

ANNE KLEIN COMMUNICATIONS GROUP

Building a Bridge to Students' Futures One in a Series of Award-Winning Solutions

The Challenge:

Help remedy the extremely low graduation rate at Newark High School, in Wilmington, Del., while positioning Noramco, Inc., a Johnson & Johnson subsidiary, as a good corporate citizen.

Results:

- Noramco was instrumental in helping the community receive a \$90,000 Bridge to Employment grant from Johnson & Johnson to help a group of students participate in a multiyear program of after-school support, service learning, mentoring and exposure to healthcare careers.
- The participating students are succeeding. Many have improved grade point averages, and several have received achievement and recognition awards from the schools or community.
- The *Wilmington News Journal* wrote an article about the Bridge to Employment program entitled, "Program pushes pupils to succeed." The article, which included two photos of Noramco mentors working with students, captured the positive impact of the program.
- Noramco was awarded an Honorable Mention in the Environmental Leadership category in the 2005 Johnson & Johnson Worldwide Sustainability Awards, an international corporate recognition program, for its community outreach efforts.
- Noramco employees are engaged and working with the community as fourteen Noramco employees have been trained and are serving as student mentors.
- Noramco has strengthened relationships with key community representatives.

Background:

Anne Klein Communications Group helped Noramco establish the Noramco Neighbors, a community advisory committee to help build strong relationships with its surrounding communities. The committee learned that only one in eleven eighth grade students from Noramco's surrounding communities graduate from high school. The community and Noramco worked together to help remedy this issue.

The Campaign:

Noramco and the Noramco Neighbors, partnering with the local school district, applied for and received a \$90,000 Bridge to Employment grant. The Bridge to Employment program, funded by Johnson & Johnson, is an education support program with sites around the country. To announce the grant, AKCG and Noramco planned a celebration luncheon for community leaders, and Noramco received special accolades during the event. A steering committee of community leaders, Noramco and AKCG representatives developed the program's curriculum and assembled needed resources. Noramco even developed a Web site for participating students to log, track and review their accomplishments.

Participating students attend workshops on career awareness, college preparation, time management and first-aid; they receive stipends for mentoring younger students. They regularly attend after-school mentoring events and a summer institute at a local community college. Most important, the participating students are on the road to graduation and to college.

To learn more about how Anne Klein Communications Group can help your organization with successful community outreach programs, please call and ask for Anne Klein or John Moscatelli.