



EDUCATION GROUP

CHOICES Case Study

*Interactive Workshops. Engaged Communities.
Keeping teens "into" school!*



"You gave us an education about why we need education." –Evan, middle school student, Washington

SHOALS AREA CHAMBER OF COMMERCE: FLORENCE, AL

WHY CHOICES?

The Shoals Area Chamber of Commerce looked for ways to address dropout rates by creating a connection between school & future careers. Their needs included highlighting the importance of continued education, basic employability skills, life skills, character development, and various career options & educational requirements. They also wanted a program that would be positive PR for business partners and the Chamber by showing how businesses can be positive role models in schools. The Chamber found that CHOICES discusses all of these topics in a fun, hands-on way that the kids understand and remember. They have funded the program through School-to-Career (4 years), School Systems At Risk Funding (1 year), and New York Times Company Foundation (2 years).

RESULTS:

- Number of Years CHOICES delivered: 7
- Number of Classes Served per Year: 60 (1,500 Students*)
- Number of Schools Served per Year: 21
- Number of Active Presenters: 26
- From student surveys completed after CHOICES: 77% said the CHOICES "Matters" or "Matters a Lot"; 74% said it was "Interesting" or "Very Interesting"; 83% said it was "Easy to Understand"; 83% said it was "Believable"; 90% said the presenter was "Effective"; and 77% said they "Learned something that will help them plan their high school classes more effectively."

*"Thanks for providing such a wonderful program, so professionally packaged and easy to present!!
Keep up the good work!" ~ Stephanie Newland, Shoals Area Chamber of Commerce*

"No matter how crazy my schedule gets, I can't think of anything I would rather do than CHOICES. On at least 3 occasions, I was able to talk kids into staying in school. I have helped some figure out future goals--how to obtain them, how to improve their grades, etc." ~ Stephanie Buffaloe, Buffaloe Billing & Medical Solutions, Florence, AL

"I am seeing a noticeable shift in crime as a result of a number of factors, one of which I believe is the CHOICES program and the decisions it causes our young people to make." ~ Sgt. Brad Holmes, Florence Police Dept., Florence, AL

*Assumes national average of 25 students per class (SOURCE: [National Center for Education Statistics](http://www.nces.ed.gov/ipeds/data/ipeds_nat_sums.asp)). Class size varies by school.

CHOICES Education Group

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A 501(C)(3) not-for-profit social enterprise helping teens since 1985.