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### **New Jersey Schools Line Up for “LearnDoEarn” Week in May**

Trenton, May 7, 2009 -- The Business Coalition for Educational Excellence (BCEE) at the New Jersey Chamber of Commerce today announced its first annual “LearnDoEarn Week” Monday, May 18 through Friday, May 22.

LearnDoEarn is a powerful suite of motivational multimedia tools that help students understand why they need to take their educational opportunities more seriously. LearnDoEarn delivers eye-popping data to middle and high school students -- information that helps them and their parents make the best academic, behavioral, financial, and career decisions.

During LearnDoEarn week, participating schools will deliver presentations to students on any combination of the program’s key messages. Schools participating in LearnDoEarn week represent a small portion of schools using LearnDoEarn to influence student achievement and work readiness. Overall, there are more than 150 LearnDoEarn schools in New Jersey.

The name LearnDoEarn ([www.LearnDoEarn.org](http://www.LearnDoEarn.org)) encapsulates the message that the program delivers: *learn* more now and *do* more now, so you can *earn* more later. LearnDoEarn is an exciting campaign that has already started to motivate students to work harder in a half dozen states across the country. Students hear blunt but honest messages about the need to work hard in school, delivered through LearnDoEarn electronic classroom presentations, which are graphical stories that present a detailed roadmap to success in and after high school, wall posters, reward credentials, engaging activities like the LearnDoEarn Scavenger Hunt, as well as website exercises that make middle and high school students sit up and take notice.

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Participating Schools for the First LearnDoEarn Week are:

Barnegat High School, Barnegat Township School District  
Philip G. Vroom School, Bayonne School District  
Bayonne High School, Bayonne School District  
Boonton High School, Boonton School District  
Bordentown Regional High School, Bordentown Regional School District  
Brick Memorial High School, Brick Township School District  
Burlington County Special Services School District  
Woodrow Wilson High School, Camden School District  
Elizabeth High School-Halsey House, Elizabeth School District  
Hamilton West High School, Hamilton School District  
Nottingham High School, Hamilton School District  
Reynolds Middle School, Hamilton School District  
MS 4, Jersey City School District  
Lacey Township High School, Lacey Township School District  
Linden High School, Linden School District  
Myles J. McManus Middle School, Linden School District  
Joseph E. Soehl Middle School, Linden School District  
Magnolia Public School, Magnolia School District  
Mercer County Technical Schools – Sypek Center, Mercer County Technical School District  
Monmouth Regional High School, Monmouth Regional School District  
Mount Olive Middle School, Mount Olive School District  
North Warren Regional High School, North Warren Regional School District  
Phillipsburg High School, Phillipsburg School District  
Rahway High School, Rahway School District  
Secaucus High School, Secaucus School District  
Secaucus Middle School, Secaucus School District

“Predictions are that by the year 2020, 84% of available jobs will require some level of college and 90% of the fastest growing jobs require more than a high school diploma,” explains Dana Egreczky, president of the BCEE and LearnDoEarn. “Therefore, real workforce readiness equates to academic achievement. Yet in New Jersey, the community college graduation rate is only 13% at the *three*-year mark, and the state’s four-year institutions only graduate 53% of full-time students after *six* years. The research points to one reason: most students are not challenging themselves enough in middle or high school.”

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Results have been astonishing. Schools using the LearnDoEarn program have seen 250% increased enrollments in Physics, 8 – 33% increased enrollments in Algebra II and Chemistry, and 220% increased enrollments in Economics. Additionally, in a focused study supported by a grant from the W.K. Kellogg Foundation, decreases in absenteeism and tardiness among students in a high-minority, high-poverty school were recorded over a three-year period.

In addition to the messages students hear about academic achievement, LearnDoEarn also builds work ethic, especially relating to attendance and punctuality, employability skills, and financial literacy. In response to a recent survey that indicated that 38% of high school graduates feel that lying, cheating, stealing, and plagiarizing in pursuit of one's own goals are acceptable actions, LearnDoEarn now includes information on acceptable personal ethics in the workplace.

Thanks to financial support from many New Jersey companies, LearnDoEarn Materials Kits have been provided to dozens of New Jersey schools free-of-charge. As a result, today LearnDoEarn can be found in more than 150 middle and high schools in New Jersey.

New Jersey is not the only place LearnDoEarn is taking root. Since its introduction in late 2006, LearnDoEarn has received national attention. In its review of LearnDoEarn, Education Week, the nation's most prestigious education magazine reported that "experts said they knew of no other business-driven program that encompasses the broad academic and personal competencies necessary to success in college and employment." In places as far away as California and Minnesota, students are using LearnDoEarn to prepare for their futures.

"Whether it is the need to drive better academic choices among students, strengthen their work ethic, increase their math, financial or technology skills or make sure they know the kinds of behaviors that will be acceptable in the workplace, LearnDoEarn delivers the message that students need to hear using the inherent authority of the business community as their future employers" said Egreczky.

Research indicates that students who complete rigorous coursework and who practice appropriate behaviors like timeliness and leadership are more prepared for college and the workforce. As a result, in Fall 2009, LearnDoEarn will announce a new designation that will be given to school districts if their policies effectively define academic and other behaviors students need to be college- and work-ready.

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Select sponsors for LearnDoEarn include: Prudential Financial, Merck Institute for Science Education, Walmart, W.K. Kellogg Foundation, AT&T, Bank of America, FirstEnergy/JCP&L, IBM, BAE Systems, Birdsall Services Group, Church & Dwight, Colgate-Palmolive, ConocoPhillips Bayway Refinery, Dassault Falcon Jet Corp., ETS, Infineum USA L.P., New Jersey Natural Gas, PSE&G, Sika Corporation, State Farm Insurance and Subaru of America Foundation.

To learn more about LearnDoEarn, please contact Chamber Foundation staff at [info@learndoeearn.org](mailto:info@learndoeearn.org) or call 609-989-8315.

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