



DALE CALDWELL
— FOUNDATION —

School To Work Day[©] Program

Overview

The *Dale Caldwell Foundation's Classroom Press Conference[™] (CPC)* has successfully introduced thousands of students to role models and careers that they otherwise would never know about. The *CPC* program is a fantastic introduction for the world's future leaders. To build on the tremendous insights students gain from the *CPC* program, Dr. Dale Caldwell created the international *School-To-Work Day[©] (STWD)* program. This innovative initiative has enabled thousands of students to visit a work place to learn what the world of work is really like.

Unfortunately, in many urban school districts in America, more than 50% of the students drop out of high school. These students all too often cannot read at grade level. In addition, they frequently fall prey to the temptation of the streets and end up unemployed, in prison or worse. The *Dale Caldwell Foundation (DCF)* is focused on helping these "at risk" students by establishing literacy programs that supplement public school education and innovative career programs designed to help individuals of all ages find and succeed in careers.

School-To-Work Day is one of *DCF's* most successful innovative employment training initiatives. This international program was previously known as "*Take Your Community-To-Work Day.*" However, the name was changed to one that better describes the program and can be easily translated into other languages. During this day, students (grades 4-12) visit companies and gain exposure to careers that they otherwise might never know about. *STWD* was created to be a "hands-on" activity designed to motivate students to pursue rewarding careers in business and the professions and inspire corporations to set up internships with high school students from the participating school districts.

Background

The program was first operated by Dr. Dale G. Caldwell and Tim Washington at Deloitte & Touche (the international auditing, tax and management consulting

firm). It was expanded to a global program with the help of Dexter Bridgeman the Founder of *Mentor Magazine*.

During the first **STWD**, Deloitte & Touche invited middle-school students from Newark and Jersey City into their offices and exposed these students to interactive audit, tax, and management consulting training modules. The success of this program inspired Dr. Caldwell to team with *Mentor Magazine*, Deloitte & Touche LLP and United Airlines to establish ***School-To-Work Day*** around the world.

As indicated in the list on the next page, companies in eleven countries (including over 70 US cities) have participated in the program. Organizations like United Airlines, Deloitte & Touche LLP, Texaco, Rohm & Haas, Marriott, Hilton Hotels, ILIFF School of Theology, City National Bank, Dobbs, Clark-Atlanta Business School and many others helped to change the lives of students.

Starting a Program

Students from all over the world stated that they are now considering careers as accountants, airline pilots, engineers, management consultants, flight attendants, computer programmers, lawyers, marketing executives, financial officers, human resources directors and bank managers because of their participation in the **STWD** program. To date the program has taken place in the following locations:

Albuquerque, New Mexico
Anchorage, Alaska
Atlanta, Georgia
Auckland, New Zealand
Birmingham, Alabama
Boise, Idaho
Boston, Massachusetts
Cedar Rapids, Iowa
Charlotte, North Carolina
Chicago, Illinois
Colorado Springs, Colorado
Columbus, Ohio
Dallas, Texas
Dayton, Ohio
Denver, Colorado
De Moines, Iowa
Des Plains, Illinois
Detroit, Michigan
Durham, North Carolina
Elk Grove, Illinois
Eugene, Oregon

Fort Lauderdale, Florida
Fort Myers, Florida
Forth Worth, Texas
Grand Rapids, Michigan
Greensboro, North Carolina
Hong Kong, China
Honolulu, Hawaii
Houston, Texas
Indianapolis, Indiana
Jacksonville, Florida
Kansas City, Missouri
Kingston, Jamaica
Knoxville, Tennessee
Lake Tahoe, Nevada
Las Vegas, Nevada
Lincoln, Nebraska
London, England
Los Angeles, California
Memphis, Tennessee
Milwaukee, Wisconsin
Monterey, California

Nashville, Tennessee
New Brunswick, New Jersey
New York, New York
Newark, New Jersey
Norfolk, Virginia
Oakland, California
Omaha, Nebraska
Orlando, Florida
Parlin, New Jersey
Paris, France
Parsippany, New Jersey
Phoenix, Arizona
Philadelphia, Pennsylvania
Portland, Oregon
Raleigh, North Carolina
Reno, Nevada
Richmond, Virginia
Rio de Janeiro, Brazil
Rockford, Illinois
Sacramento, California

Saginaw, Michigan
Santa Barbara, California
St. Louis, Missouri
Salt Lake City, Utah
San Antonio, Texas
San Diego, California
San Jose, California
Seattle, Washington
Spokane, Washington
Stamford, Connecticut
Sydney, Australia
Taipe, Taiwan
Tampa, Florida
Tokyo, Japan
Toronto, Canada
Vancouver, Canada
Washington, DC
West Palm Beach, Florida
White Plains, New York
Wichita, Kansas

The *Dale Caldwell Foundation* would like to work with major corporations to develop a *STWD* program for their company. If you are interested in learning more about *DCF* or the *STWD* program, please contact *DCF* Executive Director Jennifer Demetrius at (800) 838-8414 or email her at info@dalecaldwell.org.