



MCBRE Calendar

- **Congressional Black Caucus Event**
September 22, 2005
- **Achievement Counts**
September-December 2005
- **High School Senior College Fair**
October 2005
- **Engineering Roundtable**
October 20, 2005
- **Digital Media and Web Design Roundtable**
November 14, 2005
- **Hospitality and Tourism Roundtable**
December 15, 2005
- **Diversity Conference**
January 2006
- **High School Academies Conference**
March 2006
- **Middle School Magnet Kickoff Event**
April 2006
- **Champions for Children**
April 19, 2006
- **Parent Conference**
May 2006

MCBRE Staff

Executive Director
Jane Kubasik

Director of Programs
Mark Bernstein

Program Manager
Parveen Burchick

Message from the Executive Director...

This summer MCBRE has been working with our business partners and the Montgomery County Public Schools (MCPS), strategizing about which issues need to be addressed, and preparing programs and events for the 2005-2006 school year. There is a great deal to be excited about, and it will be a very busy and exciting year for all of us.

I would like to welcome the nine new companies that have joined the MCBRE Board of Advisors in 2005 (see page 4). We asked these companies to join because each fills a niche that will help us better support our programming initiatives with MCPS. Our Board now has greater industry breadth and depth, and thanks go to all these new Board members for joining MCBRE.

Achievement Counts is right around the corner, and this year we are partnering with the Greater Washington Sports Alliance to give *Achievement Counts* an "event" feel in each of the schools, as we gear up to bring 300 businesspeople to speak to 10,000 ninth-grade students all over the county.

When you were in algebra class in high school, did you ever think, "When will I ever use this!?" That's a common refrain from students, and in early July, Algebra 1 teachers and curriculum writers tackled this issue head-on via the **Take a Subject to Work** program, teaming with corporate volunteers GEICO, Lockheed Martin and Wachovia (see page 2).

Lastly, I want to thank our 2nd annual **Golf Tournament** sponsors (see page 3). We had wonderful weather on August 26th, and your sponsorships help MCBRE run these important programs.

Jane Kubasik
Executive Director

Program Spotlight: *Take A Subject to Work*

When you were in algebra class in high school, did you ever think, “When will I ever use this!?” That’s a common refrain from students. This past summer fourteen Montgomery County high school teachers, staff development content specialists, and curriculum specialists tackled this issue head-on, teaming with corporate volunteers GEICO, Lockheed Martin and Wachovia.

Through the *Take a Subject to Work* program, a collaborative partnership between MCBRE and MCPS, Algebra I teachers were paired with the aforementioned companies, each of which developed a three-day learning regimen of interactive modules designed to demonstrate to the teachers how algebra is used by its employees on a daily basis. Corporate planning was completed by early July, and during the week of July 11, GEICO, Lockheed Martin and Wachovia each hosted teachers and specialists at their sites. The teachers were exposed to numerous learning experiences at the companies, all of which were geared to relate what the teachers teach to the workplace. By helping the teachers understand varied real-world applications of what they are teaching their students in the classroom, the teachers will be more equipped to connect their classroom instruction to the workplace, with the ultimate goal of increasing student engagement in the content and improving test scores.

GEICO, Lockheed Martin, and Wachovia use different aspects of algebra in their daily work; therefore, they focused their efforts on different units of the MCPS algebra curriculum. GEICO’s main focus was on showing how statistics and probability are used in the insurance industry, Lockheed Martin focused on air traffic control and conflict avoidance, quality control, and financial aspects of contracting, and Wachovia demonstrated how the banking industry considers multiple variables when developing a financial plan and building strong financial portfolios. The feedback about the week was very positive. Barbara Angel of Wachovia noted that “Wachovia is absolutely delighted to have been an integral part of *Take a Subject to Work*. By the end of our hosting week, our teachers and employees had formed a terrific team, and we developed many ideas to integrate the content into the classroom. MCBRE made it easy to make a valuable contribution to the county school system, and we are looking forward to seeing positive results for the impacted students.”

The next, and critical, step occurred in the weeks thereafter. In the following weeks, the teachers collaborated to share and distill all they learned and observed. They created lesson plans and culminating ‘performance tasks’,

which challenge students to apply their learning from a unit of algebra. The new lesson plans and performance tasks the teachers developed emanate directly from the experiences the teachers engaged in at GEICO, Lockheed Martin and Wachovia.

This fall these teachers will roll out these new lesson plans and performance tasks in their classrooms. When a student asks, “When will I ever use this?” there will be a lot of solid answers to that question! Connecting the relevance of any subject matter to life after high school is always

important for students, but especially so for the students who will be involved in this algebra-focused implementation of *Take a Subject to Work*, as it is intentionally being delivered to students in double-period Algebra I – those with the greatest need to understand the connection

between what is being taught and its relevance to the work world and daily life.

Implementation of the new lesson plans and performance tasks is perhaps the most critical phase, but of great importance thereafter will be measurement of the success of this program. If the program proves to have a beneficial impact on students, the plan is to propagate the new lesson plans and performance tasks to many other algebra teachers so that a multitude of teachers and students can benefit from the largesse of the business community.

Planning for the *Take a Subject to Work* program began in the fall of 2004. MCBRE met with the leadership of MCPS, and after mutual interest in the concept was established, MCPS decided the focus of the program this year should be on algebra, primarily because of low test scores in certain units. In the coming months, MCBRE recruited area companies that use the targeted units of algebra in their daily work.

GEICO, Lockheed Martin, and Wachovia were all energized about the opportunity to partake in this unique program and were sensational partners throughout the planning and hosting phases. Each of these businesses spent a considerable amount of time ensuring the teachers’ experiences at their companies were fulfilling, relevant, interesting, interactive and varied.

Lauren Duff, a mathematics instructional specialist involved in the program, exemplified the feelings of the MCPS personnel saying, “I have nothing but positive comments about my experience at Lockheed Martin. I could go on extensively about the energy, interest in their jobs, and interest in our project that everyone we met exhibited.

“MCBRE made it easy to make a valuable contribution to the county school system, and we are looking forward to seeing positive results for the impacted students.”

— *Barbara Angel, Wachovia*

Coming up!!!

10,000 students, 300 speakers, 24 schools, 1 message:

Achievement Counts!

The 2005-2006 school year is about to begin, and with it comes **Achievement Counts**. *Achievement Counts* brings 300 business volunteers into the classroom to talk to 10,000 ninth-grade students about the connection between achievement in school and in life after high school, and provides them with concrete reasons why working hard in high school will position them well to enter their desired college or to start a career in their desired field.

Over the past few years *Achievement Counts* has grown as a program from less than 50 speakers serving a handful of schools to hundreds of speakers in every high school speaking to virtually every ninth-grade student in the county! And this year, in an effort to make the program have a greater event feel, MCBRE is partnering with the **Greater Washington Sports Alliance (GWSA)**, which supports youth organizations that use sports to build character and leadership. GWSA will provide area athletes at each high school to be guest speakers. In addition, sportscaster Chick Hernandez has been promoting the program this fall via public service announcements.

Because we are reaching so many students this year, we still need more young-at-heart and energetic businesspeople to sign up to speak, and help deliver the messages you wish you heard when you were in high school.

The program kicks off September 26th and runs through early December. To learn more about *Achievement Counts*, view a schedule of schools to see when you might be able to speak, and to read FAQs to get your questions answered, please visit www.mcbre.org and follow the links to *Achievement Counts*.

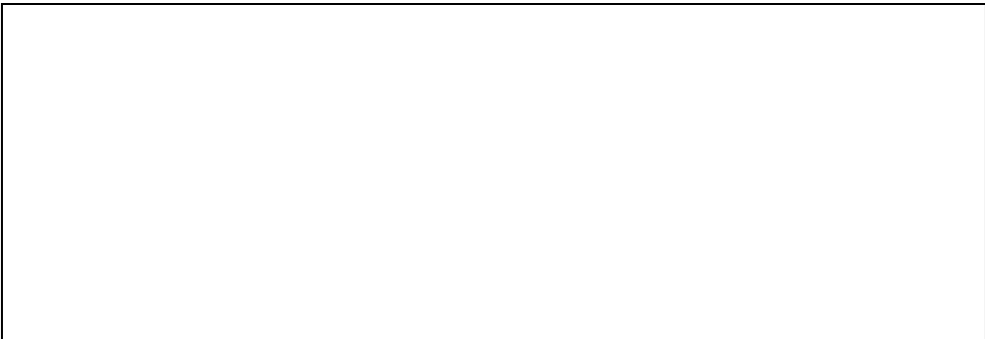
Sign up by calling Parveen Burchick at 301-279-7029 or visit www.mcbre.org

MCBRE's 2nd Annual Back-to-School Golf Classic

MCBRE's 2nd Annual Back-to-School Golf Classic was held on August 26th at Falls Road Golf Course in Potomac, MD. The format was a four-person scramble, shotgun start. Congratulations to UnitedHealthcare for taking away first prize (19" LCD tv's), Lockheed Martin for second place (handheld PC's) and Booz Allen Hamilton for third (MP3 players). **Thanks to all our sponsors!**

Locker (\$5,000)	Backpack (\$3,000)	Lunchbox (\$2,000)	Pencil Box (\$500)
America Online Booz Allen Hamilton Comcast DRS Technologies Hogan & Hartson L.L.P. Lockheed Martin Montgomery College Suburban Hospital UnitedHealthcare	Data Networks Ernst & Young LLP KPMG LLP M&T Bank The Mills Corporation NASD PricewaterhouseCoopers	ACS Deloitte Foulger-Pratt Management	JHM R&D NVR

Thanks also go to Dell and Fitzgerald Auto Malls for prizes!!



**MCBRE
Board of Advisors**

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- M&T Bank
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- Montgomery County Public Schools
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- PricewaterhouseCoopers
- Shapiro & Duncan
- Suburban Hospital
- UCG
- UnitedHealthcare
- Universities at Shady Grove
- Wachovia Bank, N.A.



Spotlight: New Board Member Companies

MCBRE is pleased to announce that nine companies have joined its Board of Advisors in 2005. MCBRE’s Board is now composed of 30 companies specializing in a wide variety of industries – from finance to construction and aerospace to health care. MCBRE relies heavily on the guidance and support of its Board in implementing programs for the county school system.

The new additions to the MCBRE Board are:

- Booz Allen Hamilton, *Susan Penfield*
- Clark Construction Group, LLC, *Larry Stovicek*
- Foulger-Pratt Management, Inc., *Bonnie Morrison*
- Hogan & Hartson L.L.P., *Jonathan Franklin*
- KPMG LLP, *William Kevit*
- M&T Bank, *Trevor Garner*
- Suburban Hospital, *Dennis Parnel*
- UnitedHealthcare, *Kevin Ruth*
- Wachovia Bank, N.A., *Barbara Angel*

“MCBRE has recruited these companies specifically because they are the partners with the perspectives and expertise that we need to fulfill our programmatic agenda,” said Jane Kubasik, Executive Director for MCBRE.

“I am honored to accept membership on the MCBRE board – an organization whose purpose is to improve the value and quality of the very schools our children attend,” said William Kevit, a Director for KPMG LLP. “In a very real business sense, this organization offers a tremendous synergy opportunity for today’s firms. We can impart important skills and insight to the next generation of executives.”

MCBRE unveils new vision and mission statements and tag line...

This summer MCBRE worked with Hirshorn Zuckerman Design Group to update its vision and mission statements and create a tag line:

Vision: Every Montgomery County Public School student graduates as a young adult fully prepared for success at work and in life

Mission: As the bridge for strategic business-education partnerships in Montgomery County, MCBRE promotes excellence in public education by connecting classroom learning to the workplace and improving the quality of school system operations

Tagline: Connecting classroom learning to the workplace