



# C.E.O.

CREATING EDUCATIONAL OPPORTUNITIES

## The History

Creating Educational Opportunities started over 25 years ago when a group of leaders from local businesses and educators spent several months exploring the possibility of a partnership program in Tullahoma. They made plans for what they soon named C.E.O. - Creating Educational Opportunities. The C.E.O. Program was launched in the spring of 1990. Partnerships between 8 Tullahoma Schools (including the Adult Literacy Program) and 15 businesses were initiated when school began in August 1990. The C.E.O. Program follows guidelines (by-laws) which were drawn up by the founding members.

In February of 1999, by a majority vote, the C.E.O. Program became a part of the Tullahoma Area Chamber of Commerce. The Tullahoma Area Chamber of Commerce oversees and coordinates with the teacher representatives, principals, business partners, and Tullahoma City Schools to continue to improve and grow the C.E.O. program and education in our community. The administrative budget for C.E.O. is funded by Tullahoma City Schools.

## What is C.E.O.?

Creating Educational Opportunities is an educational program of the Tullahoma Area Chamber of Commerce between local businesses and Tullahoma educators for the support and enrichment of the students and teachers of Tullahoma City Schools. The mission of C.E.O. is to provide support and resources, enrich education, and create a better educated work force. C.E.O. is a handshake, not a handout; it is a partnership that a business, school, and student body should gain from the opportunity.

Each school/business partner has a C.E.O. representative. They provide the Chamber with information of activity goals & outcomes, special requests, needs, & ideas. The information provided helps the Chamber to monitor and inform the partners of the program's progress and gives the Chamber information for news releases to be published in the monthly Chamber newsletter, The Tullahoma News, and the Chamber's website.

C.E.O. has significantly grown over the last 25 years with currently 10 schools/school programs and 70 business partners. The Chamber is proud to have such an outstanding program and partnership with Tullahoma City Schools.



## **School to Business**

- Invite employees to lunch at your school.
- Give performances (drama, chorus) at business.
- Free copies of school newspaper to business.
- Use of library and gym/track by business.
- Tickets to athletic & school events.
- Training of employees (computers, parenting skills, first-aid, etc.)
- Students make decorations for special event at business.

## **Business to Teachers**

- Sponsor accredited classes for teachers to further skills.
- Invite teachers to attend workshops with employees.
- Sponsor a summer job program for teachers.
- Refreshments for teachers on parent-teacher conference or in-service days.
- Read to Students or Teach a Workshop
- Volunteer with Art Projects, Field Days, Field Trips, Dances
- Work with Individual Students Tutoring in the Classroom
- Provide guest instructors and/or substitute teachers.

## **Business to Students**

- Tour of business/industry.
- Provide judges/prizes for contests.
- Job-shadowing/career awareness programs.
- Donate surplus equipment or supplies (paper, etc.)
- Volunteer in classes, school office or library.
- One-on one tutoring.
- Provide guest instructors and/or substitute teachers.
- Develop an incentive/awards program for grades, effort, improvement, and conduct.
- Help students develop a resource list of business leaders in the area
- Provide photographers for some events, newspaper, etc.
- Provide printing for student newspaper.
- Provide a newsletter for parents of students.
- Provide a "Buddy-system" program for at risk students.
- Help develop an alumni association for T.H.S.

# C.E.O.

News & Photos for Publication



## News Articles & Photos

The Tullahoma Chamber will highlight special C.E.O. events & photos in the weekly Chamber Chat newsletter, social media sites, website, and periodically in the Business Link of The Tullahoma News.

Please submit C.E.O. stories to [ashton@tullahoma.org](mailto:ashton@tullahoma.org) throughout the year for Chamber newsletters, social media, website, and Business Link publication.

## C.E.O. News Article Examples:

- Sunrise Rotary Club Bicycle Program
- “Bank Day” with American City Bank
- The Truman Character Award with Kidsville News!
- Photos from Career Day
- Photos & volunteers from the THS Mock Interviews
- Photos of schools & partners working on Christmas Parade float
- Article about your C.E.O. Kick-Off & photos

# 2016-2017 C.E.O. Partners

## Bel-Aire Elementary

Brookdale Tullahoma  
Citizens Tri-County Bank  
Courtesy Dry Cleaners  
Dr. Brad Windley with Animal Medical Clinic  
Kidsville! News

## East Lincoln Elementary

Century 21  
Charter Business  
Creative Health Consultants  
Kidsville News  
Partners for Healing  
Primerica  
Weichert Realtors, Joe Orr & Associates  
Tullahoma Sunrise Rotary  
Up Communications, LLC

## Pre-K

The Tullahoma News  
United Way of the Highland Rim

## East Middle School

Buffalo Wild Wings  
Farm Bureau/ Mark Raulston Insurance Agency  
Lester, Greene & McCord Insurance  
Papa Johns  
Stan McNabb Automotive Group  
US Display Group

## Farrar Elementary

Clayton's Family Shoe Store  
Flowers by Rare Earth  
Harton Realty Group  
McMurr's  
Kidsville News  
Universal Family Care/ Dr. Lee

# 2016-2017 C.E.O. Partners

## **Kool Kids (E.S.P.)**

Sonic  
Tullahoma Lanes

## **Robert E. Lee Elementary**

Excel Eye Care  
Tennova Healthcare Harton  
Jacobs Technology  
Kazoo Pediatrics  
Mortgage Connection  
Morning Pointe of Tullahoma  
Kidsville News  
Traders Bank  
Tullahoma Downtown Lions Club  
Wild About Smiles

## **Tullahoma High School**

National Aerospace Solutions (NAS)  
AIAA  
Mahan & Ridley Eye Associates  
The Tullahoma News

## **Renaissance Program**

Housholder Artman, PLLC  
First Vision Bank  
Southern Community Bank

## **Work-Based Learning**

Life Care Center of Tullahoma  
The Tullahoma News  
Work Force Solutions

## **West Middle School**

Buffalo Wild Wings  
Courtesy Dry Cleaners  
Lester, Greene & McCord Insurance  
Northgate Mall  
Papa Johns  
Prescott Bottling

# 2016-2017 C.E.O. Partners

## West Middle School

Stan McNabb Automotive Group  
Taylor's Archery & Outdoors

## System-Wide Partners

System Wide partner with all  
Tulahoma City Schools.

American City Bank  
Arnold AFB  
Ascend Federal Credit Union  
Blood Assurance  
Chick-fil-A  
City of Tullahoma  
Coffee County Anti-Drug Coalition  
Interlocal Solid Waste Authority  
Keep Coffee County Beautiful  
Tullahoma Lanes  
Zaxby's  
University of TN Space Institute