

Motorola Communications Enterprise Junior Achievement

- **Created Community Relations function for major sector covering five businesses nationwide**
- **Responsible for annual United Way campaign, Junior Achievement and Call to Protect/Donate a Phone campaign**

Campaign:

- **Conducted gap analysis (as is/should be) with Motorola coordinators and Junior Achievement representatives**
- **Implemented top three processes as a result of gap analysis, including on-line volunteer registration, training 24/7 via the web or CD, and laptops and software for Junior Achievement representatives.**
- **Created theme “To Teach Is To Touch a Life” to generate enthusiasm and kicked off with an email campaign letter from sector president Merle Gilmore, our champion for Junior Achievement**

Results:

- **More than doubled the number of Junior Achievement volunteers over the prior year, which ultimately increased the number of students reached by Junior Achievement programs.**
- **Happy, satisfied Motorola coordinators who could focus on the mission of Junior Achievement with their volunteers rather than administrative burdens.**

To: ILSMGRS1@relay.corp.mot.com
Subject: HEADS UP: Junior Achievement--Call for Volunteers

Date: September 21, 2000

To: Motorola Senior Management in Northern Illinois

From: Merle Gilmore

Subject: HEADS UP: Junior Achievement (JA) --Call for Volunteers

As the leaders of Motorola in Northern Illinois, I want to make you aware of an announcement that will be distributed on Monday, September 25, and ask for your support.

The announcement, which is shared below, will communicate a volunteer opportunity with Junior Achievement, an organization devoted to helping young people understand how businesses operate in our free enterprise system.

I ask that each of you join with me to continue Motorola's active involvement by strongly supporting all those in your organization who request time off to participate in the classroom.

If you have any questions, please contact Barbara Arnold, CE Manager of Community Relations or Carol Swinney, Corporate Manager of Community Relations. If we all join together, we can expect another successful year for JA.

Date: September 22, 2000

To: All Motorolans in Northern Illinois

From: Merle Gilmore

Subject: Junior Achievement--To Teach is To Touch a Life

The engineer may build computers, the architect may design buildings, and the chef may prepare a fine meal. But a teacher, a teacher inspires!

Paul Nebel, Muskego, Wisconsin

As a member of the board of Junior Achievement of Chicago, I am inviting you to volunteer to teach in a City of Chicago or suburban school this fall. Motorola has been a strong supporter of Junior Achievement (JA) for many years, and JA has been instrumental in helping young people everywhere understand how businesses work in our free enterprise system.

Last year, approximately 250 Motorola volunteers walked into classrooms throughout northern Illinois and taught economics, free enterprise, and business to young people ranging in age from 5 to 17. We are aiming to double the number of volunteers from last year to 500 for this school year 2000/2001. The time commitment ranges anywhere from a half day for the Academy Program; to five, 45-minute sessions for elementary students; to eight, 45-minute sessions for middle and high school students.

What's In It For You

- An opportunity to mentor and share your personal and professional experience with young people.
- An opportunity to have fun and see the world through a child's or young person's eyes.

- An opportunity to develop your leadership and public speaking skills, team building abilities and a comfort level in working with young people-all which are complimentary to your work at Motorola.

What's in It for Motorola

- A more well-rounded employee. Remember these four components of life: self, family, career and community.
- A more diverse work force over the long-term. Today's JA students may well become tomorrow's Motorolans.
- A good corporate neighbor to the community where our employees live, work and play.

How To Apply to Volunteer

- While Junior Achievement has top management support, you will need to discuss the volunteer opportunity with your supervisor and secure his or her support to take time off work with pay.
- Register on the Junior Achievement Volunteer website:
<<http://www.motvolunteer.com/ja.htm>>.
- Questions: Go to <<http://www.jachicago.org>> to find out more. For frequently asked questions, go directly to <<http://www.jachicago.org/faq.html>>.

Training and Materials Provided

- Once you have registered, a manager from JA will be contacting you regarding your choice of school, grade level and personalized classroom training that includes a special kit of materials geared toward the grade you will be teaching and takes anywhere from one to two hours.
- Motorola also is in the process of providing training 24/7 via audio-video streaming (you must have Windows Media Player) or a special CD.
- A separate email regarding your training options will be sent toward the end of the first week of October to those who have registered to teach.
- Once you have completed the training, you will need to contact the teacher and arrange days and times for you to teach in the classroom.
- Then depending on the level and program you choose to participate in, you will teach anywhere from one day--to five weeks--to eight weeks.

Make a difference in a young person's life. Volunteer for Junior Achievement today! You will be glad you did.

JA Volunteer Teachers Communication Plan, Fall 2000

Week of September 18:

- 9/21>9/22: Email: Heads Up to Managers (E12s+) in Northern Illinois re: Call for Volunteers from Merle Gilmore
- 9/22>9/25: Email: Call for Volunteers from Merle Gilmore
- 9/25/00—10/6: CCTV: Slide calling for volunteers with website registration....
- 9/25/00-10/6/00: Motorola Portal: Slide calling for volunteers with website registration—can be pulled by **all Motorolans in northern Illinois**

Week of September 25:

- On-line registration begins at <http://www.motvolunteer.com/ja.htm>.
- 9/28: Email: Follow-up email from business heads in Northern Illinois to support Merle's message. Will be drafted by each biz group based in template provided.
- JA contacts Motorolans who have registered with a phone call.

Week of October 2:

- On-line registration continues at <http://www.motvolunteer.com/ja.htm>.
- JA contacts Motorolans who have registered with a phone call.
- Email to Motorolans who have registered regarding their training options: 1) classroom training, 2) audio-video streaming and 3) separate CD, and special note that training is required prior to classroom teaching.

Week of October 9:

- On-line registration ends this week at <http://www.motvolunteer.com/ja.htm>.
- Reminder Email to Motorolans who have registered regarding their training options and special note that the training is required prior to classroom teaching.
- Training classes starts—various options: classroom, AVS and CD.

Week of October 16:

- Classroom training begins....5 to 8 weeks depending on grade preference. Half-day Academy session will be scheduled during the last two weeks of October or first three weeks of November.

Week of December 4:

- 12/4: Email from Merle thanking JA volunteers for their efforts. Reminder about signing up again in January. And teaser about recognition event in May 2001.

Pilot Website Overview

