



Winston-Salem/Forsyth County Schools

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Greetings,

This letter is in recommendation of Executive Coaching Enterprises (ECE) as a partner in education. Their demonstrated ability, as exemplified through their motivational and mentoring services, was excellent in nature and thus helped transform the culture of our schools both academically and behaviorally. Executive Coaching Enterprises provided mentoring to staff and students, motivational school assemblies, and after school tutoring to students within several of the lowest performing schools in our school district. Executive Coaching and their team of educational coaching consultants demonstrated their talents and expertise in the following areas, with a great deal of professionalism and constant respect, as it pertains to all student interactions:

- They fostered techniques within our faculty, staff, and students that assisted in building self-esteem and intrinsic motivation.
- They were instrumental in helping students realize that success was “in their hands” and established a rapport that generated positive interactions as the students actively participated in the mentoring program.
- A decrease was evident in student office discipline referrals and negative behaviors exhibited as a result of character-building strategies and implementations as reflected in the first semester discipline report this school term.
- A decrease in student regression was seen as students demonstrated their ability to maintain a high level of educational stability throughout the summer months as a result of the academic instructional practices that were implemented during the program.
- An opportunity for learning that included informational text integration from CCRS implementation of ELA standards, math, and enrichment across the curriculum.
- Processes and procedures for the upcoming year were easily attainable and adhered to as a result of the summer transition program.
- A 68% increase in parental involvement was the result of interactive community involvement and parental workshops that were held in an effort to bridge the gap between all integral

stakeholders and partners in education taking an active role in ensuring the success of student academic excellence.

During 2014, Title I contracted with Executive Coaching Enterprises (ECE) to provide a different and unique academic experience. School staff were hired and trained by ECE to provide professional development in the summer learning model. ECE partnered with IStation a computer reading program recommended by a school board member to supplement the reading curriculum. The school district provided transportation for students enrolled in the summer program. Over 1200 students in grades K-2 participated in the all-day, 3-week Summer Learning Program. ECE provided scholarships for students in grades 3-5 upon parent request. This was a wonderful opportunity for the Title I department and the district to partner with ECE to address several goals:

- a. Prevent summer learning loss
- b. Engage students of poverty in educational experiences
- c. Jumpstart learning for our first and second grade students in preparation for the Read to Achieve Initiative.
- d. Meet the district goals:

By 2020, 90% of third grade students will read on or above grade level

By 2018, close the achievement gap between subgroups by 10 percentage points.

Our students, staff, and parents were offered an enriching experience that demonstrated a need to address the needs of the population of students attending Title I schools. Teacher/student ratio in the classroom was 10:1. Teachers began the day with students in a large assembly to recite morning affirmations. Teachers were taught energizers to engage students to help refocus learning throughout the day. Student engagement was evidenced through their incentive program that included student daily math calculations to record and reflect upon behavior, attendance and completion of classroom assignments. Students were each given 10 books to build their home libraries. Parents indicated children were happy and eager to return to the summer learning program.

ECE engaged parents in Parental Involvement workshops with over 300 parents in attendance. The culminating summer experience was held at the Winston-Salem Coliseum to celebrate the attendance and participation of parents, students and teachers in student summer learning. Community engagement was evidenced through support from companies within the local community offering gift cards for perfect attendance.

Their hard work (ECE) was instrumental in serving as a catalyst to bridge the gap between K-1 and K-2 grade levels as a result of a transition program that eased the fears and reluctance of many of our youth as they entered into a new level of educational expectancy. Therefore, it is with great confidence that I provide this recommendation. I am certain that the presence of Executive Coaching Enterprises within your schools will aide in catapulting your students to the next level of excellence.

Sincerely,

Dr. Patsy Squire
Dr. Patsy O. Squire