

THE GREATER EAST HIGH FOUNDATION



A LEARNING REVOLUTION

TOP-NOTCH STUDENTS MENTOR THEIR YOUNGER CLASSMATES WHILE EARNING AND LEARNING THEMSELVES: A LIFE CHANGING EXPERIENCE FOR ALL THE KIDS INVOLVED.

PEER POWERTM

The WREG TV seven minute coverage, which captures a big part of our story, can be viewed at:

http://www.youtube.com/watch?v=ltp1f5iq_04 or
<http://www.youtube.com> and search “East High Foundation”.

Contacts:

Charles D. McVean: Founder and Chairman

901-761-8420

William F. Sehnert: Director of Foundation

901-761-8463

Margaret Taylor: Director Emeritus

901-761-8463

Frederick W. Curry: Principal East High School

901-416-6160



THE GREATER EAST HIGH FOUNDATION

Notable Quotes on Peer Power™

Lamar Alexander, U.S. Senator, Tennessee: (Former Governor of Tennessee, U.S. Secretary of Education, and President of the University of Tennessee) Speaking at East High School on October 16, 2007 cited the Greater East High Foundation's work in mentoring students as an example of local based solutions that help schools succeed. "Back in Washington, I think we need to make sure we give schools and states the flexibility they need to use models like this program and the work of Charles McVean to improve the rest of our nation's schools."

Red McCombs: Prominent Texas businessman, co-founder of Clear Channel Communications, and former owner of the San Antonio Spurs, Denver Nuggets, and Minnesota Vikings, said at East High School, on November 20, 2007, **"THIS EAST HIGH TUTORING PROGRAM IS THE MOST SIGNIFICANT DEVELOPMENT IN EDUCATION IN THE LAST ONE HUNDRED YEARS."**

State District Attorney General William Gibbons: Letter dated November 26, 2007, "Your commitment to academic excellence at East High School is making a big difference in the lives of many young people. While each school is different, I know the approach you are taking at East can work in many other schools as well (Whitehaven High School already being an example)."

Dr. Vincent Hunter, Principal of Whitehaven High School: Address at Public Meeting Memphis, Tennessee on November 20, 2007, "In October 2006 we were approached to introduce the Peer Power™ Tutorial Program. To be honest, what could it hurt? We tried to do everything that we could to improve our scores and it was just not happening...We are so proud of that particular opportunity because of what has happened after one year of being part of The Peer Power™ Tutorial Program."

Memphis Commercial Appeal: "Students Reap Benefits of Peer Tutoring", feature article November 18, 2007, Alexandra Jones said she's also seen a benefit from participating as a tutor. "Being a tutor has taught me to analyze a problem," she said. "That has helped me with my communication skills and people skills." Alexandra's student, Jerica Falls, says learning from a peer is sometimes less intimidating than working with a teacher one-on-one after school. "To have someone your own age who knows the subject, it helps form a relationship with them."

Memphis Commercial Appeal: Editorial Comment November 23, 2007, The Greater East High Foundation tutorial program can provide the motivation and the role models to help students excel no matter what their socio-economic status may be. It sets an example that alumni and support groups throughout the system should try to follow.



THE GREATER EAST HIGH FOUNDATION



A LEARNING REVOLUTION

The First Job Tutorial Program

- **Approximately 250 participating students in this third year of our program.**
- **Outstanding seniors and juniors are paid \$10 per hour to tutor.**
- **Students being tutored, called “scholars,” participate voluntarily.**
- **Tutoring takes place one hour after school, four days per week, and for three and a half hours on Saturday.**
- **Teams of scholars and their tutors compete for group incentives.**
- **Effectively collapses the student-to-teacher ratio from approximately 25:1 to roughly 2:1 allowing the individual attention required for success.**
- **Tutors learn organizational, motivational, teaching, and other important skills.**
- **All of last year’s graduating tutors are now attending four-year colleges or universities.**

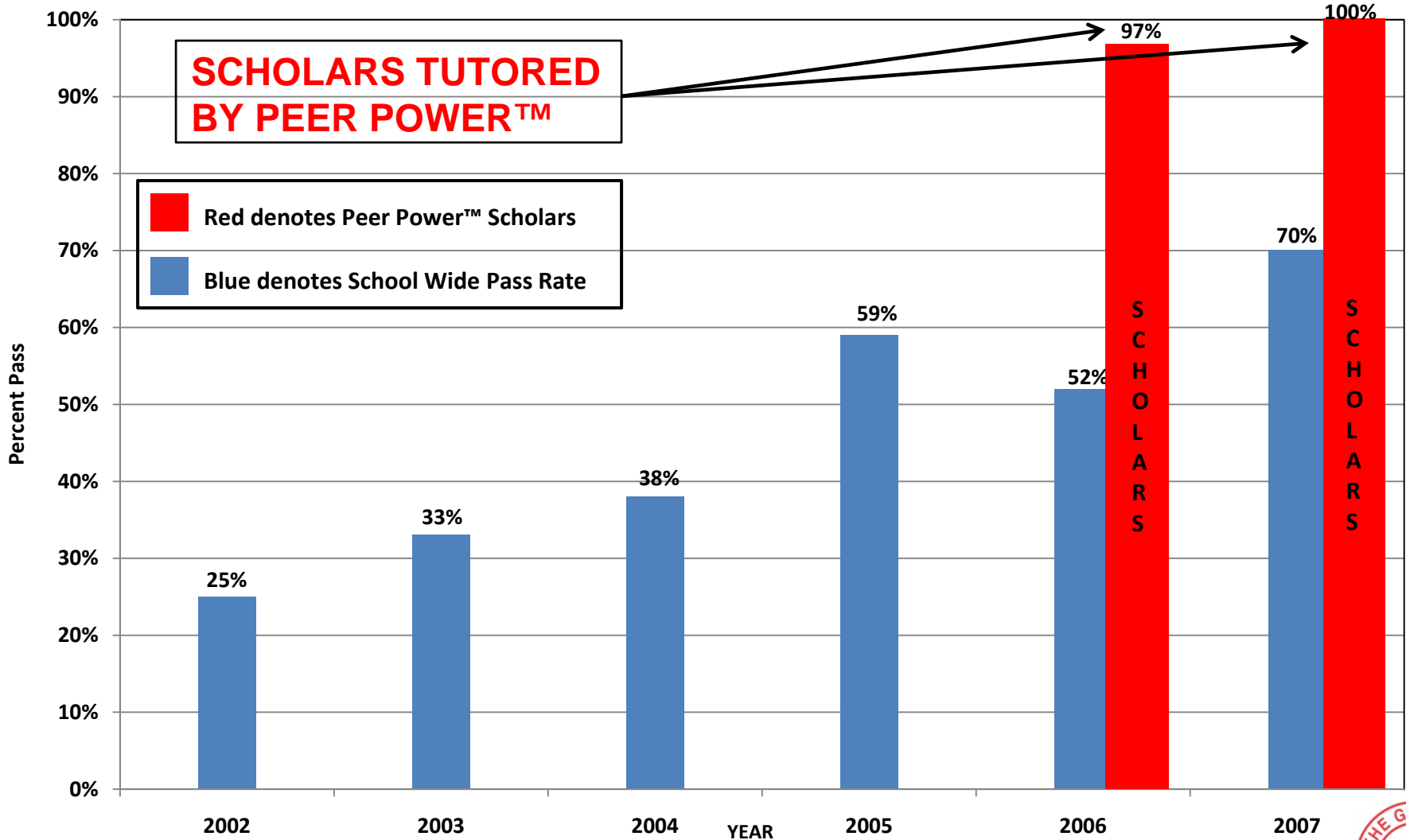
Peer Power™: A Learning Revolution

•850 Ridge Lake Blvd., Suite One, Memphis, TN 38120•

•Website www.EastHighFoundation.org • E-mail info@easthighfoundation.org •

EAST HIGH SCHOOL

TENNESSEE STANDARDIZED ALGEBRA I GATEWAY EXAM

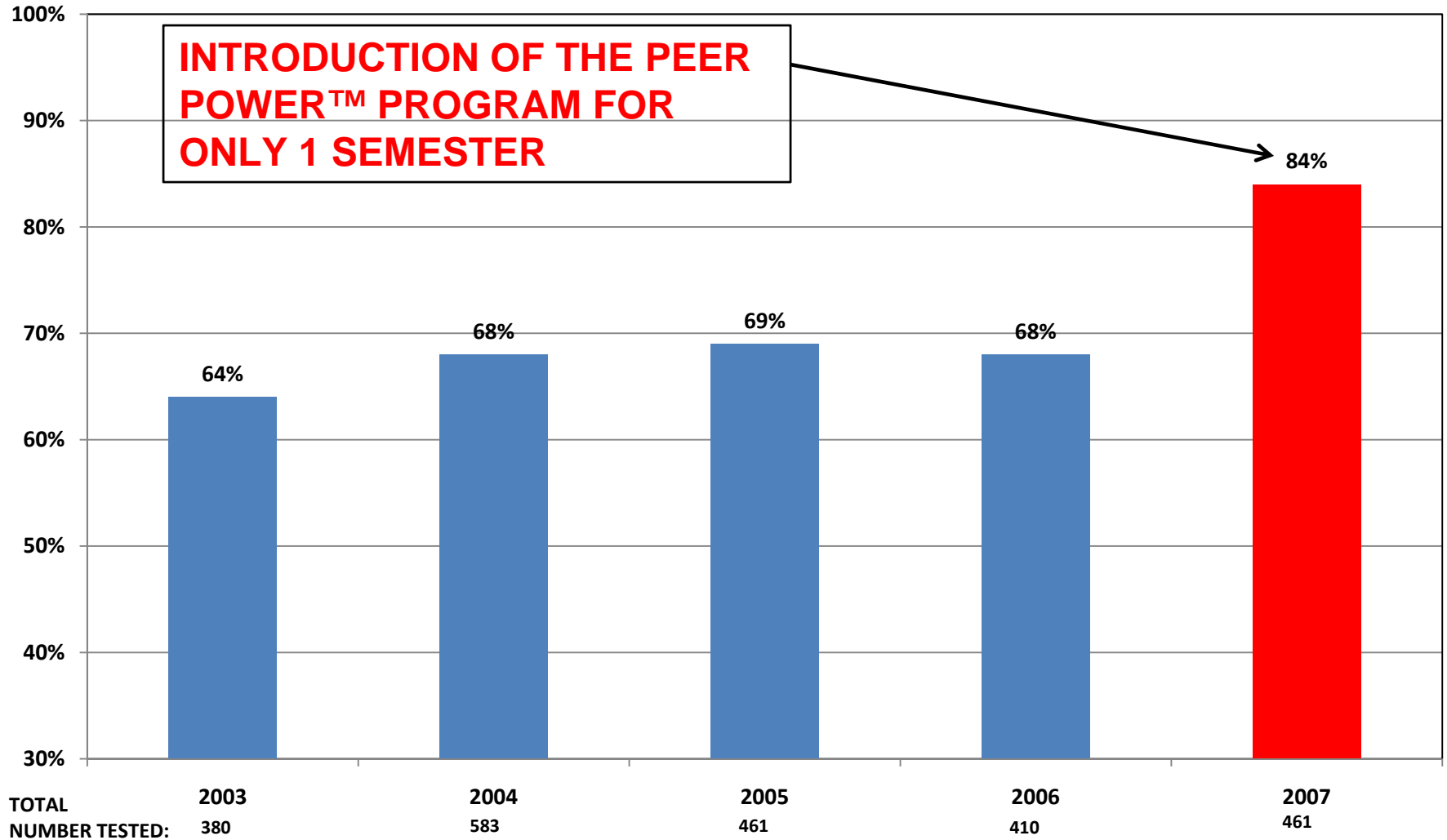


*Program students are titled **scholars**



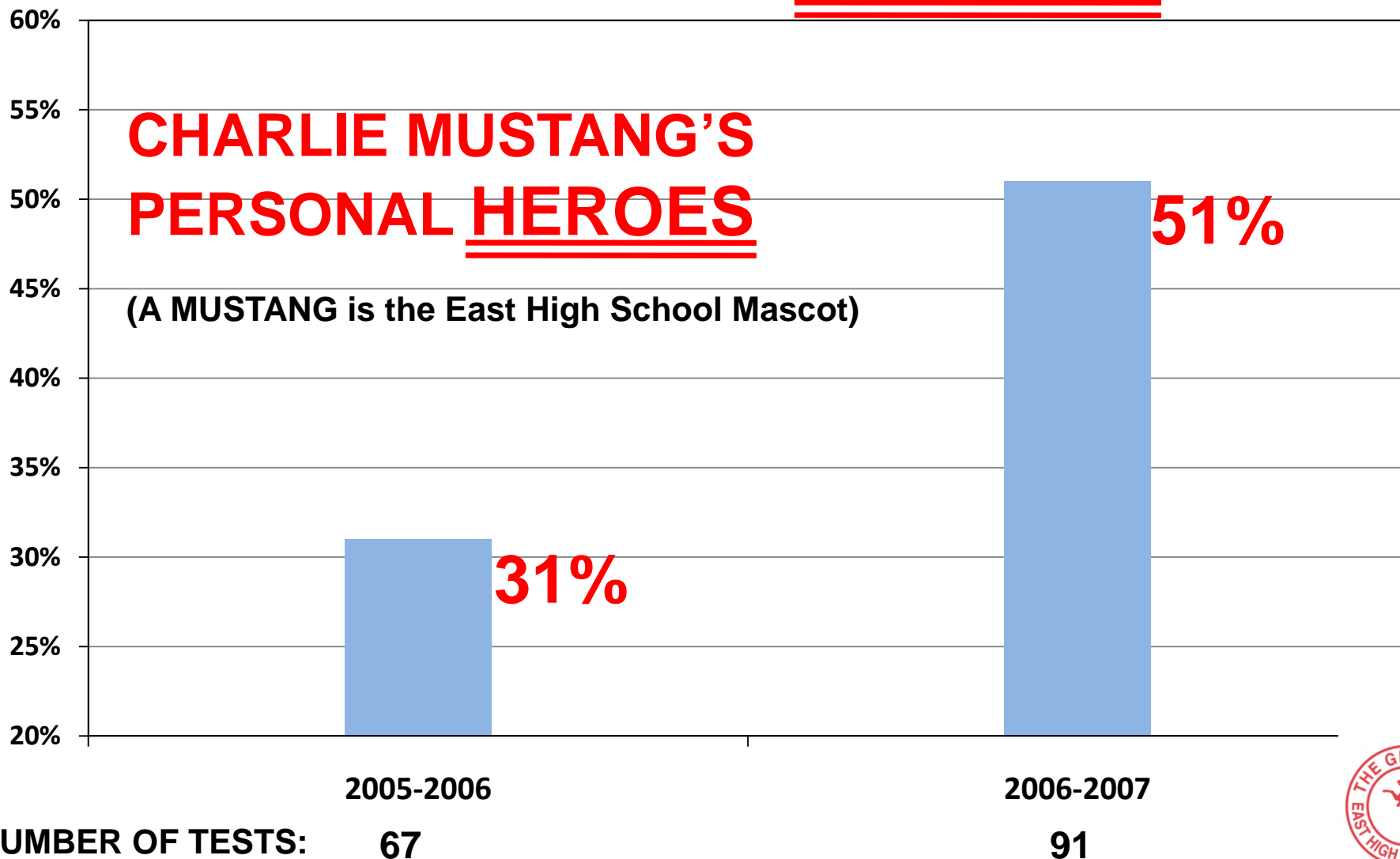
WHITEHAVEN SCHOOL

TENNESSEE STANDARDIZED ALGEBRA I GATEWAY EXAM



**GREATER EAST HIGH SCHOOL FOUNDATION SCHOLARS
PARTICIPATING IN THE PEER POWER™ PROGRAM
TENNESSEE STANDARDIZED MATHEMATICS EXAMS GRADES**

PERCENT GRADING ADVANCED





THE GREATER EAST HIGH FOUNDATION



A LEARNING REVOLUTION

TEN TIMES BETTER

(THE SCHOLAR'S CREED)

I am here today because I want to make my future

TEN TIMES BETTER.

I must first master mathematics, reading, writing and speaking skills.

I must always work harder than others. Life is a competitive sport.

I WANT TO BE SOMEBODY, SOMEDAY!

(Recited daily by Tutors and Scholars)



THE GREATER EAST HIGH FOUNDATION

THE 20/20 VISION™

A LEARNING REVOLUTION

- **A comprehensive model for the improved development of youth nationwide**
- **Based on a robust blend of peer-tutoring and the American Free Enterprise System**
- **Which leverages the power of great teachers and the utilization of existing infrastructure**
- **Through the disciplined investment of private funds in public Schools**
- **Now proven by remarkable results in two major Memphis public schools, East High School and Whitehaven High School**



THE GREATER EAST HIGH FOUNDATION

THE 20/20 VISION™

THE NEW SOCIAL CONTRACTS FOR PHILANTHROPIC ACCOMPLISHMENT

A PROPOSED PUBLIC POLICY PLATFORM

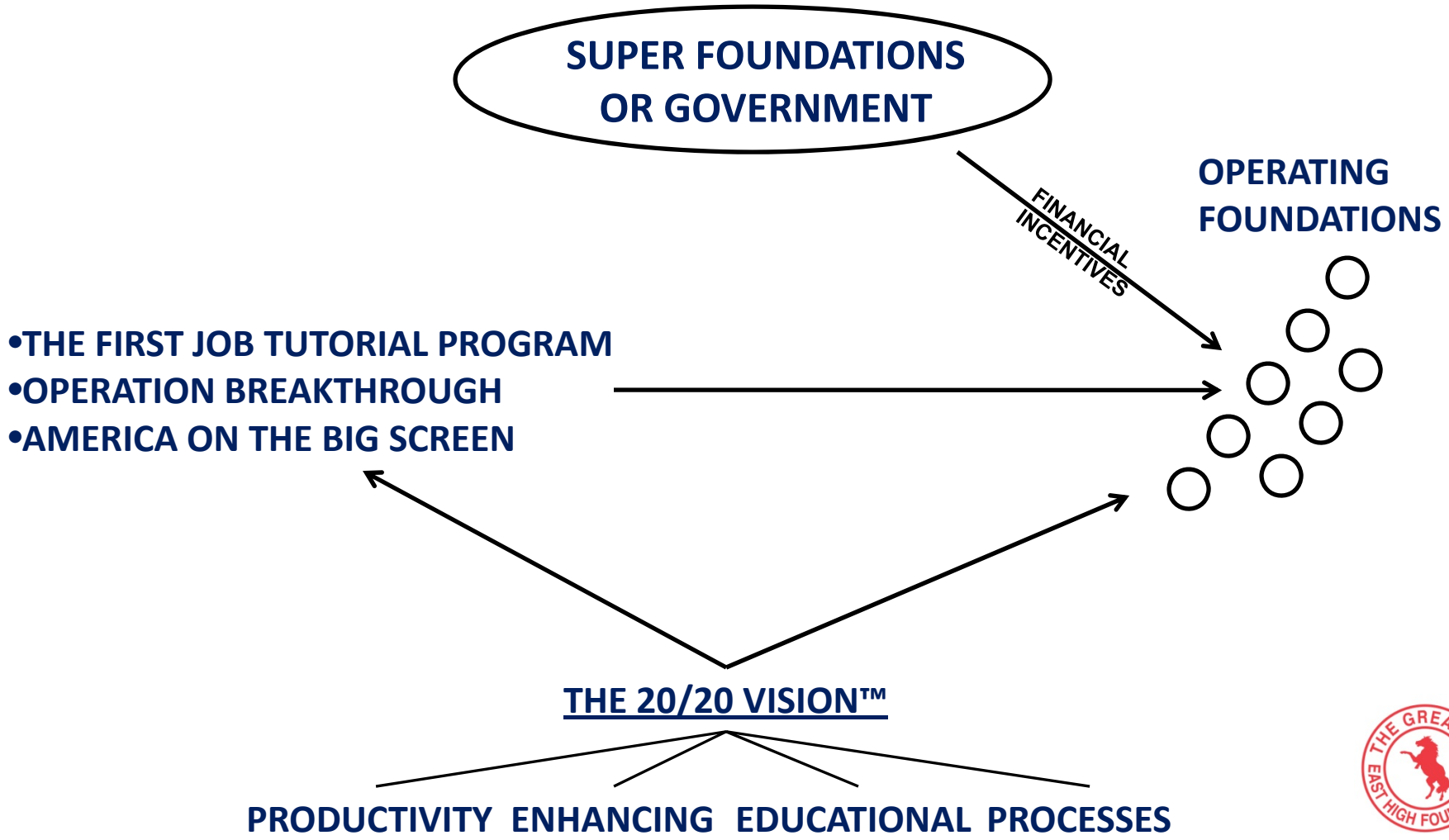
- Performance based and government incented
- Commitments to deliver results
- In improved public education
- Whereby private interests agree
- To improve standardized test scores
- In individual public schools
- Through the implementation of proven
- **Productivity Enhancing Educational Processes**
- For example **Peer Power™ Tutoring**
- Just like franchising in the private sector
- Please see schematic (following page)¹
- Also please see the attachment of Dr. Victor Hunter's speech and the text of Cortney Richardson and Charles McVean's news interview

PLEASE GO TO: http://www.youtube.com/watch?v=ltp1f5iq_04

Peer Power™: A Learning Revolution
850 Ridge Lake Boulevard • Suite One • Memphis, Tennessee 38120
Website www.EastHighFoundation.org • E-mail info@easthighfoundation.org

¹ For further details please see "A Discussion of Concepts" November 19, 2007 on our website

THE NEW SOCIAL CONTRACT FOR PHILANTHROPIC ACCOMPLISHMENT



Dr. Vincent Hunter

Principal of Whitehaven High School, Memphis, Tennessee

The Successful Implementation of Peer Power™ at Whitehaven High School

Address at East High School, Public Meeting, Memphis, Tennessee

November 20, 2007

Dr. Hunter: Good evening. There is so much East High pride in here. Let me show some Tiger pride! Good evening! First of all, I would like to say a special hello to Mr. Red McCombs, Mr. Jack Sammons, also Ms. Farb, who was earlier here. Thank you so much for this opportunity to come share. My resume is not as bright as Mr. McCombs and Mr. McVean. But I know something that we all share in common is that we all love children, and when you are in the educational business or the field of education, that's one commonality that you must have; you must love children. If you do not love children, you cannot move children, and that's what I think is the common bond that keeps us together as a Whitehaven Family.

I would also like to acknowledge how important it is to have good sponsorship. And before we begin this talk, I want Dr. Jerre Freeman and Mrs. Freeman to please stand, and please give them a warm round of applause. They are very special to Whitehaven and the Whitehaven Family as well.

Also, Ms. Taylor, this is your birthday. And Ms. Taylor is special to me, because in 1983 she afforded my sister an opportunity to teach reading in the optional program at Grahamwood, so our family is indebted to Ms. Taylor as well. She's special to us as well.

In October of 2006 our Whitehaven family was approached by Mr. Charlie McVean, Dr. Jerre Freeman, Mr. Bill Sehnert, and Mr. Yuri Branch. They wanted to talk to us about a program that they had started here at East High School. At that time we were identified on the *No Child Left Behind* list as a targeted school. What we found out after two years of being with *No Child Left Behind* that we saw our scores declining, especially in the area of mathematics. We quickly identified Algebra 1 as our Achilles' heel. In 2003 we tested about 300 children with a 64% passing rate. Now let me set the stage for Whitehaven High School. Whitehaven had the reputation of being one the forerunners of a great learning institution. We've always had children achieving at the higher level, but what happened was we had the cream of the crop continue to achieve and the lower achievers continue to decline. So what was happening is that the gap was widening between the ones that were doing well and the ones that were struggling.

With *No Child Left Behind*, the object of the game is that you have to bring the ones that were struggling at least to the proficient level, and that's where we were struggling. We had the ones that were doing great, we had honors, A.P., and calculus students doing well, but our children who were in our standardized and level four classes were struggling and that's where our challenge came.

So, when we were approached in 2006 in October, we were on our heels. We were a target school, and we knew we had good teachers. We had a great community and we had great children. But our children were still not performing at the level expected by *No Child Left Behind*. Mr. Sehnert, Dr. Freeman, Mr. Charlie McVean and Mr. Yuri Branch approached us in October 2006 and said we want to introduce **Peer Power**[™] program to your school.

At that point, we were all behind the eight ball and we said Why Not? To be honest, what could it hurt? We've exhausted all of our means. We've tried to do everything that we could to improve our scores and it was just not happening. So we listened, and the basic premise that they had was take your cream of the crop, your best, and utilize their skills and their communication skills to help teach the others. We're so proud of that particular opportunity because what has happened after one year of being part of **Peer Power**[™] (East High Foundation). Now there is Greater Whitehaven Foundation, did you hear that Mr. McVean?

Charlie McVean: Now I want you guys from out of state to know this is very important to us, this concept of brand identity. All of these individual schools need to be named The Greater Whitehaven, etc., etc.

Dr. Hunter: Thank you very much Mr. Charlie Mustang! Let me give you a little data. I like numbers and that's what was so impressive about the meeting that we had. They didn't just come with conversation; they came with actual data to support what was going on at East, and I thought that was very important.

Let me give you a little data about what happened at Whitehaven. In 2003, we tested 380 Algebra 1 students with 64% passing rate. In '04 we tested 583 Algebra 1 students with a 68% passing rate. In 2005 we tested 461 Algebra students with a 69% passing rate, as a result we were targeted and put on the *No Child Let Behind* List.

And we all know what the **List** means. Correct? The **List!** The **List** means if you don't improve you lose your job. That's the easiest part of that I can explain to you. If you don't get better they find someone else to lead your learning institution.

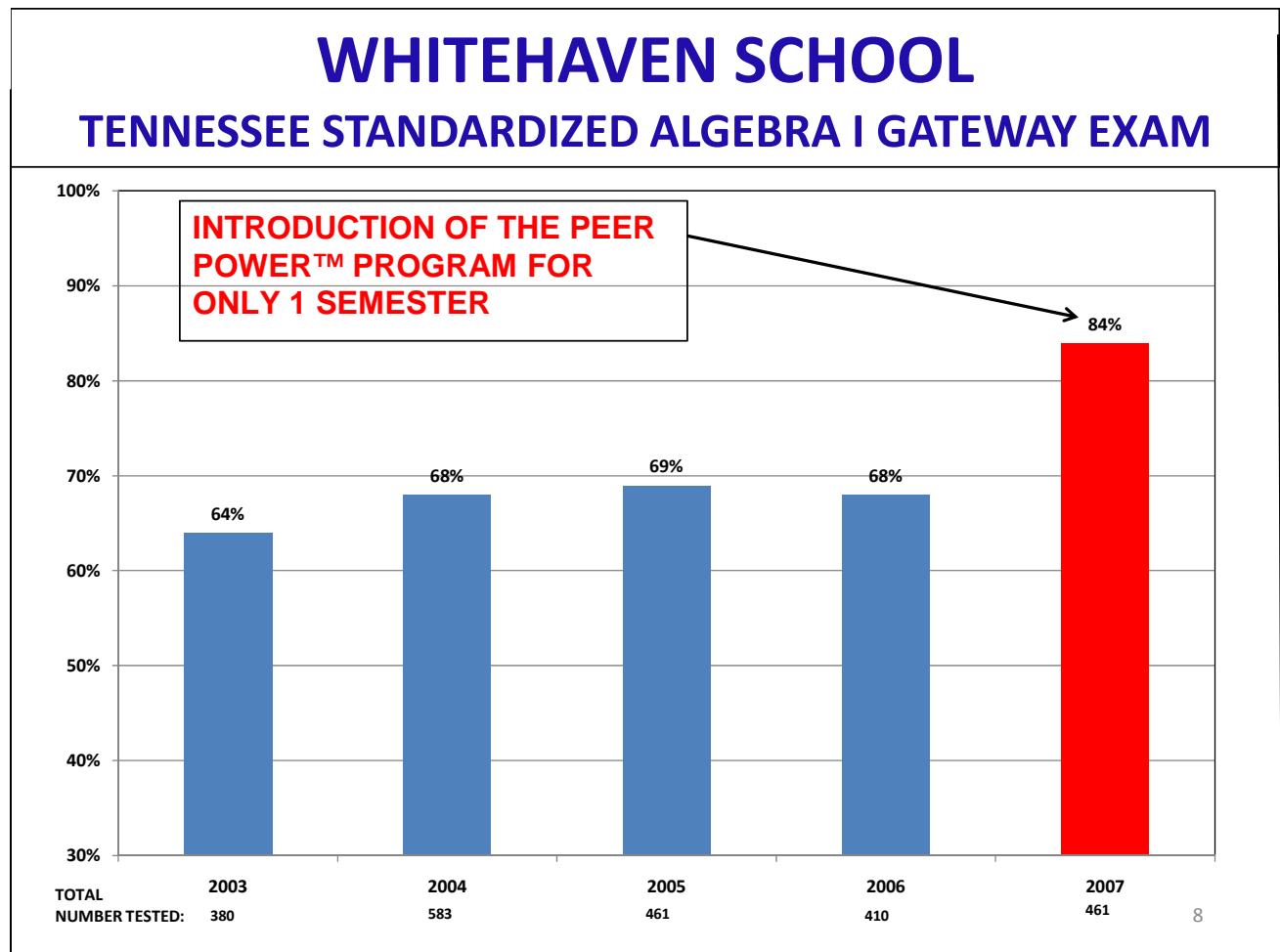
So, automatically with a wife and three kids, that couldn't happen to me. I couldn't allow that to happen, so failure was not an option. So, at that point in time, we wanted to listen to anybody that could throw us a life raft. In 2006 we improved some; 68% 410 children tested, again we were targeted. Now, one more decline and we're at school improvement. Ok, so that means they are looking for someone else to head Whitehaven High School.

So, that conversation with Mr. McVean and his consortium became a wonderful conversation. Now, since the implementation of the Greater Whitehaven Foundation, in

conjunction with the Greater East Foundation, we went from a 68% passing rate in 2006, to an 84% passing rate.

We had 390 graduates, potential graduates, but in order to graduate with a Tennessee diploma you must meet all Gateway standards, which means you must pass the Gateway course, which is Algebra 1, English 10 and Biology; and you must pass the exam that is associated with that particular course. Out of 390 children last year, we had 387 children graduate. Of the 387 children that graduated, they generated \$7.9 million in scholarships. Of the three children that did not graduate, two of those children were special needs. Only one did not meet the expectation of the state, which was to pass the Algebra 1 Gateway exam.

With those odds, I'm not a gambling man, but I know you are Charlie Mustang. I'd take those odds any day of the week!



East High School - Peer PowerTM

WREG- CBS Affiliate/TV-3 Live Broadcast

November 21, 2007 Memphis, Tennessee

To watch this interview, please go to:

http://www.youtube.com/watch?v=ltp1f5iq_04 or

<http://www.youtube.com> and search "East High Foundation".

Live at Nine News: Anchor Alex Coleman and Co-Anchor Mary Beth Conley

Guests: Charles D. McVean, Founder and Chairman of the Greater East High Foundation, and Chairman and CEO of McVean Trading and Investments, LLC, and Cortney Richardson, Tutor at the Greater East High Foundation

Alex Coleman: Yesterday we told you about a tutoring program that's turning things around at East High School. Five years ago, three-fourths of the students were failing the Algebra Gateway exam. Now things, thanks to the Greater East High Foundation, three-fourths of the students are passing.

Mary Beth Conley: And that's just one area where the tutoring is making a big difference. Yesterday, you met two of the educators behind that program. Today, the man who made it all happen, Charles McVean- he started the Foundation three years ago and he is here with former East High student, Cortney Richardson, who is also, Cortney I know I am going to get this title wrong. But you are the Frosh Representative on like the SGA?

Cortney Richardson: Yes ma'am. The frosh council is the Freshman SGA at the University of Memphis, and I am the speaker of that.

Conley: Congratulations! What a success story! What does this tutoring program mean to you?

Richardson: This tutoring program meant for one, a job to me, and it meant a future. With this tutoring program, I was able to see it at the beginning stages. I was at the first interview that Mr. McVean had there, and in this interview Mr. McVean said that this

program will work. Now, my first year I had a young man; I was tutoring a young man. The point is to pick the cream of the crop students to tutor those children who are not so cream of the crop. Peer tutoring, this is what teachers have been waiting on for years, somebody to help them reach to the lower students. So I was tutoring this young guy who was failing math, he was failing English, he was failing science, he was failing social studies. But with the things that I've learned to do at East High School, I was able to sit there and tutor him as his peer. This young man received one of the top incentives at the end of that school year; he passed his Gateway that year. It didn't take us two years for us to get him to that level. He passed the Gateways that year. He has proven to be successful throughout his tenure at East High School since then.

Coleman: That is an amazing story. Cortney, are some of the other students as passionate as you are? What have you seen so far?

Richardson: Oh yes sir. We have students just wanting to be in the East High School library, or East High School cafeteria, or East High School classrooms while this program is going on. Each student understands it all at different times, so just to see a light bulb pop on. We have students there who didn't even think they could learn; they have parents that said you will never be anything. As peers, we are able to encourage them to do it, do it! You can, you can, you can! And the light bulb pops on and they just glow with excitement. We've even had a special education student; they didn't think that he was going to get a regular diploma from the Memphis City Schools. This young man was tutored by Mario Fortney and that year we were celebrating at graduation because he walked across the stage with the honor students.

Coleman: Mr. McVean, your chest has to stick out when you hear this young man talking this way.

Charles McVean: I think I better keep my big mouth shut! If he'd keep talking, we'd be better off.

Conley: But when you came up with this idea, of course as an East High alum, did it occur to you, or was it just blind luck that students will get more from other students? Because maybe Cortney can reach a student better than an adult?

McVean: Well my mom taught; she was an educator her entire life. She taught in a one-room schoolhouse in western Missouri during World War II. And she was always talking about the wonderful dynamics of the one room schoolhouse where the older kids teach the younger kids. She said, "Son, it works!" And that's what we are doing.

Conley: So mom gets the credit?

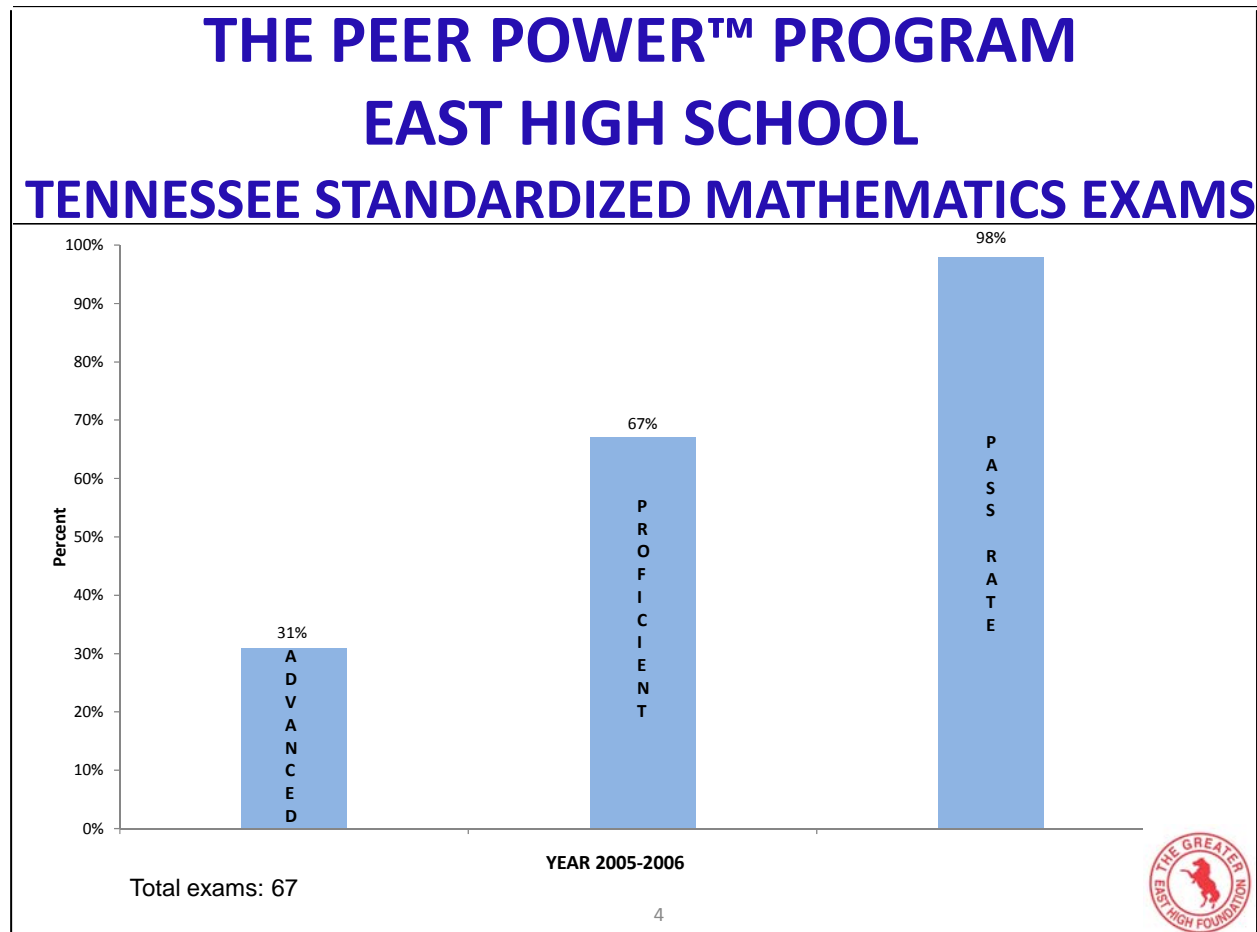
McVean: Right, well as Cortney knows, that wasn't quite the whole deal.

Coleman: What's the other part of the deal?

McVean: The other part of the deal is what we've got here is a magical integration of the teaching power of peer tutoring, with the incenting power of money. We divide these kids; Cortney was one of our team captains. We divide these kids into teams. A typical team will have seven tutors, fourteen scholars (that's the younger kids that we are tutoring). There's a scholar captain and a tutor captain, and then we have our own faculty in the school- Bill Sehnert, Margaret Taylor (who was here last night), Yuri Branch, and Jon Householder. And we have some great teachers at East who help us. So there's a faculty advisor for each team and then the twenty-one member team, and it's like the American Free Enterprise system- they compete with each other for real money.

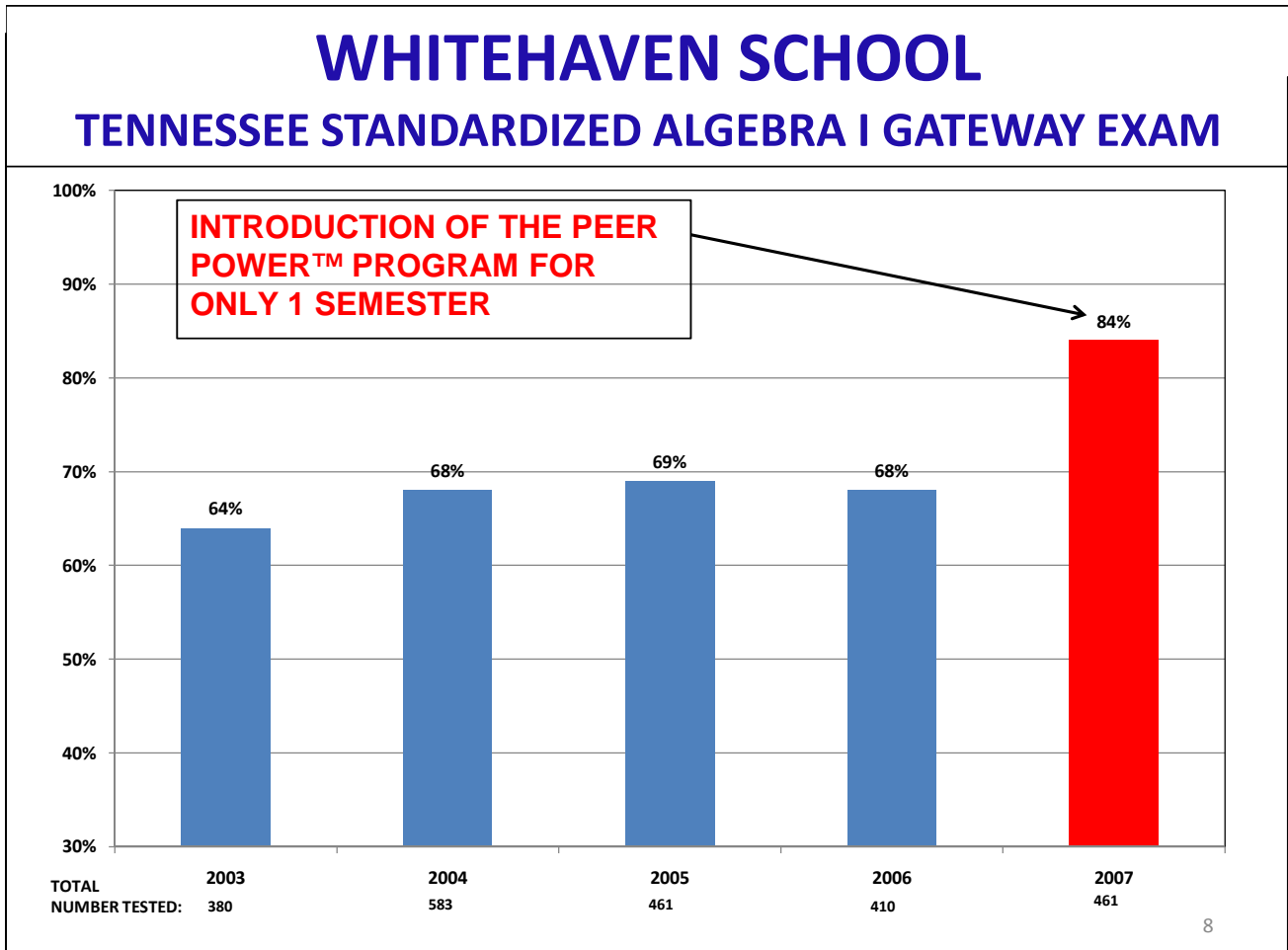
Coleman: And it works!

McVean: We have some charts here. Now, East High School has obviously, as you discussed, improved dramatically. Here we are, this is our ninety-one kids last year on their state standardized math tests. Ninety-one of them, these are the scholars. This is a school that had a seventy-five percent failure rate last year. There are ninety-one perfectly average kids. One hundred percent of them passed the exam. It can't get any better than that.



Conley: This is our city and if we want to create a work force we have to put our money where our mouth is.

McVean: Here one semester at Whitehaven High School they were on probation with a sixty-eight percent pass rate. In one semester, they raised that from sixty-eight percent to eighty-four percent in one semester.



Conley: Thanks to kids like Cortney. Thanks to a businessman like you.

McVean: Cortney, our highest compliment to call somebody is the “Real Deal.” They are the Real Deal. This group of kids is the most underutilized asset class in the United States of America. We are learning to harness that power and it’s making a massive difference.

Conley: You guys are a winning team! You can take this to the boardrooms.

Coleman: You can take this show on the road anytime.

Conley: Really. You’ll get some business people stepping up. What a great story!

Coleman: What a positive story. This is more of what we need here in Memphis, Tennessee these days; a winning team!

Conley: Absolutely!