



EDUCATION GROUP

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

CHOICES Case Study



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

SANTEE COOPER: MYRTLE BEACH, SOUTH CAROLINA

WHY CHOICES?

Santee Cooper was looking for programs with the most educational value for the dollar. The company chose CHOICES because it addresses one of the fundamental issues facing teachers today—student apathy—and because it gave the company the tools to measure the impact of the program against the resources Santee Cooper had invested in it.

RESULTS:

- Number of Years CHOICES delivered: 7
- Number of Classes Served per Year: 130 (3,250 Students*)
- Number of Schools Served per Year: 14
- Number of Active Presenters: 48
- Most teachers face scheduling demands that typically make them unwilling to give up classroom time to a presenter. However, after a teacher participates in his or her first CHOICES presentation, it is overwhelmingly welcomed back the next year.

"In one school's survey of parents whose children had participated in our CHOICES presentations, 42% of the parents stated that their child continued to share information about the CHOICES program four months after participating in the program. Based on student survey results and teacher/principal comments, the measurable value of the program keeps CHOICES among the best programs we've seen."

~ Diane Gray, Santee Cooper

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