

Las Vegas

Executive Summary

Cox GoalGetters is a cause-related public awareness campaign designed to encourage children to set and achieve goals. Developed through strong partnerships between the City of Las Vegas, the Clark County School District, local public and private educators, students and parents makes Cox GoalGetters an impressive and effective program with a proven track record.

The program began with a desire to reverse the trend of young people dropping out of school as well as the need to present additional motivation for children. Research has shown that in many children of diversity it is not that do not want to go to college it is by the time they make their decision they have missed their opportunity. Goal Getters has sought to create a desire for children to set and achieve goals as earlier in their educational life as possible thus the program runs from first grade through twelve. The fact is many of today's students lack motivation to learn. Reduced funding, increased class sizes and limited material resources are hampering the ability of our educators to motivate students to achieve. Compounding this problem are lack of parental involvement, explosive growth of multi-ethnic school populations, and low teacher salaries. The City of Las Vegas, though Mayor Oscar Goodman, initiated the programs undertaking by introducing it to an "at risk" public school within the City of Las Vegas as well as a Charter School in the City of Las Vegas that sought to motivate children to succeed. It was that initial effort that sparked the overall growth of the program to help all children set and achieve Goals. Mayors Oscar Goodman's belief was the earlier you get children to set and achieve Goals the better you are preparing them for life and their desire to seek advanced secondary education. Prevalent nationwide, this situation is magnified in large school systems. The Clark County School District, which operates all

Public and Charter schools in the Las Vegas Valley, is the 6th largest in the United States, with over 280,600 students, an enrollment increase of 4.6 percent over last year. With new-comers continuing to move into the valley at a rate of almost 6,000 per month, anywhere from five to ten new schools are being completed every year in Las Vegas just to keep up with the tremendous growth.

In the Las Vegas Valley, the fastest growing area in the nation, Cox Communications has uncovered a critical need to expand its leadership role in education. Because of the dire need for assistance in our cash-strapped school district Cox Communications has assumed a leadership role by creating a school-business-community partnership supported by the Mayor of Las Vegas as well as other City Council members within the City. The program, Cox GoalGetters, meets the challenge of motivating students to set and achieve goals with the enthusiastic support of the community. It provides free motivational resources for teachers and tangible rewards for students. Cox GoalGetters is about setting and attaining realistic and measurable goals in physical education, academics, attendance, &/or citizenship. It is the chance for every student to shine – on a level playing field -- through individual and class achievements.

Offered FREE to all Las Vegas area public and private schools, the YMCA, area Boys & Girls Clubs and the Classroom on Wheels (COW) program, Cox GoalGetters reaches educators, administrators, students, and parents. This allows us to target multiple demographics within a single project. This year-round program has impacted nearly 180,000 students, their parents, and more than 6,100 teachers and administrators through the Cox GoalGetters Student Award Card and *Cox GoalGetters Gazette*, a quarterly newsletter. Cox GoalGetters is a results-focused program. According to an independent Clark County School District survey, 16% of Cox GoalGetter students experienced an increase in grades achieved, while 29.6% had improved attendance and in the schools where the program was adopted the drop out rate was reduced by nearly 4%. Cox

GoalGetters through its partnership with the City of Las Vegas helps students learn to set and achieve specific goals, develop life-long skills and self-esteem.