


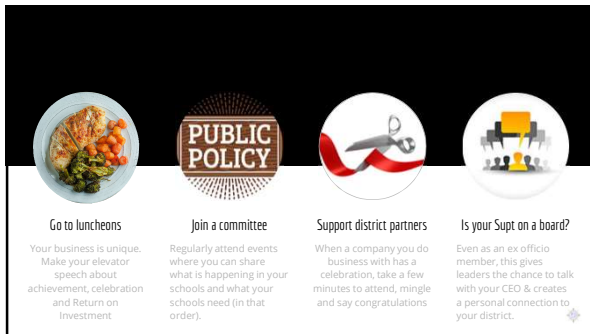
Get that Chamber Chicken to Lay a Golden Egg
Laura Wagner and Erin Williams, CCE
Fort Zumwalt School District



Fort Zumwalt School District
126 square miles in St. Charles County
18,300 students Pre-K - 12
27 schools
100 percent on our APR



This is all about engagement.
"Why are the schools at the Chamber?"



Go to luncheons
Your business is unique. Make your elevator speech about achievement, celebration and Return on Investment

Join a committee
Regularly attend events where you can share what is happening in your schools and what your schools need (in that order).

Support district partners
When a company you do business with has a celebration, take a few minutes to attend, mingle and say congratulations

Is your Supt. on a board?
Even as an ex officio member, this gives leaders the chance to talk with your CEO & creates a personal connection to your district.



Fort Zumwalt News

YOU ARE INVITED

FORT ZUMWALT FAOS

"Our newest model coming off the line."

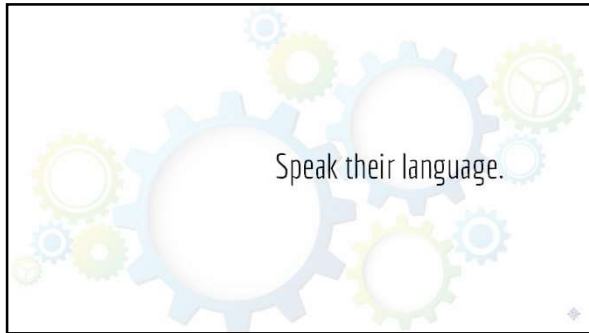


Gears turning? Stop and Jot.

Where can you be?

Who do you know?

What can you bring?



Listen and Learn
Your district is a business in your community. Tune in to chamber programs that can help you with social media, marketing, communication & more.

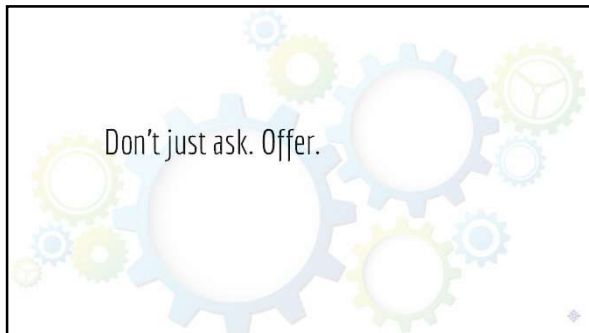
Use their words
Show them you understand where they are coming from. Talk about your school district using their lingo.





Understand their issues
Workforce development
Soft skills shortcomings
Transportation
Taxes

Connect a solution
Your district has programs that offer solutions to business' issues. Show them how your business works for theirs.

Make the connections

Shortcoming	Importance Score	Handwritten Notes
Poor Work Ethic	4.38	
Smallness or inability to Learn	4.30	
Lack of Communication or Interpersonal Skills	4.19	4th Prj
Lack of Teamwork or Collaboration	4.07	MIF
Lack of Critical Thinking and Problem Solving	3.83	4th Prj
Lack of Technical Skills: Open to the Job	3.78	FEIM
Inability to interact with different Cultures or Backgrounds	3.77	4th Prj
Inability to understand written and digital information	3.67	4th Prj
Inability to Think Creatively	3.62	MIF
Lack of Basic Math Skills	3.50	
Lack of General Business or Industry Knowledge	3.40	4th Prj
Lack of Writing Skills	3.38	4th Prj
Lack of Computer Skills	3.30	4th Prj



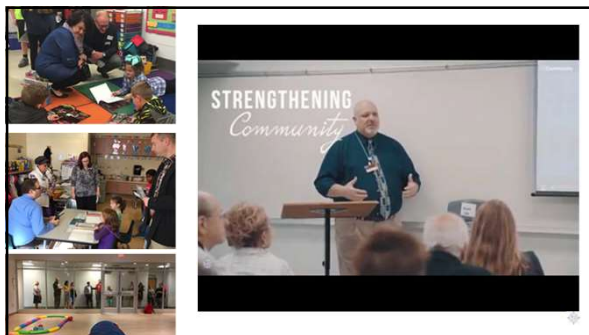


Spread the word
As a chamber member, utilize their programming to help you tell your story as a business and help promote their events where you can.

We've got volunteers!
Connect your students with non-profit volunteer opportunities. You have more connections than ANYONE ELSE!

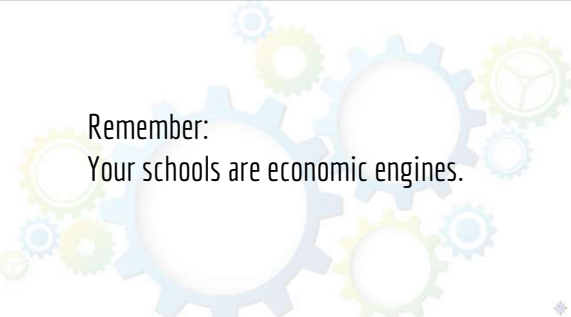
Host a tour
When telling them just isn't enough, put the ball in their court. "Call me and we'll set up time to take you around the school."

Host an event
More than likely you have the largest space in your community. Use it to your advantage ... and show off a little.

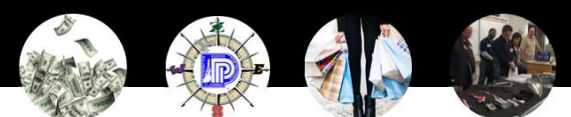




Gears turning? Stop and Jot.
How are we addressing their needs?
What can we offer to help in this area?
What can I show them?



Remember:
Your schools are economic engines.



Payroll
Including substitutes, more than 3,000 people were on our last payroll.
\$137 Million FY18

We are FZ
More than 60 percent of those 3,000 people live in Fort Zumwalt School District boundaries.

St. Charles County
Almost 75 percent of those on the payroll live in St. Charles County.

MPC
Schools don't just take dollars out, we are businesses that ADD TO the money flowing through a local economy.



