



Reimagining an Education Focused Partnership

Overview:

COVID-19 has changed education as we've known it. We may never get back to normal, but perhaps that's a good thing. The old "normal" was failing to prepare millions of students for future success. By forcing us to rebuild education from the ground up, this pandemic has motivated educators, corporations, and communities to re-imagine and re-engineer teaching and learning into something fundamentally more effective and equitable for all students.

In 2021, innovative corporations have the opportunity to seize this moment in time to help transform education by re-imagining corporate social responsibility and employee engagement partnerships by providing tactical and tangible support that immediately and sustainably impacts students.



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Focus on Equity in Education

All students, no matter their resources, deserve access to an engaging, high-quality education. The on-going impacts of COVID-19 have emphasized the inequities in education and the widening opportunity gap. As a community, we have the responsibility to create sustainable change that addresses systemic inequities in our education system. **Here's how we start:**



On the Ground Impact

Focus efforts on programs that teachers, administrators, and students actually want with immediate impact and tangible outcomes. Drive change by investing in overcoming COVID-19 learning loss and addressing the social-emotional health of our students. Early education in under-resourced communities has been critically impacted as young students have struggled to connect remotely with little support, exacerbating opportunity gaps already in place. It is critical that we invest now in programs with measurable academic results to put our youngest learners back on the path to success. By providing schools with these resources, we are one step closer to ensuring every student has access to a quality education.

Open Access

Invest in Open Educational Resources and provide freely accessible teaching and learning materials to anyone. Investing in these resources means that you are providing support to every student and teacher without any barrier to entry. Importantly, Open Educational Resources allow teachers the autonomy to remix lessons to be culturally relevant to their own students, deepening learning and increasing student engagement. Out Teach is partnering with OER Commons to provide all students and teachers open access to our resources and lesson plans.



Support Teachers

2020 illuminated the important work of our teachers more than any other year. They are the key to student success, but oftentimes their critical work is overlooked. Teachers pivoted to meet the changing needs of students, working long hours during a time of unprecedented challenges. We must recognize the monumental task ahead of teachers and provide the support to meet that challenge and overcome the impacts of COVID-19 on our students. By investing in teachers, you are investing in students, your future workforce. It is our teachers who will help provide every student with equitable access to an engaging and enriching education.



Deeper & More Integrated Partnerships

Corporate Social Responsibility is changing fast and corporations have a tremendous opportunity in 2021 to impact communities at the intersection of education and social justice. Deeper, more integrated partnerships with nonprofit organizations can and should meet multiple business objectives and engage multiple stakeholders, while driving impact in a real and relevant way. Be bold, be decisive, and commit to impacting the lives of thousands of students and teachers! [Here's where to focus:](#)

Purpose Driven Branding

You know the phrase: “Be the change you wish to see in the world.” Allow your brand to be that change. Align with a cause to showcase your efforts to consumers while driving business. Cause Marketing campaigns will allow you to create authentic and meaningful connections that drive sales and increase brand affinity. Encourage your consumers to support education by rounding up their bill or donating at check out. Align these campaigns with key moments throughout the year such as Teacher Appreciation Week, National STEM Day, Giving Tuesday, and more. By inviting your customers to support causes that you care about, you are creating deeper connections with your consumer, thereby growing your bottom line.

Part of the Culture

Your CSR strategy must come from the top and your leaders must share your passion and excitement about the causes that you are supporting. It is an integral part of your success. 2021 provides your company the opportunity to engage your whole organization in your work. Provide meaningful opportunities for executives to collaborate with your nonprofit partners. Co-write a blog on equity in education, join a nonprofit board, and showcase your executives in the community. When your employees see the passion from their leaders, they will feel inspired to join you, creating a deeper and more integrated partnership.



Employee Engagement 2.0

Meaningful employee engagement doesn't have to stop just because in-person events do. We may be tired of “Virtual Employee Engagement” with little actual engagement, but with the right partner, virtual employee engagement can provide new, diverse opportunities for corporations and innovative nonprofits to continue on-the-ground impact while staying safe. COVID-19 has presented a critical new set of needs for teachers and students. Turn to your nonprofit partners for their expertise and creativity on ways to engage employees in their work. While it won't look the same as it did before, this new way of engaging employees will have a lasting impact. So are you ready for Employee Engagement 2.0?

Emphasis on Impact Data & Reporting

Through elementary science education and beyond, students are encouraged to use evidence and data to support their claim. The same rule applies to a partnership; you must use data to support your impact statement. Your investment is making a difference in education and the data that comes from the partnership can and should be an integral piece of your work. It is important to not only collect that data, but to let your consumers know how you are helping to move the needle on education. [Here's how to do it:](#)



Impact Investment

Data is not a one way street. Your nonprofit partners should and must also care about data and have a plan for how they are collecting it. Set the expectations from the beginning with clear guidelines on the impact data you will receive during the life of the partnership. Out Teach has invested in a rigorous Strategic Evidence Plan — created in partnership with Project Evident — to provide clear data and evaluation metrics to our partners. We use this data to ensure programmatic excellence and that our intended impact is met. This investment also allows our partners to have a clear understanding of not only our work, but how their investments are making a difference.

Showcase Your Data

Collecting data from your nonprofit partner is critically important, but how you leverage that data might be even more important. Tell the story to your consumers about how you are impacting education and always back that up with the facts. Leverage your partnership by showcasing the data on social media, in your advertising, on annual reports, and more. Encourage other departments to use the data as well. For example, your HR team can spotlight your commitment to education when recruiting new employees.



According to a study done by Cone Communications, 64% of millennials won't take a job if a potential employer doesn't have strong corporate responsibility practices.



About Out Teach

At Out Teach, we believe **education has the power to help every child reach their greatest potential**. We support this belief by training teachers and fundamentally shifting the traditional teaching model to support student-driven, hands-on learning, using Outdoor Learning Labs and Tools as vehicles for student success. Our focus on training teachers and utilizing the outdoors translates directly to an increase in student engagement and fosters 21st century skills like collaboration, critical thinking, and problem solving. When better-trained teachers incorporate new skills into their regular instruction, the Out Teach model becomes an **innovative and proven solution for increasing teacher effectiveness and student success at low-income elementary schools**.



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***For more information,
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