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# RENEWING PARTNERSHIP

1999 MINNESOTA ACADEMIC EXCELLENCE FOUNDATION ANNUAL REPORT



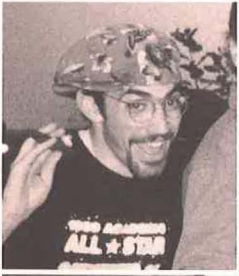
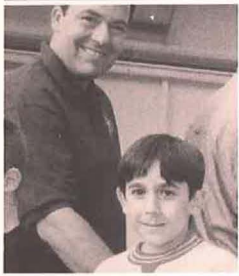
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JULY 1, 1998 - JUNE 30, 1999





**MAEF...BRINGING A VOICE AND  
INNOVATIVE SOLUTIONS TO EDUCATION  
CUSTOMERS – STATEWIDE.**



Dear Friends,

The Minnesota Academic Excellence Foundation (MAEF) was founded in 1983, co-supported by the public and private sectors through community-based partnerships. It was created in response to the report, *A Nation at Risk*, and was conceived as an innovative use of business, government and education resources to address the issues of student achievement and school performance.

The MAEF organization has a challenging and important mission: *to be the primary advocate for promoting and recognizing the importance of academic excellence in all Minnesota elementary and secondary students, schools and communities.* And in 1999, the MAEF Board and staff and its many partners worked to advance this mission through MAEF's three strategic goals:

- As the primary advocate for students, MAEF will provide leadership to design and implement programs and initiatives which increase student learning and ensure a voice for students in managing their own learning.
- Families, communities, districts and schools will use MAEF services to recognize and facilitate accountability for increasing levels of learning by all young people and for improving the performances of their local schools.
- MAEF will investigate and implement partnerships and cost-effective revenue streams, which are consistent with and contribute to MAEF's charter and mission to support its programs and operations.

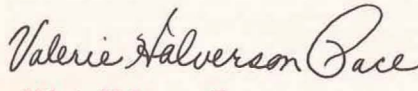
MAEF's work continues to be made possible by its hundreds of volunteers and dozens of business, education and government partners. MAEF funding is provided through:

- **Gifts and grants** from individuals and foundations in the private sector.
- **Interest from endowment funds** housed in community foundations throughout the state.
- **Grants and appropriations** from government.
- **Fees for services** delivered to students, schools, communities, government agencies and business organizations.

To all who have improved as a result of working with MAEF, we salute your courage and hard work. To our partners who have donated their resources, time and talents to helping MAEF help schools improve, students learn in better ways and recognize and celebrate positive change, we thank you for your commitment.



**Jim Bartholomew**  
Minnesota Business Partnership  
MAEF Board Chair



**Valerie Halverson Pace**  
IBM  
MAEF Board Vice Chair



**Zoya Sharp-Burk**  
MAEF  
Executive Director



## THE PROGRAMS...

### *School Improvement and Accountability:*

- Partners for Quality
- Classroom Quality Program
- Quality Leadership Academy
- Baldrige Bonus Program
- District Quality Training Centers
- Business Volunteer Training

### *Community Organization and Student Engagement:*

- Academic League
- Academic Booster Clubs
- What Works? Ask the Parents!
- Minnesota Governor's Scholars
- The Road to Academic Excellence
- Urban Outreach Initiative

### *Incentives, Awards and Recognitions:*

- Ethics in Education
- Milken Educator Awards
- Lettering for Excellence
- Gathering of Champions
- Academic Coach of the Year
- Teacher Achievement Awards
- Senate Youth Scholarship Award

## AND RESULTS...

### *Did you know...*

- More than 300 sites in Minnesota are using Partners for Quality to improve school performance and increase student achievement.
- Five districts are now established as Partners for Quality Training Centers: Minneapolis, Robbinsdale, Rochester, South Washington County and Worthington.
- Twelve sites completed Baldrige organizational assessments. And about 16,000 young people were served by the Classroom Quality Program.
- In Fiscal Year 1999, Academic League membership reached a ten-year high of 260 school districts.
- Academic League student participation grew to 40% of Minnesota's elementary and secondary population.
- Eighty-five students were selected to serve as 1999 Governor's Scholars.
- Awards to educators totaled \$160,000 in 1999.
- 12,000 young people were recognized at the 1999 Gathering of Champions.

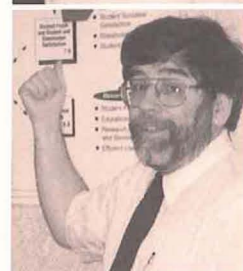


*Through business, government and education partnerships, students are provided opportunities to truly "Reach for the Stars."*

***"We saw MAEF as such a worthwhile organization, we wanted to get involved."***

***— Ted Koenecke, Corporate VP, Administration, Lifetouch***

*(Lifetouch printed the 1999 Reach for the Stars)*







## SCHOOL IMPROVEMENT AND ACCOUNTABILITY

### NATIONALLY-VALIDATED PERFORMANCE CRITERIA FUELS 'PARTNERS FOR QUALITY' SUCCESS

In 1990, the Minnesota Legislature charged MAEF to develop a "schools of excellence" program that would establish "state standards, criteria and a process for showing improvement in academic performance among Minnesota schools."

MAEF went to work organizing task forces, researching and evaluating criteria for a program that could measure and promote quality in education. And now, following planning, research, several pilot tests and six years of deployment, a program known as Partners for Quality is doing just that.



*Partners for Quality  
Education Leadership  
Academy matched  
superintendents and  
business CEOs.*



The program came with a set of pilot criteria. And, just this year, the *Malcolm Baldrige National Education Criteria for Performance Excellence* was formally enacted by Congress to serve as the backbone of Partners for Quality.

The nationally-validated criteria address education performance in seven categories: Leadership, Strategy Planning, Student and Stakeholder Focus, Information Systems, Human Resource Development, Process and Performance Results. Thus far, MAEF and Partners for Quality users have been pleased.

"We feel the Partners for Quality program is truly a testament to the commitment to quality education in the state of Minnesota," says Representative Barb Sykora (R) — Excelsior, who helped renew legislative funding for Partners for Quality. Representative Len Biernat (D) — Minneapolis, agrees.

"We've been very pleased with the progress Partners for Quality has made thus far and we look forward to its continued success." Business leaders



have also been quick to recognize the program.

"We wanted to see if the same quality tools that have worked well in business could be used in classroom settings," says Honeywell's Andre Lewis, a funder of the Partners for Quality program. Others echoed his views.

"As business leaders, we have a vested interest in what is coming out of our schools," says Dean Aschman, manager of International Technical Support, IBM. "These are going to be the leaders of tomorrow; it's important that quality education measures be implemented early in the education process." And educators couldn't agree more.

Just ask Gary Brandt, principal of Central Elementary School in Worthington what he's learned in five years of trying to bring quality principles and practices into the schoolhouse.

"The key is to show teachers how this can impact their classroom. If you can do that, you have a chance of getting their attention," says Brandt. Many educators agree with Brandt, but even more program supporters say it's important for all public entities to be involved in the process.

"MAEF and the Partners for Quality program serve as an excellent catalyst that pulls all of academia, businesses and institutions together for the betterment of education," says Aschman. That's exactly MAEF's intention says Jim Bartholomew of Minnesota Business Partnership and board chair of MAEF.

"Our goal is to be a voice *for* and bring innovative solutions *to* education customers: students, schools, community, businesses and the State of Minnesota."

## COMMUNITY ORGANIZATION AND STUDENT ENGAGEMENT

### ACADEMIC LEAGUE CELEBRATES 10TH ANNIVERSARY AT STATE CAPITOL

The Academic League initiative celebrated its 10th anniversary this year with a rally at the State Capitol. Currently, about 100 academic challenges and recognitions are endorsed by the Academic League Council for use by elementary and secondary students in Minnesota. What's more, 40% of Minnesota's student population — or about 300,000 students, participate in at least one Academic League activity.

Schools learn about these activities through an annual catalog, *Reach for the Stars*, which is compiled by MAEF, printed by LifeTouch and distributed to all teachers in Minnesota at no cost. But according to Greg Vandal, superintendent of schools, Sauk Rapids-Rice school district, it takes more than a commitment at the local level for these activities to be successful.





*Academic Challenge Coach of the Year Awardees (from left to right) Laura Cavendar (Minneapolis Public Schools) and Cheryl Retrum (MACCRAY) each received a \$10,000 gift.*

"As the Academic League continues to grow and mature, it's important that it garners support and commitment across the state," says Vandal.

Kay Miles, gifted programs coordinator, Mid-State Education District — Little Falls, agrees, adding that statewide funding is crucial to Academic League programming.

"Some districts can support the programs because of how large they are," says Miles. "But when you get into the rural areas and outstate Minnesota districts, the funds are very limited. Equitable statewide funding is imperative to continue providing Academic League opportunities for Minnesota's students."

So far, there's been nothing but ringing endorsements and support for the Academic League; just ask Whitney MacMillan, chairman Emeritus, Cargill, Inc.

MacMillan and his wife, who had organized their own foundation (Whitney E. MacMillan Foundation), were looking to bring their ideas to an entity that could deliver quality education programs and activities. Having been longtime supporters of academic excellence, they sought to recognize those teachers who exemplified academic excellence best.

"We were looking to an organization that was broad, yet focused enough on delivering quality education programs and recognition to teachers," says MacMillan. "We evaluated many, but there aren't a lot of organizations out there that recognize like MAEF does. I was amazed at the capacity of what they did," says MacMillan. It was through the marriage of WEM Foundation and MAEF that the *Academic Coach Award*, one of three new awards programs, was born to recognize excellence in academic coaching.

So it comes as no surprise that the Academic League has enjoyed 10 years of helping communities support academia.

MAEF would like to thank the dedicated academic coaches, academic booster clubs, staff and volunteers who continue to provide for a brighter future in education.

## INCENTIVES, AWARDS AND RECOGNITION

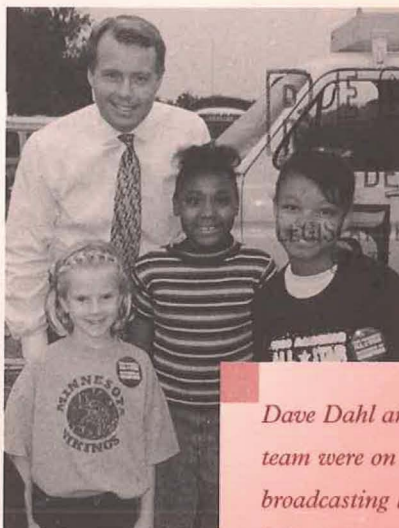
MAEF deploys a variety of awards to recognize outstanding performance. Teachers and principals are recognized for improving student learning in a number of awards programs, including the prestigious Milken Educator Award. The award provides the four outstanding educators with a \$25,000 cash award.

MAEF also provides a number of awards for students who achieve academically. The Gathering of Champions, held at the Minnesota State Fair, annually recognizes elementary and secondary students in three categories: students who are consistent academic achievers; students who are state-level champions in Academic League challenges; and students who make a turnaround in

*Continued on top of page 7*



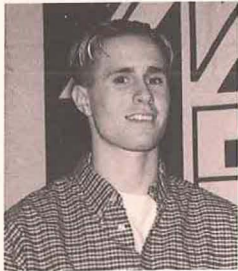
*1998 - 1999 Milken Educators from left to right: Brad Board, Jana Larson, Sheila Smith and Matt Naugle.*



*Dave Dahl and the KSTP team were on hand broadcasting live from the "Gathering of Champions" at the State Fair.*







## FISCAL YEAR 1999 FINANCIAL SUMMARY REPORT

July 1, 1998 to June 30, 1999 (As of August 31, 1999)

INCOME	BUDGET	ACTUAL
Government grants, contracts	\$ 656,611	\$ 683,468
Friends for MAEF-gifts (Foundations, corporations, individuals)	321,000	321,000
Interest income	15,000	15,000
Fees-program services and membership	113,000	114,338
Inkind donations-goods and services	*	*
<b>TOTAL</b>	<b>\$1,105,611</b>	<b>\$1,133,806</b>
 EXPENDITURES		
Administration (Staff, Board, volunteers, office)	\$ 99,000	\$ 98,738
Fund development	17,500	15,342
Program support (Staff, contractors, field offices, travel, materials storage, etc.)	403,000	397,245
Program delivery		
Partners for Quality	168,000	126,000
Awards and recognitions	40,000	60,604
Events and public outreach	32,500	28,762
Governor's Scholars	36,000	32,752
Academic League	53,000	46,380
Gathering of Champions	46,000	41,888
Community organization/urban outreach	30,000	11,083
Research and development	28,000	9,000
Support to students, schools and educators		
Awards to teachers	40,000*	40,000
Milken technology conference	25,000	29,000
Partners for Quality District Training Grants	29,611	34,398
<b>TOTAL</b>	<b>\$1,047,611</b>	<b>\$ 972,075**</b>

\* Inkind donations include computers, advertising, printing and collaborations with Department of Children, Families and Learning, Milken Family Foundation and others.

\*\* \$100,000 in gift revenue was carried forward to FY2000 budget for programs in First Quarter.



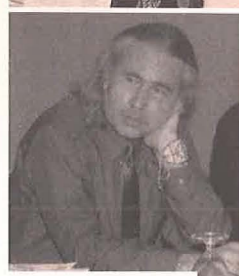
their academic careers or who achieve—despite significant barriers.

This year, KSTP-TV News Team signed on as emcees and broadcast live from the MAEF Pavilion at the State Fair. Apart from their lives in television, the KSTP team shares concerns as parents, too.

"As a father of three, you tend to pay more attention to education and organizations like MAEF," says Joe Schmit, KSTP's sports anchor. Gathering of Champions is an outstanding program and we're very happy to be a part of it.

It's a great time and more importantly, it's for a great cause," says Schmit.

In addition, Lt. Governor Mae Schunk was on hand to recognize students and greet families.



## ACTIONS OF THE BOARD OF DIRECTORS 1999

- Approved program proposals for Governor's budget bill: MAEF funding, School Enrichment Partnership Program, Partners for Quality District Training Centers Program, Academic League Booster Clubs and "Use your head to get ahead" student achievement program.
- Clarified that the MAEF Advocacy Stance supports "high standards, accountability and measurement for student achievement."
- Authorized the design and implementation by the Personnel Sub-Committee and the Leadership Team of a tactical plan, staffing plan and budget for the FY2000-2001 biennium.
- Charged Board to develop an aggressive revenue plan to leverage some self-sufficiency based on revenue mix to be achieved by 2003-2004.
- Approved a contract with Cincinnati to validate the strategic alignment of the MAEF Strategic Plan, MAEF programs, resources, staff positions and talent pool and to help with hiring staff for the new positions.
- Approved Program Priorities developed by the Program Committee for FY2000-2001 to align with MAEF functions and major cost centers.
- Approved the selections for the 1998 MAEF Hero Awards.
- Adopted criteria for the new educator awards programs: Ethics in Education, Academic Coach and Lettering for Excellence Teacher Achievement Awards.
- Endorsed the e-schools program as presented by the Minnesota Office of Technology.
- Approved the agenda and format for the first technology conference to be co-sponsored with the Milken Family Foundation and the Department of Children, Families and Learning.
- Enacted mandates for the performance of the 1999 Gathering of Champions.
- Approved revised criteria for the MAEF Hero Award.
- Charged the Academic League Council to align its work and agenda to the MAEF Strategic Plan and the Academic League Vision Statement.
- Adopted a new Vision Statement for the Academic League to advance the involvement of community volunteers who are not educators and authorized the alignment of the Academic League Council membership and structure to the new vision.
- Authorized staff and the Program Committee to work with the Academic League Council to create new membership and affiliation options with accompanying fee structures to support the delivery of new and continuing products and services.
- Renewed the Partners for Quality Vision Statement.
- Renewed the three-tiered fee structure for Partners for Quality and authorized the increase of fees to cover the delivery of customized and more complex services.
- Renewed the Vision Statement for Governor's Scholars Program and authorized a fee structure to cover costs.
- Approved sophomore eligibility for application to Governor's Scholars and participation during the junior year of high school.
- Approved fee-for-service language to be used in promotional materials for the Governor's Scholar's Program.
- Approved a budget and format for the 1999 MAEF annual meeting.
- Reviewed and approved current fund development policies and plans.
- Endorsed the "Leave A Legacy" campaign.
- Unanimously commended Board member Marcia Love for her work during two terms on the MAEF Board and Owen Heiberg for his 10 years of service to MAEF as a Board member and the MAEF Program Director.
- Approved the 1998 Annual Report.



# HELPING MAEF MAKE A DIFFERENCE ...

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*Former Governor Al Quie  
and students take time out  
for pictures.*

The Minnesota Governor's Scholars program was created in 1984 to respond to and prevent urgent problems in our communities by tapping the positive potential of Minnesota's youth. Many of these problems have been endangered by the breakdown of shared community values; others are the result of the factions that emerge when we cease to value all members of society.

Former Governor Al Quie, who keynoted this year's Summer Institute, said, "It starts with the family, and more specifically, the extent to which families get involved with their children's education. I was struck with the eagerness and desire for learning that these young scholars exhibit."

The 1999 Governor's Scholars posted their most significant learning gains of 30-50 percent in the following areas:

- Determining a project that will impact the community in a measureable way.
- Learning and using the Baldrige Continuous Quality Improvement Process as well as practicing strategic quality planning, visioning and benchmarking.
- Learning to prepare a leadership project proposal and quarterly reports on project progress.

The projects vary from student to student. For instance, Sara Holte of International Falls High School, designed a project to address "the digital divide" - to increase the availability of computer hardware in the school district, with top priority given to the youngest students. Another student, Mir Khalid Ali, Minneapolis Edison, designed a project to create greater understanding between young people and the elderly. These are just two examples of the level of commitment and talent these students lend to their schools and communities.



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*We apologize for any gifts  
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 Please call 651-582-8476  
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## OUR MISSION

The Minnesota Academic Excellence Foundation was created in 1983 to be the primary advocate for recognizing and promoting academic excellence in Minnesota's elementary and secondary students, schools and communities. Its Partners for Quality Initiative and Classroom Quality Program are nationally recognized for improving education delivery and fostering innovative practices. MAEF is governed by a Board of Directors appointed by the Governor to represent government, business and education. The Board focuses on three strategic goals:

- *student learning and engagement.*
- *school performance and accountability for learning.*
- *value-added partnerships to support MAEF and its mission.*

The Friends for MAEF was incorporated by business leaders in 1990 as a private nonprofit entity with its own 501(c)(3) status. Its mission is to support the goals and programs of MAEF through fundraising, public outreach and management of the MAEF endowment funds.

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