on its morning show.
- An awareness program, including PSAs, is being produced to further promote the program.

○ Chamber partners continually praise the program. Some quotes from a recent survey:

"I really appreciate the Chamber coordinating this program. One of the biggest challenges for my small business is hiring the right personnel and avoiding turnover."

Chris Thompson, Mancino's Grinders & Pizza

"It has been the most rewarding year volunteering at the Chamber on the Workforce Development Committee and getting to help organize the Work Ethic Seal program which gives students a broader understanding of work ethic issues by bridging the gap between what students may perceive and the realities of employment."

Mekesha Montgomery, Frost Brown Todd Law Firm

"It is so exciting to see a student like Ryan Davidson receive a Work Ethic Seal scholarship through the Chamber's program. Ryan isn't the typical student. He puts in 40 hours a week working at Hardee's and still manages to make A's in his classes. His classes are not just ordinary classes—three are Advanced Placement courses. For students like Ryan who will be working their way through college, it is rewarding to see his great work ethic already paying off for him. He is an inspiration to others!"

Lou Graham
Warren East High School Guidance Counselor

Support Materials

Enclosed:

Interview Summaries