

## BCEE Invests in Schools

### Just for the Kids New Jersey

The *Just for the Kids - New Jersey (J4TK - NJ)* public website presents and compares performance of public schools using student scores on state tests. The information is presented in easy-to-understand bar charts and line graphs. Multiple views of individual school performance are available and many views offer sorting by ethnic and income groups.

Administrators, teachers, parents, and policymakers alike are checking and reviewing data on the website. The BCEE uses *J4TK-NJ* to identify and celebrate

'benchmark' schools -- schools that are achieving success with diverse types of students. Researchers study educational practice in these benchmark schools, define proven strategies, and assist under-performing schools in implementing initiatives that lead to success.

The *J4TK - NJ* website creates school comparisons that are fair, using data on students who have been in the school for at least one year; and relevant, comparing a selected school only to schools that have an equal or greater number of challenging student populations. Fair and relevant comparisons generate a sense of possibility for improvement. *J4TK-NJ* produces a culture of high expectations in which aspiring schools can make meaningful advances in student learning as they compare their practice against successful schools.

To further catalyze improvement, the BCEE offers training through the *J4TK School Improvement System*, a five-day professional development program which helps school leaders learn to use data to improve student learning out-

comes. Offered in partnership with the New Jersey Principals and Supervisors Association, the School Improvement System was developed using state-of-the-art research by the National Center for Educational Accountability in Texas, parent of Just for the Kids. More than 45 states have data on the system. The website address is

## BCEE Invests in Teachers



The single most important factor in student achievement is the quality of the teacher in the classroom. The BCEE believes that the hallmark of excellence for accomplished teachers is certification to the National Board for Professional Teaching Standards. Comparable to the CPA designation in accounting or the PE license in engineering, National Board Certification is earned by teachers through a rigorous professional development process that may take more than a year to complete. Candidates must document their subject matter knowledge, provide evidence that they know how to teach that subject matter to children, and demonstrate their ability to manage and measure student learning.

### NATIONAL BOARD Campaign

Based on rigorous professional standards developed by teachers, the process requires intense self-reflection and analysis of one's own practice. Valid for ten years,

National Board Certification is offered to teachers on a voluntary basis. National Board Certified Teachers (NBCTs) speak eloquently about how the experience produces deeper student learning outcomes in classrooms.

Numerous independent studies confirm the effectiveness of National Board Certified Teachers:

- ★ Students of National Board Certified Teachers (NBCTs) experienced year-end testing gains averaging 7% to 15% higher than students taught by non-NBCTs. These gains added up to approximately 25 more days in class, equating to \$1,250 of extra learning per student or more than \$31,000 worth of additional instruction per class every year.
- ★ In another study, third, fourth, fifth, and sixth graders taught by NBCTs in 14 Arizona school districts outperformed their schoolmates on the nationwide SAT-9 in almost 75% of reading, math and language arts measures.
- ★ Researchers found that those gains went beyond higher test scores, adding up to learning improvements equivalent to more than a month's worth of additional time in the classroom.
- ★ In some cases, the effect was even more dramatic. In 1999-2000, students of NBCTs gained 3.5 months more in mathematics achievement than students of non-NBCTs. This was also true in 2000-2001, when the NBCTs' students gained 2 months more in language arts compared to students of non-NBCTs.

The BCEE's recruitment and support activities have quintupled the number of NBCTs in the state from 22 to 111. But with 108,000 teachers, New Jersey ranks 49th -- almost dead last -- in the proportion of teachers certified to the National Board. Our goal is to ensure that every school has at least one NBCT.

Visit the website at [www.nbsupportnetwork.org](http://www.nbsupportnetwork.org) and find out more.

## BCEE Invests in Students

### Learn.Do.Earn. Student Credentialing System

The global workplace is demanding more of business. As a result, there is an unprecedented convergence of the knowledge and skills that students will need to be successful whether they choose to continue their education or go to work. No student can leave high school without having mastered content that was once reserved only for the college-bound. Years in the making, the *Learn More Now, Do More Now, Earn More Later (LDE)* Student Credentialing System was developed in response to surveys that cited deficiencies exhibited by young adults entering college or the workplace. LDE is dedicated to ensuring that students have the information they need to make the best possible academic, behavioral and financial decision in middle and high school life, and work -- so they can be ready for college, for work, for life.

**STATE SCHOLARS** encourages all students to take the demanding high school course sequence that research has determined greatly improves a student's chance of graduating from college and increases annual wages by up to 13% even when college is not present. Focused on grades 6 - 11, business people (real and virtual) discuss with students and their parents the need to work hard in school.

**SCHOOL counts!** builds an understanding of professional-level work ethic, focusing on attendance and punctuality and essential behavioral standards. Students earn an annual credential that can be used during interviews with potential employers.

**the Technology CHALLENGE** improves and evaluates student proficiencies in standard computer software applications. Students earn printable credentials in successively more challenging exercises that improve and assess skills using unique performance-based questions.

**WORK the MONEY** increases student financial literacy and connects life decisions they may make now with future financial impact. Seven electronic presentations with credentials generated by online pre- and post-tests help students learn about financial philosophies.

**the Math CHALLENGE** ensures that students know the essence of knowledge in demanding math courses. Research proves that more than any other subject, math builds the mind like exercise builds the body. Online assessments produce credentials for achievement.

The website at [www.learnedoearn.org](http://www.learnedoearn.org) provides more information.





The Business Coalition for Educational Excellence (BCEE) is committed to ensuring that all students achieve at high levels, become productive citizens, and are well-prepared to succeed in the workplace. The BCEE advocates for policies and supports programs that invest in schools, in teachers, and in students.

The BCEE invests in schools with **Just for the Kids**  
New Jersey

www.just4kids.org

Program Components:

- ★ School Information and Improvement Website
- ★ Annual Benchmark Schools Announcement/Celebration
- ★ Best Practice Research
- ★ School Improvement System
  - Professional Development for School Leaders: Using Data to Inform, Inspire, and Improve

The BCEE invests in teachers with the **NATIONAL BOARD Campaign**

www.nbpts.org

Program Components:

- ★ Recruitment Campaign
- ★ Candidate Referral and Support Network
- ★ Annual Award and Celebration Dinner

The BCEE invests in students with the **Learn. Do. Earn.**  
Student Credentialing System

www.learnodoearn.org

Program Components:

- ★ Online presentations by virtual business people targeting students, grades 6 - 12
- ★ Online credentials for achieving critical performance benchmarks
- ★ Credentials can be used during the college admissions process, to obtain scholarships or during a job interview.
  - State Scholars NJ
  - School Counts!
  - The Technology Challenge
  - Work the Money
  - The Math Challenge

**The Business Coalition for Educational Excellence**  
at the New Jersey Chamber of Commerce

In response to mounting pressure from global competition and the limited availability of qualified workers, the business community has stepped forward in almost every state to take a leading role -- helping schools reach their goals for improved student achievement. That's because public schools are the pipeline for our future workforce, and schools develop the adults who will be informed citizens, good parents, smart consumers, and guardians of our quality of life. There are many reasons for concern.

- ★ In just five years, 90% of the engineers on the planet will live in Asia.
- ★ Over 84% of jobs available in just 15 years will require a college degree, yet only 34% of non-Hispanic white, 18% of African American, and 9% of Hispanic students earn a Bachelor's Degree by age 29.
- ★ Nationally, colleges and universities report a graduation rate of only 50% at the *six-year* mark.
- ★ Remediation rates at New Jersey's urban community colleges are as high as 98% in language arts and 93% in mathematics.

Since its inception in 1996, the Business Coalition for Educational Excellence (BCEE) at the New Jersey Chamber of Commerce has been guided by its ongoing accountability to the business community and the goal of creating programs that provide opportunities for schools to significantly improve student achievement. With the support of many of the state's premier companies, the BCEE deploys and maintains programs that invest in schools, in teachers, and in students. BCEE programs were carefully selected to respond to the business agenda in education reform, apply highly credible national research, have proven track records, deliver quantifiable outcomes, and provide a high degree of return for corporate philanthropy. The BCEE's portfolio of initiatives are unparalleled in their ability to impact public education in ways that are systemic, substantial, and sustainable and provide critical and strategic interventions that result in positive outcomes for schools, teachers, and students in grades K-12.

All BCEE programs are supported with contributions made to the New Jersey Chamber of Commerce Foundation, a 501(c)(3) tax-exempt organization. Without corporate support, programs like *Just for the Kids - New Jersey*, the *National Board Campaign*, and the *Learn. Do. Earn. Student Credentialing System* would not be possible.

[www.bcee.org](http://www.bcee.org)

216 West State Street ★ Trenton, New Jersey 08608  
609-989-7888 ★ Fax 609-989-9696

**The Business Coalition for Educational Excellence**  
at the New Jersey Chamber of Commerce

*Building the workforce through our common goal: improved student achievement*

