


LearnDoEarn World Class Students Posters for High School

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Presented by the business community in your neighborhood and across the country.




THE MATH PATH

Students who understand:	Have this chance of earning a college degree:
★ Algebra I	8%
★ Geometry	23%
★ Algebra II	40%
★ Trigonometry	62%
★ Pre-Calculus	74%
★ Calculus	80%


See the rest of the story on the website.

Ready for College. Ready for Work.
Ready for Life.
**Learn More Now. Do More Now.
Earn More Later.**
www.LearnDoEarn.org



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Student Achievement System
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It's All About The Homework



- ★ Adults who did 15 hours of homework each week as high school students can earn as much as 35% more than adults who did no homework as students in high school.
- ★ High school students who do more than 10 hours of homework a week earn a college degree 50% of the time.
- ★ Students who do less than ten hours of homework a week have only a 16% chance of earning a college degree.
- ★ Students who do 15 hours of homework a week end up with 2.7 additional years of education when compared with students who do not do homework.

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TAX Your Brain MAX Your Options



Learning demanding material in language arts, science, and math (especially in math) while you are in middle and high school:

- ★ builds your mind like exercise builds your body,
- ★ physically changes your brain and **MAKES YOU SMARTER**, and
- ★ gives you the critical thinking skills you will need to succeed in college or in all high-wage jobs.

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Complete -- and do your best in -- these courses:

Algebra I, Algebra II, Geometry ★ Biology, Chemistry, Physics ★ English I, II, III, IV

Two years of the same World Language ★ Three years of Social Studies ★ One semester of Economics

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WHY PHYSICS?



Physics reinforces previously acquired math skills, deepens the understanding of other sciences, like Biology and Chemistry, and strengthens reasoning and problem solving skills.

Hundreds of available jobs demand understanding of Physics at a high school level.

One example is engineering.

(... and audiologists, automotive technicians, broadcast and sound engineers, computer control operators, medical sonographers, diesel mechanics, elevator installers/repair, heating/air conditioning mechanics, chiropractors, machinists, occupational safety and health specialists, opticians, physical therapists, welders, and a variety of engineering specialties – and that's just a few!)



Prepare for high school, college and work.
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Think You'll Be Ready for Life After High School?



College Professors and Employers Don't Think So.

- ★ Over 70% of college professors say high school graduates are not academically ready for college.
- ★ Employers report that unprecedented numbers of job applicants with high school diplomas cannot pass employment tests in mathematics that assess basic knowledge like the ability to add fractions.
- ★ About 45% of county college students and 33% of four-year college students drop out after freshman year.
- ★ Nationally, only 50% of university students graduate within six years; the rest take longer than six years.
- ★ Estimates are that fewer than 20% of community college students graduate within three years; the rest take longer.
- ★ The percentage of students who enter college and have to start with courses that review high school material can be as high as 98% in some areas.



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The Tassel Is Worth the Hassle



- ★ Lifetime Earnings with a high school diploma **\$1.2 million**
- ★ Lifetime Earnings with an Associate's Degree **\$1.6 million**
- ★ Lifetime Earnings with a Bachelor's Degree **\$2.1 million**
- ★ Lifetime Earnings with a Master's Degree **\$2.5 million**

See the rest of the story on the website.

Get the job, the education, the career, the things you want.
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WORLD CLASS Students successfully complete these courses:

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No Time To Waste

- ★ The average cost of your four-year high school education: \$40,000.
- ★ The cost of one full day of your education: \$56.
- ★ The value of learning you lose by taking one study hall every year in high school: \$6,700.
- ★ Being prepared for your future with a good education: **PRICELESS.**

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Do More Now.
Earn More Later.**

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WORLD CLASS Students

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You Can't Afford To Get An Education

NOT

If you are prepared, there are many ways to pay for college:

- ★ Government grants.
- ★ Scholarships.
- ★ Low-interest loans.
- ★ Employer benefits.
- ★ Armed Forces ROTC.
- ★ Work-study programs.
- ★ Combined county college and four-year university experiences.



See the rest of the story on the website.

Be Prepared For All Future Opportunities.
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Be a

WORLD CLASS Student

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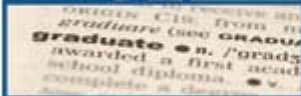
- ★ High school students who take EASY language arts, math, and science courses are TWICE as likely to fail as students who take HARD courses.
- ★ Even when students fail a previous math course, those who take EASY mathematics courses have ABOUT THE SAME CHANCE of passing as students who take DEMANDING mathematics courses.

U Know U Can! So GO 4 IT!

See the rest of the story on the website.

Ready for College, Ready for Work.
Ready for Life.

Learn More Now. Do More Now.
Earn More Later.
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Be a

**WORLD CLASS
Student**

Make sure YOU complete these courses:

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BE the Competition

- ★ Competition for your future job will come from all over the world.
- ★ Students in other countries spend twice the amount of time in school and doing homework than American students.
- ★ Technology makes these students able to compete for jobs that YOU will want.
- ★ If those students are more qualified for available jobs, employers will hire them instead of you.



See the rest of the story on the website.

Make sure you are ready for college, work and life.
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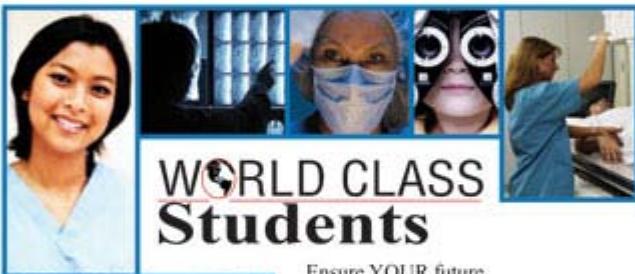
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To Market To Market

- ★ The number of biomedical engineering jobs will increase by over 31% -- double the rate for all other jobs combined.
- ★ Over one million nurses will be needed in America by the year 2012.
- ★ Social workers are in demand and the field is one of the fastest growing in the country.
- ★ The demand for medical record and health information technicians will increase as much as 36%.



WORLD CLASS Students

Ensure YOUR future. Complete these courses:

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- ★ Biology, Chemistry, Physics
- ★ English I, II, III, IV
- ★ Two years of the same World Language
- ★ Three years of Social Studies
- ★ One semester of Economics

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Get the education, the career, the lifestyle, the things YOU want.
Learn More Now, Do More Now, Earn More Later.

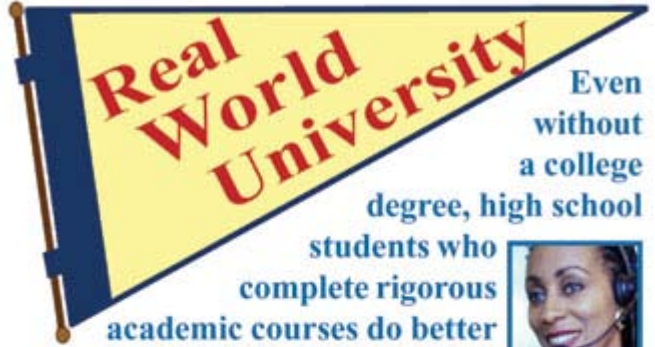
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Welcome to



Even without a college degree, high school

students who complete rigorous academic courses do better in the workplace and can earn up to 13% more as adults than students who do not complete rigorous courses.



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WORLD CLASS Students

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Hard Courses in High School = Less Spent on College



- ★ Students who complete challenging courses in high school,
 - significantly increase their scores on college admissions tests,
 - increase their chances of college acceptance,
 - double or triple their chances of earning a college degree, and
 - reduce the need for remedial courses.
- ★ Students in remedial college courses learn academic content they could have learned in high school for free.
 - Remedial courses in college are not free.
 - Remedial courses in college do not count toward graduation.
- ★ Students who do not work hard in high school may need two or three years of remedial college courses before they start earning credit.
- ★ Just one remedial course makes a college student six times less likely to graduate.

Make sure you are academically prepared for college.
Choose the right course in high school.
www.LearnDoEarn.org

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Complete -- and do your best in -- these courses:
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Hard Courses = Work Ready Work Ready = More Earnings




- ★ Jobs that require a high school diploma almost always require applicants also pass tests that measure skills in language arts and mathematics.
- ★ Even without college, students who complete demanding high school courses can earn 13% more in the workplace than students who take easy courses.
- ★ Skills learned in rigorous high school courses prepare students for entry-level positions, *and* for promotions and other advancements.
- ★ Challenging courses build the mind like exercise builds the body and teach skills that can be transferred to other situations.
- ★ Studies show that students who learned social skills and discipline, practiced timeliness and persistence, and who did their homework in high school will earn more as adults than students who did not acquire these habits in school.

Make sure you are ready for the challenge of today's competitive workplace.
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Should Have
Could Have
Would Have



- ★ In national surveys, over 65% of college students said that if they had known how difficult college was going to be, they would have worked harder in school.
- ★ An even higher percentage (over 77%) of students who went right to work after high school said that if they had known how demanding the workplace was going to be, they would have worked harder in school.
- ★ About 33% of students at four-year universities, and about 45% of students in community colleges, drop out at the end of their first year in college.
- ★ Students who earn 'Cs' and 'Ds' have only a 50-50 chance of earning even one college credit.



Prepare for high school, college and work.
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U.S.A. #1?
(Not in the only game that counts!)

- ★ One measure of a country's competitiveness is the number of scientists and engineers it produces.
 - U.S. students rank 25th in Math and 21st in science among 30 participating countries.*
(following countries like Luxembourg, Poland, Germany, Switzerland and Belgium)
 - When comparing the performance of only the BEST science students, the U.S. ranks 13th among 30 countries.*
(following countries like New Zealand, Australia, Canada, Czech Republic and Korea)
 - Over 30% of U.S. students plan science-related careers. Yet those students rank 27th of 30 countries in science assessments when compared to foreign students with similar career goals.*
- ★ Among the same 30 countries, the U.S. ranks 2nd in the amount of money spent on education.

Remember, only YOU can decide to be a good student. Only you can decide to work hard and accept the responsibility for your learning so you can beat the competition.

*as measured by performance on the Program for International Student Assessment

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It's NOT Your Grandma's Workplace

Grandma

Two jobs by the age of 38.

Low-skill jobs that paid a living wage were plentiful. A high school diploma was a ticket to the middle class.

Jobs were static and skills learned early lasted a lifetime.

A small percentage of workers needed a college degree.

The majority of American workers were employed by big established companies.

Most workers made a living with learned skills.

You

Up to 14 jobs by the age of 38.

Over 90% of the fastest growing jobs will require more than a high school diploma but less than a four-year degree and will require a strong academic foundation.

About 70% of the jobs that will be available to you when you grow up have not been invented yet.

About 84% of jobs available to you will require a college degree.

About 50% of American workers are employed by companies that are less than five years old.

Most workers will make a living by continuously learning.

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What Employers Want

Across all jobs demanding various skill levels, employers want people who:

- ★ have a solid work ethic and put in a full day's work for a full day's pay,
- ★ report to work on the day and at the time scheduled,
- ★ have appropriate reading and writing skills,
- ★ don't use drugs,
- ★ have adequate mathematics skills,
- ★ have work experience and references,
- ★ have adequate oral communications skills,
- ★ can work on teams,
- ★ solve complex problems, and
- ★ have solid computer skills.



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Get the Skills Employers Want



Employers want people who:	If you can do this, you will be ready for the workforce:
Are present and on-time	Maintain a 95% attendance and punctuality rate; don't be late or absent more than nine times in one school year.
Always do quality work	Take demanding courses and get the best grades you can – no less than a 'C' average.
Are persistent and driven	Be on target for graduation in four years.
Are willing to go the extra mile	Do more than the minimum required for high school graduation – take more courses and fewer study halls.
Abide by the rules	Don't get in trouble for violence or vandalism; don't get suspended.

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MAKE SURE YOU GET THE JOB

As a graduate in the new millennium, you may have as many as 14 different jobs before the age of 38.

To make sure you get the job you want, you will have to maintain a constant focus on your education, your skills, and your behavior in and out of school.

All Employers Will



JOBS

- ★ Expect you to provide an original birth certificate, social security card, and/or working papers from your school if you are under a certain age.
- ★ Check to make sure you are an American citizen, or that you have papers required for non-citizens.
- ★ Validate that you really earned the academic degrees, diplomas, or industry credentials you claim to have.
- ★ Require you to demonstrate academic knowledge on written tests in Language Arts and Mathematics (taken without a calculator).
- ★ Expect you to submit to drug tests and be free from illegal drugs or alcohol.
- ★ Determine if you have a criminal background.
- ★ Establish that your claims about previous employment are true.
- ★ Conduct reference checks with former employers, and
- ★ Require that you participate in personal interviews with one or more key people within the company.

SCHOOL
COUNTS more than you know.

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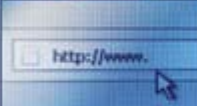

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MAKE SURE YOU GET THE JOB

To make sure they select the best candidate for the job and avoid expensive hiring mistakes, employers are delving deeper into applicant backgrounds.

To make sure you get the job you want, you will have to maintain a constant focus on your education, your skills, and your behavior in and out of school.

Many Employers Will

	★ Use follicle tests that measure drug use over a period as long as 90 days,
	★ Expect you to submit an error-free application,
	★ Check your credit score,
	★ Check your driving record,
	★ Require personal references that are not family members or friends,
	★ Check social Internet sites for evidence of inappropriate behavior,
	★ Not hire people who smoke.

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Keep the Jobs You Get

- ★ Achieve success by following two rules:
 - Rule One: develop a professional-level work-ethic; believe in the importance of work and its ability to build character; be present and on time every day; provide a full day's work for a full day's pay.
 - Rule Two: follow all the rules; develop outstanding personal ethics; cultivate traits like integrity, perseverance, determination, courage, leadership, honor, truth, tolerance, honesty, reliability, trustworthiness, and a willingness to admit mistakes.
- ★ Build the character traits you will need to lead people; practice those traits while in middle and high school.
- ★ Employers promote and reward workers they can trust.
- ★ Employers dismiss and sometimes prosecute workers who break critical rules on the job and sometimes even after hours.
- ★ Ethical business people usually win in the end.

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School Counts for Your Future!



More Than You Know

- ★ While you are in school, you can acquire - and should practice - all the skills you need to succeed in college and life. These same skills will help you earn more when you graduate high school and work full-time.
- ★ As adults, students who complete rigorous courses including Algebra I, Algebra II, Geometry, Biology, Chemistry, Physics, four years of demanding English, two years of the same World Language, three years of Social Studies, and one semester of Economics can earn over a million dollars in a working lifetime.
- ★ Students who increase their grades from a 'C' to a 'B' can earn 13% more when they enter the workplace.
- ★ All employers need employees who can think critically. Nothing builds the mind and critical thinking skills like rigorous course work in school.
- ★ Students who are in school and on time every day learn more and do more, and usually earn more later.



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Work Counts for Your Future, Too.

- ★ In any given year, over 1,000,000 middle and high school students have part-time jobs after school, on weekends, or over the summer.
- ★ A survey of teens working part-time indicates that:
 - 19% use some of their earnings for family needs,
 - 75% use earnings to buy what they want.
 - Only a small percentage say they save their money.
- ★ One study of 1,000 individuals found that by the time they were in their 20s, those who had held jobs in their teens developed better interpersonal skills and more confidence than those who did not work while in middle or high school.
- ★ Most students who have part-time jobs need to limit time on the job to about 21 hours per week or lower grades result; getting good grades in school is your primary job.
- ★ Part-time jobs provide you with 'ex-bosses' who can serve as references you will need for future jobs.



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Hey ... Freshmen!

Earn Your School Counts Credential.
Practice behaviors you will need in the workplace.

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SCHOOL counts! Freshman Certificate awarded to _____

for meeting all the requirements of the *School Counts!* program.

Authorized Signature _____
Date _____

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- ★ Maintain a 95% attendance and punctuality rate. Don't let your combined total of days absent or times late exceed nine.
- ★ Take demanding courses and get the best grades you can - no less than a 'C' average.
- ★ Be on target for graduation in four years - that's eight consecutive semesters.
- ★ Do more than the minimum required for high school graduation - take more courses than required for graduation and avoid study halls.
- ★ Don't get in trouble for violence or vandalism; don't get suspended.

Take the School Counts Credential to a job interview!
Show a potential employer that you will be a good worker.
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Hey ... Sophomores!

Earn Your School Counts Credential.
Learn to market yourself in the world of business.

Presented by the business community in your neighborhood and across the country.

SCHOOL counts! Sophomore Certificate awarded to _____

for meeting all the requirements of the *School Counts!* program.

Authorized Signature _____
Date _____

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- ★ Maintain a 95% attendance and punctuality rate. Don't let your combined total of days absent or times late exceed nine.
- ★ Take demanding courses and get the best grades you can - no less than a 'C' average.
- ★ Be on target for graduation in four years - that's eight consecutive semesters.
- ★ Do more than the minimum required for high school graduation - take more courses than required for graduation and avoid study halls.
- ★ Don't get in trouble for violence or vandalism; don't get suspended.

Take the School Counts Credential to a job interview!
Show a potential employer that you will be a good worker.
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Presented by the business community in your neighborhood and across the country.

Hey ... Juniors!

Earn Your *School Counts* Credential.


Competitive learning requires persistent attendance.

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SCHOOL counts! Junior Certificate awarded to _____

for meeting all the requirements of the *School Counts!* program.



Authorized Signature _____

Date _____

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Hey ... Seniors!

Earn Your *School Counts* Credential.

Prepare to meet - prepare to beat - the competition.

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SCHOOL counts! Senior Certificate awarded to _____

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- ★ Take demanding courses and get the best grades you can - no less than a 'C' average.
- ★ Be on target for graduation in four years - that's eight consecutive semesters.
- ★ Do more than the minimum required for high school graduation - take more courses than required for graduation and avoid study halls.
- ★ Don't get in trouble for violence or vandalism; don't get suspended.

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Hey . . . Graduates!

Get Your *School Counts* Credential.
Separate yourself from the competition in college and work.

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SCHOOL counts! Graduate Certificate awarded to _____

for meeting all the requirements of the *School Counts!* program.

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Date _____

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Congratulations! You are a *School Counts* Graduate.
You met the criteria every year in high school.

- ★ Promote your performance to college admissions officers.
- ★ Share your certificate with employers who are looking for people like you!
- ★ Use the certificate as a tool that will separate you from the competition - competition for college openings and available jobs - now and into your future.

Take the *School Counts* Credential to a job interview!
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Healthy, Wealthy, and Employed



At eighteen, you will be accountable for the decisions you make. Many of the decisions you make as a young adult may impact your ability to get a job.

- ★ If you use illegal drugs, you will not find a job.
- ★ If you use legal drugs illegally, you will not find a job.
- ★ If you have a bad credit score, you may not find a job.
- ★ If you have a bad driving record, you may not find a job.
- ★ If you smoke, you may not find a job.
- ★ If you have a criminal conviction, you may not find a job.

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How To Be a Millionaire



Acquiring wealth is an achievable goal and almost anyone can be a millionaire. Most millionaires started with nothing, invested a lot of hard work, and made a lot of sacrifices when they were young.

They also followed the four rules below:

- ★ Change the way you think about money: make the money you make work for you by saving it in an account that earns interest over time.
- ★ Build your potential for earnings. Get the education you need to get a high-wage job. And make sure your life behaviors don't cause employers to reject you.
- ★ Use your own money and stay out of debt. Only use credit for things you need or that will increase in value, like a home or an education. Reduce the need for student loans by taking rigorous high school courses and by attending community colleges and in-state universities.
- ★ Don't burn the money you earn on things that don't matter. Know the difference between what you need and what you want. Learn to be happy when you save your money rather than when you spend it.



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Think Differently

If you want to be financially secure, you must think differently about money.



- ★ Always think of money as something that can make you more money if you invest it, not something that you can spend to buy things.
- ★ Putting your money in an account that generates earnings is like having a goose that lays golden eggs.
- ★ Discipline yourself to save money every week.
- ★ Spending all your money on things that don't last is like killing the goose that laid the golden eggs.
- ★ Learn to delay gratification. Waiting for your money to make money is the only sure way to acquire wealth.
- ★ Odds of getting rich by:
 - Hitting the lottery 18,000,000 to one
 - Winning a million in a casino 600,000 to one
 - Becoming a sports star 22,000 to one
 - Marrying a supermodel over 88,000 to one



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Build Earning Power

- ★ A single adult who makes less than \$12,000 per year is living 'below the poverty line,' as is a couple making less than \$15,000, or a family of four making less than \$18,000 per year. Most high school drop-outs live their lives on the poverty line.
- ★ Families with an income ranging between \$18,000 and \$22,000 are among the 'working poor.' About 24% of working adults are among the working poor and most are individuals who have only high school diplomas.
- ★ Incomes at about the \$24,000 per year level are the lower end of the middle class and are 'low-income' families. More than one in four (29%) families in America are low-income families.
- ★ Most experts agree that a family of four needs an income of \$40,000 -- called a living wage -- to be able to have a decent life.
- ★ The minimum ticket to a living wage was once a high school diploma. Now, it's a minimum of one year at a community college and an industry credential.
- ★ One year of community college and an industry credential should be your minimal educational goal and will require you to work hard now.

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Down With Debt

Large loans for cars, college, or homes are serious business. Before borrowing money, make every effort to decrease costs first.

For college loans, reduce costs in the following ways:

- ★ Successfully complete rigorous high school courses to avoid expensive remedial college courses.
- ★ Compare costs between public and private universities; public institutions are often less expensive but provide equally valuable (often better) academic experiences.
- ★ Plan to go to an in-state university. Most colleges offer significant discounts for students who are same-state residents.
- ★ Combine community college and university experiences to decrease the cost of the degree.
- ★ Save as much as possible before college. Work part-time in college to offset expenses.

For car loans, manage costs in the following ways:

- ★ Remember that as soon as a new car drives off the lot, it significantly drops in value because it becomes a used car. Buy gently used cars.
- ★ Budget for the cost of the car, but also include expenses for insurance, gas, and repairs.
- ★ Making sure that total payments for all debts do not exceed 20% of income.

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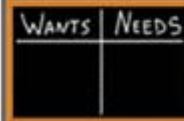
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Stay Out of Debt

Stay out of debt; use your own money. Credit is very expensive. Payments on credit can increase the cost of an item three or four times over its original price.

The best way to manage debt is never to get into it in the first place. Manage wants, not debts.



If credit cards must be used, follow these rules:

- ★ Never have more than one or two credit cards. Credit scores go down with each additional credit card because lenders know those cards can be used at any time, resulting in immediate and large debt.
- ★ Never lend a credit card to anyone.
- ★ Switch credit card companies as often as necessary to get the best interest rates.
- ★ Make absolutely sure that the total monthly payment for all debts never exceeds 20% of income.
- ★ Pay the full balance within 30 days to avoid interest charges. If paying the entire balance is impossible, pay more than the minimum payment due.
- ★ Save receipts and check the accuracy of bills every month.
- ★ Keep a record of credit card numbers and contact information, and if a credit card is lost, call the company immediately.

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\$ Student Loans Are Forever

- ★ Student loans cannot be ‘discharged’ or forgiven through bankruptcy proceedings. You will need to pay off the loan no matter what.
- ★ If you drop out of college and don’t earn a degree, you will still have to pay the loan, or the portion of the loan, you spent.
- ★ If you get married, the loan will still be your responsibility. Your spouse will have no obligation to pay the loan.
- ★ If you don’t pay the loan (if you default), the government can take up to 15% of your paycheck no matter where you are or what you do, until the loan is paid.
- ★ You will have to start making payments on the loan within a few months after you graduate, whether you have a job or not.
- ★ The total amount of your loan should not exceed twice what your anticipated annual salary will be.




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Don't Burn What You Earn

Business lives on sales. Companies invest a lot of money to make sure that we know how to sell things to you. Many times, as a result of our marketing expertise, you buy things you cannot afford.

As a result, your generation has racked up more credit card debt than any generation that preceded you, and more young people under the age of 25 are filing for bankruptcy.

- ★ Business uses psychology, sociology, statistics, and many other sciences to make sure you buy what we are selling. Once we get into your heads, we will get into your wallets, unless you know what is going on and how you can withstand our commercial messaging.
- ★ Don't completely deprive yourself of the things you want, but remember if you do nothing but spend the money you have, it's like flushing the cash down the toilet.
- ★ Never exceed your capacity to pay for what you are purchasing. Being hounded by creditors is not fun.
- ★ Remember you don't need to buy something to feel good about yourself. Learn to feel good about saving money, not spending it.
- ★ Know the difference between your wants and your needs.



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