



## **Fact Sheet**

### **Background**

The Winners Circle Educational Program was established in 1996. Winners Circle was developed from an “Adopt-a-School” relationship between Cookie and Jerry Hoberman, owners of Tires, Inc., and Belvedere Academy, an inner-city public elementary school in North Omaha. The key elements of the program were based upon the successful incentive system applied at Jerry Hoberman’s business. Adaptation of these elements to the educational setting was completed by the Hobermans and the Belvedere Academy principal, creating a new non-profit entity titled the Winners Circle Program.

### **Vision**

Improve access to educational opportunities through early intervention that targets disadvantaged elementary students in Omaha Public Schools by bringing together parents, teachers and the community to improve student achievement and recognize their success.

### **Who We Serve**

The Winners Circle Educational Program works to improve the academic achievement and citizenship of students in Title I elementary schools by bringing together parents, teachers and the community.

The Winners Circle Program is currently a part of 12 elementary schools in the Omaha Public Schools (OPS) system. All of the schools that participate in the Winners Circle Program are designated as Title I by the OPS district, and most have test scores that are below the district average.

Every student in the Winners Circle schools participates in the program, which now serves more than 4,200 students. On average, students participating in the Winners Circle Program achieve their quarterly goals 87% of the time.

### **Facts and Figures**

84.9%\* of students participating in the Winners Circle Program are underrepresented minorities. The OPS elementary school district average is 60.1%\*.

84.1%\* of students participating in the Winners Circle Program qualify for Free and Reduced Lunch. The OPS elementary school district average is 64%\*.

The average mobility rate at Winners Circle schools is 23.9%\*. The OPS elementary school district average is 17.5%\*.

The average household income in the neighborhoods the Winners Circle serves is almost \$30,000\*\* less than the average city household income.

Using the 2007-2008 school year testing data, Winners Circle schools saw an overall average gain of 16.6%\* in Reading scores since the implementation of the program at their individual locations. Math scores showed an average gain of 7.6%\* since the implementation of the program.

\*OPS Research Office

\*\*Omaha Chamber of Commerce



## Program Elements

The Winners Circle program incorporates many different strategies to promote academic success and improve access to educational opportunities, including:

- **Goal Setting:** Individual Reading, Math and Citizenship goals that are written by classroom teachers and evaluated quarterly by the Winners Circle Goal Development Coordinator and school staff.
- **Goal Buddies:** Corporate and individual volunteers visit classrooms twice a quarter to serve as role models and motivators for students that are striving to reach their goals. Goal Buddies volunteer their time in more than 230 classrooms.
- **Winners Circle Quarterly Celebrations:** Recognition events with medals awarded for reaching academic goals and prize drawings for students who meet both Academic and Citizenship goals.
- **Classroom Incentives:** Quarterly bonuses to classrooms where 80% or more of students meet their academic goals. Teachers use incentives for purchasing classroom supplies and fund other activities, promoting team-building within the classroom.
- **Parent/Family Participation:** Parents receive recognition for attending Parent Teacher Conferences. They take part in Winners Circle Celebrations, forming a Victory Tunnel for students to pass through upon receiving medals for achieving their goals and they also participate in family prize drawings at quarterly celebrations.
- **Uniform Polo Shirts:** Students and staff are provided one free uniform shirt in the school color with the school logo as a part of a plan to increase morale and school pride.
- **Summer Reading Program:** Winners Circle promotes summer reading by partnering with the Omaha Public Library's Summer Reading Program. The students that complete this program are recognized at the first quarter celebration.

## Participating Winners Circle 2008-2009 Schools

Belvedere Elementary	Kellom Elementary
Franklin Elementary	King Elementary
Conestoga Elementary	Miller Park Elementary
Field Club Elementary	Mt. View Elementary
Fontenelle Elementary	Saratoga Elementary
Howard Kennedy Elementary	Jackson Elementary

\*OPS Research Office

\*\*Omaha Chamber of Commerce