

inspires youth to complete high school and attend college



provides positive role models to local schools



PHUTURE PHOENIX

creating the future

ANNUAL REPORT

collaboration between community, university and youth



top precollege program in Wisconsin (2010 WCAG)



college readiness



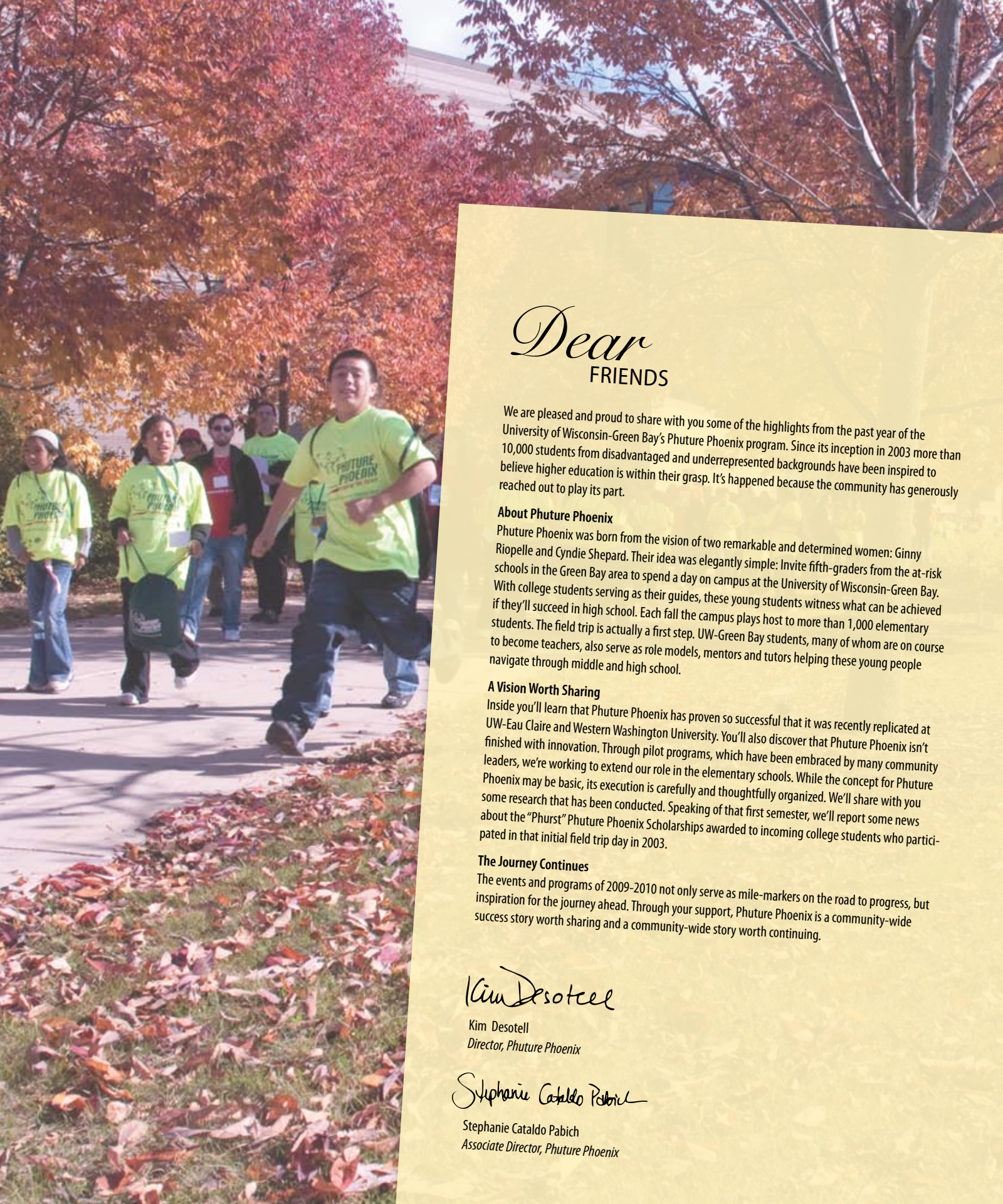
2009-10

fifth-graders visit campus



scholarships





Dear FRIENDS

We are pleased and proud to share with you some of the highlights from the past year of the University of Wisconsin-Green Bay's Phuture Phoenix program. Since its inception in 2003 more than 10,000 students from disadvantaged and underrepresented backgrounds have been inspired to believe higher education is within their grasp. It's happened because the community has generously reached out to play its part.

About Phuture Phoenix

Phuture Phoenix was born from the vision of two remarkable and determined women: Ginny Riopelle and Cyndie Shepard. Their idea was elegantly simple: Invite fifth-graders from the at-risk schools in the Green Bay area to spend a day on campus at the University of Wisconsin-Green Bay. With college students serving as their guides, these young students witness what can be achieved if they'll succeed in high school. Each fall the campus plays host to more than 1,000 elementary students. The field trip is actually a first step. UW-Green Bay students, many of whom are on course to become teachers, also serve as role models, mentors and tutors helping these young people navigate through middle and high school.

A Vision Worth Sharing

Inside you'll learn that Phuture Phoenix has proven so successful that it was recently replicated at UW-Eau Claire and Western Washington University. You'll also discover that Phuture Phoenix isn't finished with innovation. Through pilot programs, which have been embraced by many community leaders, we're working to extend our role in the elementary schools. While the concept for Phuture Phoenix may be basic, its execution is carefully and thoughtfully organized. We'll share with you some research that has been conducted. Speaking of that first semester, we'll report some news about the "Phurst" Phuture Phoenix Scholarships awarded to incoming college students who participated in that initial field trip day in 2003.

The Journey Continues

The events and programs of 2009-2010 not only serve as mile-markers on the road to progress, but inspiration for the journey ahead. Through your support, Phuture Phoenix is a community-wide success story worth sharing and a community-wide story worth continuing.

Kim Desotell

Kim Desotell
Director, Phuture Phoenix

Stephanie Cataldo Pabich

Stephanie Cataldo Pabich
Associate Director, Phuture Phoenix

About

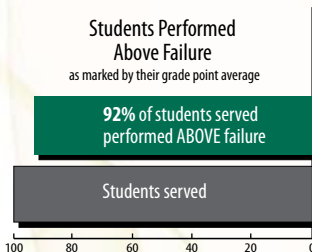
PHUTURE PHOENIX

The University of Wisconsin-Green Bay's Phuture Phoenix program aims to increase the odds that at-risk students will graduate from high school and also pursue higher education. Phase I of the Phuture Phoenix program involves bringing area fifth-graders from Title I elementary schools from throughout Northeastern Wisconsin to spend a day on campus as a means to envision themselves as future college students. Phuture Phoenix mentors — UW-Green Bay student volunteers — continue contact with many of these students in Phase II of the program. In this phase, the mentors work closely with students in grades 6-12, tutoring and mentoring them.

Since its inception in 2003, Phuture Phoenix has connected with more than 10,000 students, encouraging them to do well in school and dream of a future they may not have considered by moving on to higher education. The program was designed because Northeast Wisconsin has a lower percentage of students in the state graduating high school and pursuing higher education.

Tutoring/Mentoring in Site Schools

1085 middle and high school students were tutored in the nine target schools during 2009-2010



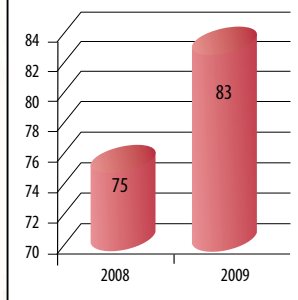
This represents a 1% decrease in failure rate for students served in Phuture Phoenix tutoring/mentoring sites from previous year.



THE MISSION of

Phuture Phoenix is twofold: to encourage students to complete high school, thus increasing the percentage of Northeastern Wisconsin high school graduates who consider going on to college, and to connect learning to life for UW-Green Bay students who serve as tutors and mentors. The program serves 10 school districts in Northeast Wisconsin and is currently in its eighth year of programming.

Faculty Involvement Fall 2009



This represents an 11% increase in faculty and staff involvement in 2009.

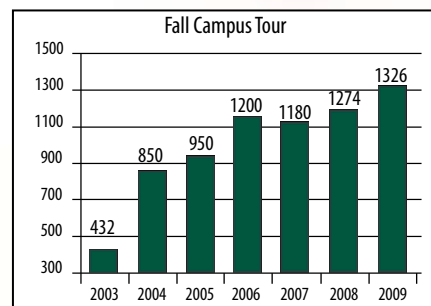


PHUTURE PHOENIX

Results

Field Trip Day

Field Trip participation by fifth-graders has increased significantly since the program started in 2003. The program continues to grow annually.



UW-Green Bay Student Mentors by the Numbers

423 UW-Green Bay students participated as mentor/role models during the 2009-10 year

92% of the UW-Green Bay mentors indicated that Phuture Phoenix has helped to improve their leadership skills

91% of the UW-Green Bay mentors indicated that Phuture Phoenix has enhanced their ability to relate to children

79% indicated that Phuture Phoenix helped them to feel more connected to the Green Bay community

Campus Faculty and Staff Involvement

Faculty and staff members that participated in the fall field trip increased by 11 percent this past year, demonstrating their commitment to our community and support to school-age youth by helping them to envision a college degree in their future.

Phreshmen Class

Data is currently being collected on the UW-Green Bay "Phreshmen Class" (UW-Green Bay freshmen who have been involved in Phuture Phoenix programming between grades 5-12 and are entering college in fall 2010.)





PILOT PROGRAM

Phuture Phoenix has returned to its birthplace.

UW-Green Bay's Phuture Phoenix family and educators from Jefferson Elementary School have created a pilot program that seeks to initiate college awareness among elementary school students, many of whom have no experience with higher education in their immediate families.

"Jefferson was an obvious choice for this pilot," said Stephanie Cataldo Pabich, Phuture Phoenix assistant director. "It's where Phuture Phoenix began, but it also has a receptive administration and a great core group of dedicated teachers."

With financial support from the community, the pilot seeks to gradually enlighten students about the opportunities offered by higher education. That includes creating age-appropriate lesson plans, guest visits from UW-Green Bay students and each class adopting a college. On Fridays, students wear special orange t-shirts that announce their graduation year.

"With nearly 90 percent of its students considered low-economic status, Jefferson Elementary School is a prime example of a school that can benefit from a Phuture Phoenix partnership," said community volunteer Janet Lieb.

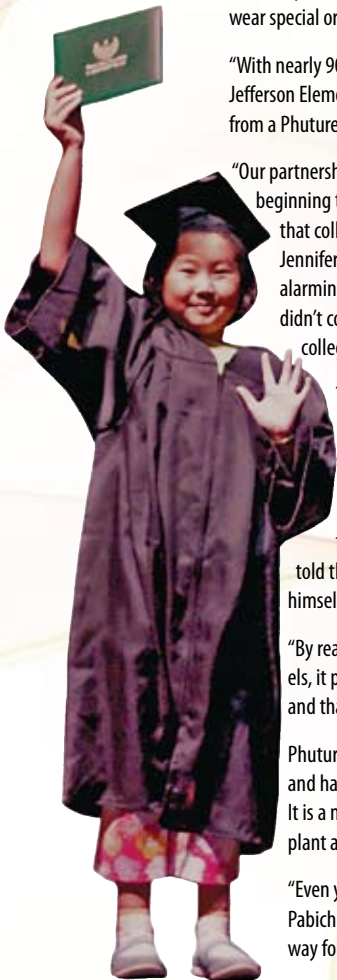
"Our partnership with UW-Green Bay Phuture Phoenix is awesome, as we are beginning to get our students and their families thinking at an early age that college is a possibility in their future," said fourth-grade teacher Jennifer Woldt. "In the past, I had taught in the high schools and it was alarming how my students, especially those coming from parents that didn't continue their education after high school, never thought that college or any post-secondary options were in their future."

The UW-Green Bay community has embraced the partnership. For example, when the UW-Green Bay cheerleading squad visited Jefferson, one member explained that he is studying environmental enforcement, with the goal of being "a policeman who protects the environment." During another visit, former Phoenix basketball player Troy Cotton (class of 2010) told the students that despite their age difference, he could see himself in them.

"By reaching our students starting at the lower elementary grade levels, it plants the seed that we expect them to continue their education and that it's attainable for them to pursue their dream job," Woldt said.

Phuture Phoenix began with the concept of the fifth-grade field trip and has expanded to include mentors at the middle and high schools. It is a natural evolution to reach into the early elementary levels and plant a seed for higher education.

"Even young children can understand the idea of college," Cataldo Pabich said. "We're trying to show them that a college education is a way for them to become what they want to become."



UW-EAU CLAIRE CREATES BLUGOLD BEGINNINGS

Good ideas like Phuture Phoenix multiply.

In May of 2010, more than 1,000 fifth-graders from the Eau Claire area visited UW-Eau Claire in the first Blugold Beginnings field trip day — patterned after and established in close collaboration with UW-Green Bay's Phuture Phoenix program.

Like Phuture Phoenix, Blugold Beginnings invites fifth-graders from at-risk schools to tour the campus, and recruits college students to serve as mentors as these young people journey through middle and high school. Blugold Beginnings mirrors the Phuture Phoenix's mission to serve underrepresented students and provide them with the necessary tools to achieve academic success. Blugold Beginnings is being funded through a Wisconsin College Access Challenge Grant.

IN HER MEMORY

Phuture Phoenix suffered a tragic loss in April, when UW-Green Bay student Whitney Radder died in a traffic accident on U.S. 41. A freshman from Kiel, Radder, 19, was returning to campus after mentoring at-risk students at Franklin Middle School.

Following the accident Phuture Phoenix established an award in Radder's honor. The first recipient of the Whitney Radder Phenomenal Role Model Award was presented to Zona Fang, a UW-Green Bay student who demonstrated strong leadership, commitment and dedication as a Phuture Phoenix tutor.

The Whitney Radder scholarship has been created in her memory.

Donations can be mailed to:
University Advancement – Whitney Radder
CL 820, UW-Green Bay
2420 Nicolet Drive
Green Bay, WI 54311-7001



PHUTURE PHOENIX

Donors

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One reason, a major reason, Phuture Phoenix has proven successful is because it enjoys widespread campus and community support. Among the community sponsors we'd like to thank:

Great Lakes Higher Education Guaranty Corporation
Wisconsin Public Service Foundation
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Wisconsin Public Service
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Also,
A'viands Foodservice
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Green Bay Rotary
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Service League of Green Bay
University Avenue Market

Levels of giving

Platinum \$10,000
Silver \$2,500
Bronze \$1,000
Phantastic \$500
Phaithful \$300
Philanthropist \$150



"Our partnership with UW-Green Bay Phuture Phoenix is awesome, as we are beginning to get our students and their families thinking at an early age that college is a possibility in their future."

– Jen Woldt,
elementary teacher,
Jefferson Elementary, Green Bay



"I am very pleased with the commitment the Phuture Phoenix program demonstrates in reaching out to the community to give children hope for their future. Phuture Phoenix students gain awareness that they SHOULD go to college and that they CAN go to college. They are given insights into what college is and the personal tools they will need to succeed in college. The program does a great job of helping students believe they are COLLEGE BOUND."

*Dr. Thomas K. Harden,
Chancellor
University of Wisconsin - Green Bay*



When Cyndie Shepard and her husband Bruce moved to Western Washington University, where he was appointed president in September of 2008, Cyndie brought along her passion for education. Shortly after the Shepards' arrival, Washington's Higher Education Coordination Council Board asked Cyndie to share the workings

of the Phuture Phoenix program. Members of the agency and the state legislature were impressed, asking Shepard to replicate the program at WWU, to serve as a pilot mentoring initiative in Washington. In its pilot year, 2009-2010, "Compass 2 Campus" hosted more than 850 fifth-graders from schools in Whatcom and Skagit counties and began follow-up work throughout the year using WWU student mentors. Now preparing for its second season, Compass 2 Campus, like Phuture Phoenix, will follow its fifth-grade cohort through grade 12, while initiating a new fifth-grade group each year. "Fifth-grade is a pivotal time in a student's life," Shepard notes. "Research tells us that students start to think about their future. It's also the time when self-image and confidence begins to develop. Through Compass 2 Campus we're telling students they can shape their future and that college can be a part of that."

"The Phuture Phoenix program set me toward the right path of succeeding."

– Gary Flores, UW-Green Bay freshman and Phuture Phoenix Scholarship winner



It was an award-winning year for Phuture Phoenix co-founder Virginia "Ginny" Riopelle. In March 2010 she was named the Service League Associate of the Year and in April 2010, she was awarded the Chancellor's Honorary Alumni Award.

The Service League recognized Riopelle for her continued service to the mission of

"The leaders of the diverse communities of color which enrich the Green Bay area have expressed a concern. That concern has one common theme: Help raise the aspirations of our youth. Phuture Phoenix has emerged as a means to strategically pursue goals in that direction."

– Greg Maass, Superintendent, Green Bay Area Public School District



Service League and her volunteerism in the community following her time as an active Service League member. In presenting the award to Riopelle, the organization noted: "Ginny is a true inspiration to women and volunteers throughout the state of Wisconsin." The recognition by UW-Green Bay Chancellor Thomas Harden noted Riopelle's dedication to the University and service as vice chair of the Chancellor's Council of Trustees, co-chair of the recently completed \$30 million capital campaign, and dedication to the Phuture Phoenix program.

Riopelle became an active member of Service League in 1979 and has served on that group's board and many community organizations. She was instrumental in developing Start Smart of Brown County/ The Early Childhood Council, served on the board of the Boys and Girls Club, and currently chairs the executive committee for the Community Partnership for Children.



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GREEN BAY

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