

# Connections

## East Tennessee Foundation

2010 Issue 3

*Thoughtful giving for stronger communities, better lives*

### Investments in Education



#### 2010 Coffey Scholars:

Left to right: **Brittany Bunch, Melinda Johnson, Trevor Kennedy, Andrew Foust, and Brittney Haire.**  
(Not Pictured: **Jamie Disney**)

For years, at our Annual Meeting, and elsewhere, you have heard me preach that one of the very best ways to leave a legacy and ensure that the legacy has a lasting impact on our region is to invest in an East Tennessee Foundation (ETF) scholarship. Normally, I like to share stories of how scholarship fundholder and scholarship recipient lives are changed with the help of ETF. In this issue of Connections, with its education focus, you will read about that

transformation as well as the important education policy/improvement work our supporting foundations are doing and the valuable role that the arts can play in educating our youth. We have done our best to present not just the impressive facts and figures regarding our investments in education, but also how lives are changed and our region is improved permanently.

We hope your increased awareness of our work in the field of education will provoke thought, questions, inspiration, and action. We want you to join us in making our region better.

**Michael T. McClamroch, ETF President & CEO**

### 2010 Scholarships at a Glance

- 323 applications were received.
- 51 new scholarship awards were given and 56 previously awarded students are continuing to receive multi-year scholarships.
- 107 individuals, attending 31 different colleges/universities, are participating in ETF scholarship programs in fall 2010.
- Over \$165,000 has been disbursed in scholarship awards for fall 2010.
- Over \$911,000 has been committed for new and continuing students currently on ETF scholarships to be disbursed over the next 4 years.

### Thoughtful giving - ONLINE

A new option for giving is available through our webpage for online donations. Using a service called *Network for Good* to securely accept online gifts, credit or debit card donations can be designated for any fund at the Foundation (scholarships, affiliate funds, fields-of-interest, etc.). Donors then automatically receive a receipt for their tax-deductible gift.

If you are a donor interested in making a one-time or recurring donation to an East Tennessee Foundation fund, visit [www.easttennesseefoundation.org](http://www.easttennesseefoundation.org), and click on the Donate Now button.



**Kingsport Ballet**

### ETF Supports Arts-in-Education



**Symphony of Strings**

*“The foundation of every state is the education of its youth.”*

**Diogenes Laertius**

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Secure donations through Network for Good

### DOING GOOD THINGS IN EDUCATION

<http://www.publicschoolforum.org/>  
<http://www.education-consumers.org/birdshot.htm>

*"We received many strong proposals from states all across America, but two applications stood out above all others: Delaware and Tennessee," Arne Duncan, U.S. Secretary of Education, said in announcing the Race to the Top winners. "Both states have statewide buy-in for comprehensive plans to reform their schools. They have written new laws to support their policies. And they have demonstrated the courage, capacity, and commitment to turn their ideas into practices that can improve outcomes for students."*

When first hearing about *Race to the Top*, one might mistakenly envision a contest with hoards of bike riders or runners counting on many hours of training to prepare them to be the first to the top of some mountain. While the *Race to the Top Fund* is not a sporting event, it is a competition and the analogy is a good one to help explain why Tennessee was one of two states to win grants in the first phase of this federal program. The \$4.35 billion federal fund is designed to reward states that are leading the way in comprehensive, coherent statewide education reform across four key areas:

- Adopting standards and assessments that prepare students to succeed in college and the workplace;
- Building data systems that measure student growth and success, and inform teachers and principals how to improve instruction;
- Recruiting, developing, rewarding, and retaining effective teachers and principals, especially where they are needed most; and
- Turning around their lowest-performing schools.

Unknowingly, Tennessee began an important preparation for this race in 1992 with the enactment of its Value Added Assessment System (TVAAS), a complex statistical method developed by Dr. William Sanders, then a statistician at the University of Tennessee. TVAAS provides data to the public on the performance of districts and schools, and data for administrators on the performance of teachers; information to teachers, parents and the public on how schools are doing in helping each child make academic gains each year; and information to school administrators to help identify weaknesses in even the strongest schools.

Other factors that made Tennessee a winner were: commitment to reform from key stakeholders (including elected officials, teachers' union leaders, and business leaders), all school districts pledging to implement *Race to the Top* reform, having aggressive plans to improve teacher and principal evaluation, using data to inform instructional decisions, determination to turn around their lowest-performing schools, and having strong laws and policies to support the reform efforts. **We're proud to say that two of East Tennessee Foundation's supporting organizations, Education Consumers Foundation and Public School Forum of East Tennessee, have contributed to Tennessee's success in winning the prestigious \$500 million award.**

For the past five years the Education Consumers Foundation's



**Dr. Connie Smith (left), of the Tennessee Department of Education, and Dr. J. E. Stone (right), ECF President, present a Value-Added Achievement Award to Sandra Vicars-Williams (center), principal of Keplar Elementary.**

Tennessee Project has sought to build a critical mass of informed constituents for reform by going directly to parents, policymakers, and the public with school-by-school data. The project includes elevating public awareness of value-added data, ranking and mapping schools on the basis of that data, giving cash awards to the principals of the best schools, and recognizing the most effective schools in each district. With the new "birdshot chart" on the Education Consumers Web site, a user can instantly compare local schools to one another and to state averages in an intuitive, easy-to-understand format. They can see which schools are doing the best job of lifting student achievement—regardless of economic advantage or disadvantage—and which have the most students achieving at a high level.

Public School Forum of East Tennessee board members, working with the board as a whole or in their other professions or affiliations, have been working with Senator Frist's State Collaborative On Reforming Education (SCORE), the State Board of Education, and the governor's office to help define proficiency in education and identify what steps need to be taken to get the students there. Their efforts include pushing to redo curriculum, working through Dr. Lynn Cagle (University of Tennessee Associate Dean of Licensure and Outreach) to redefine the way our new

*Continued on page 8*



## ETF SCHOLARSHIPS

### East Tennessee Foundation Scholarships Change Lives, One Person at a Time

*“An investment in knowledge always pays the best interest.”* - Benjamin Franklin

East Tennessee Foundation (ETF) scholarships truly put a face on what we do at East Tennessee Foundation. The entire process, including reviewing applications, getting to know the applicants through his or her own words and descriptions of experiences and challenges, selecting and awarding a scholarship to an individual, makes what we accomplish personal and very real. Simply put, ETF scholarships help make dreams come true! In these challenging times, we read applications with stories of jobs lost, family businesses closed, and no health insurance for medical costs, let alone a college education. And yet, ETF, with its scholarships, continues to open doors and provide opportunities that change lives.

We work directly with fundholders, students, families, guidance counselors, colleges and universities to make higher education a reality for students in our region. Many, if not most, of our applicants would not be able to afford college without the help of ETF scholarships.

Our relationship with the students begins during the application process and does not end with selection. We are in touch by phone and email, as we provide whatever assistance we can to help “our” students succeed. We let “our” students know that we believe in them and in their ability to reach their goals.

As we “invest” in our students, we are also investing in our region’s future.



**2010 Cobb Scholars:  
Jason Johnson and Elizabeth Zeller  
(Not pictured: Katie Gowder)**

### ETF Scholarship Facts

- There are currently 37 scholarship funds at ETF, 31 of which are actively making awards.
- ETF scholarship program requirements range from financial need to scholastic achievement. Several scholarships are targeted toward specific schools or counties, particular fields of study, students involved in certain extracurricular activities, or those who may not display the highest scholastic rankings yet still possess great potential and motivation.
- ETF administers approximately \$9,100,000 in scholarship funds.
- Scholarships are available to residents in 20 counties in our region and 7 outside ETF’s 25-county service area.
- Scholarship awards range from 1 year to 4 years and from \$500 to \$40,000.
- Since ETF’s inception, over 3 million dollars in scholarships have helped students obtain a college education.
- Scholarships administered by ETF allow individuals and groups to honor loved ones while helping change the lives of those pursuing higher education. Many of the scholarships have been established to memorialize a lost parent, spouse or child. Others honor teachers, coaches or prominent community leaders.

### *What are they doing now?*

A sampling of ETF scholarship recipients:

**Steven L. Coffey Memorial Fund Scholars includes:** *an optometrist practicing in Knox County; a teacher in Anderson County; a dental school applicant*

**Johnson County Scholarship Fund Scholars includes:** *a 2010 Yale graduate; a Masters degree in Elementary Education recipient; a 2002 recipient is now a guidance counselor at Johnson County High School*

**Gordon W. and Agnes P. Cobb Scholars:** *attending Medical School; Veterinary School; and Pharmacy School*

# Connections

## 2010 SCHOLARSHIPS

### NEW SCHOLARSHIP RECIPIENTS FOR 2010

#### **B & W Y-12 Scholarship**

Joshua Layfield, Loudon County

#### **Coach Jack Blair Scholarship**

Morgan Shipley, Greene County

#### **Ruby A. Brown Memorial Scholarship**

Lena Thompson, Grainger County

#### **Harold W. Canfield Memorial Scholarship**

Clinton McKelvey, Blount County

#### **Vera and Lawrence Carson Scholarship**

Chelsey Crowley, Scott County

#### **Gordon W. and Agnes P. Cobb Scholarship**

Katie Gowder, Knox County  
Jason Johnson, Knox County  
Elizabeth Zeller, Knox County

#### **Steven L. Coffey Memorial Scholarship**

Brittany Bunch, Anderson County  
Jamie Disney, Anderson County  
Andrew Foust, Anderson County  
Brittney Haire, Anderson County  
Melinda Johnson, Anderson County  
Trevor Kennedy, Anderson County

#### **R. G. & Ruth Crossno Memorial Scholarship**

Joshua Wilson, Anderson County

#### **Michael Curtin Renaissance Student Memorial Scholarship**

Camille Romer, Anderson County

#### **Marilyn Davis Music Scholarship**

Jared Richards, Washington County

#### **Greene County Scholarship**

Ashley Baskett, Greene County

#### **Michael David Greene Memorial Scholarship**

Nathan Budge, Knox County  
Erin Davenport, Knox County  
Alexia Leib, Knox County

#### **John D. Grubb and Louise G. Sumner Fund for Monroe County Scholarship**

Jennifer Bivens, Monroe County  
Amanda Evans, Monroe County  
Kayla Kidd, Monroe County  
Tyler Lay, Monore County

#### **Jack F. and Edith Updyke Harmon Scholarship**

Kelsey Griffitts, Bristol, VA.

#### **Johnson County Education Growth Scholarship**

Kristen Greer, Johnson County  
Christopher Hernandez, Johnson County  
Jonathan Hurley, Johnson County

#### **Johnson County Scholarship**

Lindsey Campbell, Johnson County  
Tiffany Ellis, Johnson County  
Carli Smith, Johnson County

#### **Dr. Richard Forrest and Ella Dudney Kelsey Memorial Scholarship**

Caroline Higdon, Shelby County

#### **Dorsey and Betty King Scholarship**

Tara Blankenship, Campbell County

#### **Knox Central High Class of '50 Alumni Association Scholarship**

Devyne Roberts, Knox County  
Hailey Ward, Knox County  
H.G. Loy Award: Trudy Burnette  
H.G. Loy Award: Judy Sullivan

#### **Brandy Maples Memorial Scholarship**

Natalie Pierce, Knox County

#### **Miller/Vicars Scholarship**

Pearl Banchuin, Scott County, Virginia

#### **Reuben Louise Cates Mount and the Junior Service League of Blount County Memorial Scholarship**

Shelby Lynn, Blount County

#### **Stepping-Stone Scholarship**

Durinda Logan, Knox County, KY  
Rachel Scalf, Knox County, KY

#### **Teen Town "Pride of the Hill" Scholarship**

Devanshu Agrawal, Washington County  
Jordan Mallory, Washington County

#### **Tennessee Judicial Conference Foundation Scholarship**

*Nashville School of Law, Judge Joseph S. Daniel Award:* Nathan Nichols

*Nashville School of Law, Suzanne G. Keith Award:* Karen Stevenson

*University of Memphis School Of Law, Judge William H. Williams Award:* Jana Snyder

*University of Memphis School of Law, Dr. Benjamin Hooks Award:* Cheyne Harris

*Vanderbilt Univeristy Law School, Justice Frank F. Drowota, III Award:* Kent McKeever

*UTK College of Law, Judge Houston M. Goddard Award:* Rebecca Parsons

*UTK College of Law, Robert W. Ritchie Award:* Justine Sensing

*LMU Duncan School of Law, Judge Joe D. Duncan Award:* Alicia Michelle Sanders



Johnson County  
Education Growth Scholarship

WATCH  
ETF on Channel 12



## SCHOLARSHIPS

### Scholarships Also Impact Fundholders Who Establish Them

*The following are excerpts from interviews with three fundholders or fundholder representatives about their feelings and experiences creating and awarding ETF scholarships. For their complete stories, please visit the scholarship page of our website, [www.easttennesseefoundation.org](http://www.easttennesseefoundation.org).*

#### **Dorsey and Betty King Scholarship**

Brian King announced his gift to his parents among family and friends at their 50th anniversary party. In honor of his parents' commitment to their children's education, Brian established the **Dorsey and Betty King Scholarship** at East Tennessee Foundation in 2007.

Brian wanted the scholarship to reflect his parents' backgrounds and their passions. Dorsey was a successful entrepreneur, and Betty works as a Hospice Nurse, so the scholarship requires the recipients to either study business or nursing. Because Dorsey and Betty grew up in Claiborne County and now live in Campbell County, Brian chose those two counties as the communities to be served by the scholarship.

It was important to Brian that the scholarship provide an opportunity to students who had financial need as well as support students with academic potential, even if they did not necessarily achieve the highest grade point average. "We want to provide an impetus to these students... we want the students in these communities to get the message that someone believes in them ..."

When asked what the most satisfying part of establishing a scholarship at ETF was, Brian does not hesitate: "The joy it has brought to my parents...They take the process very seriously and they take great pride in the scholarship." Brian continues to say that the reason he decided to establish the scholarship at ETF was because he wanted the scholarship to survive his parents and even survive him. "We wanted a legacy that would keep on giving," he says. He also wanted to provide an example for members of the community to follow, of someone from the area giving back to the region from which they came.

#### **Johnson County Education Growth Scholarship**

Minnie Miller and Melanie Shepherd have been involved in the **Johnson County Education Growth Scholarship** since its inception. Minnie, former Superintendent of Schools, and Melanie, formerly with the Johnson County Workforce Development Partnership, were among a group of dedicated individuals who saw the need to help provide opportunities for the

young people of Johnson County to pursue a post-secondary education. Those individuals, working with county government, wrote a grant to the Levi-Strauss Foundation which, along with local businesses, banks and individuals, provided the seed money for the Johnson County Education Growth Scholarship. "We wanted the scholarship to be endowed. We wanted it to provide scholarships in perpetuity," comments Minnie.

It was the goal of the scholarship for individuals, including adults, GED recipients and graduating high school seniors, who would not be able to attend college without financial assistance, to have access to a post-secondary education.

Minnie Miller was the first in her family to go to college; her parents did not finish high school. She explains, "This scholarship not only provides financial assistance, it provides emotional support. It helps these students to believe in themselves."

Melanie Shepherd talks about how satisfying it is, "seeing scholarship recipients come back and say that they were able to go to college because of this scholarship. It is wonderful to help another person go to school." Melanie had to wait until later in life to pursue a post-secondary education, and sees the importance of adults being eligible for the Johnson County Education Growth Scholarship.

A reception was held to award the first two scholarships and the recipients' entire families attended, including parents, grandparents, children and spouses. "There were tears everywhere," comments Minnie.

The number of applicants has steadily increased as the students of Johnson County see their peers receiving scholarships, going to college and pursuing their goals.

Minnie and Melanie emphatically state, "We get far more out of what we give than from what we receive."

#### **Michael David Greene Memorial Scholarship**

Janet and David Greene established the **Michael David Greene Memorial Scholarship** at East Tennessee Foundation in memory of their son.

An active student at Farragut High School (FHS), Michael played the trumpet in the Marching and Concert Bands, was a member of Junior Honor Society, Mu Alpha Theta, Math Team, and Swim Team where he earned a Varsity letter.

At age 14, Michael was diagnosed with a malignant tumor which was inoperable. As written on the website about Michael and his scholarship, "He never complained and he never gave up. Michael died at age 16, with his family at his side. He will always inspire us by how he lived his life with quiet courage, fierce determination, and great dignity." *Continued on page 6*

### Arts-in-Education: It's More Than an Autoharp, Song or Dance

We celebrate the great news about ETF's scholarships that enable hundreds of young people and returning students to attend community colleges, nonprofit private colleges, and universities. The number of scholarships available to students in our region is growing thanks to the generous gifts of our many donors.

Just for a moment perhaps we should reflect on yet another important role East Tennessee Foundation has played in helping develop skill sets and build confidence in some of our children, youth, and young adults as they prepare to reach for their academic dreams. Looking back at ETF's endowment building history and the remarkable work done by board members, volunteers, and other donors, one may recall the festive fundraisers such as the James Agee Society, Flamingo Stakes, and in the later years Hot Summer Nights. What does this have to do with education and young people getting scholarships you ask?

Well, actually a lot when the Arts Fund for East Tennessee (Arts Fund) was established in 1986. The Arts Fund was one of the Foundation's first endowment funds and sought to support all types of arts and cultural work from community building activities to artist residencies in classrooms across our service area. In 1986 little research had been compiled documenting the important role the arts play in education. But at ETF, it was a given, an understanding, that children of all ages could benefit from time spent interacting with artists who helped build self-esteem, enhance language development, foster creativity, and advance problem-solving skills.

Today researchers are documenting the successful outcomes in human development fostered through the arts, especially when introduced to children at a very young age. Secretary of Education Richard Riley submitted the following statement as he introduced a longitudinal study *Champions of Change: The Impact of Arts on Learning* completed by The Arts Education Partnership, a private, nonprofit coalition of more than 100 national education, arts, business, philanthropic and government organizations that demonstrate and promote the essential role of arts education in enabling all students to succeed in school, life and work.

"The ultimate challenge for American education is to place all children on pathways toward success in school and in life. Through engagement with the arts, young people can better begin lifelong journeys of developing their capabilities and contributing to the world around them. The arts teach young people how to learn by giving them the first step: the desire to learn. *Champions of Change: The Impact of the Arts on Learning* also shows that the arts can play a vital role in learning how to learn, an essential ability for fostering achievement and growth throughout their lives."

So celebrate and congratulate our scholarship students, but let's not forget that some of these students were the early recipients of ETF's investments in arts and education. Arts-in-education is more than the strumming of an autoharp, singing of a song or twirling in a dance. It's about opening the mind, imagination, and spirit to receive and process the gift of education.

#### *Continued from page 5*

The Greenses decided to establish the scholarship at ETF because they wanted to ensure that it would be ongoing. "We won't be here forever, but ETF will," explains Janet.

Established in 1994, the Michael David Greene Fund has awarded annual scholarships to FHS college-bound seniors who are or have been a member of the FHS Band, have a minimum GPA of 3.0, and who exhibit Michael's qualities of real and fervent effort, kindness, courage, determination, and dignity.

Janet continues to say, "The scholarship is a legacy to help students who share Michael's qualities to go out into the world and make it a better place." When asked to describe the most satisfying part of having a scholarship at ETF, Janet replies, "Honoring Michael and honoring young people like Michael who will do good in the world."

The scholarship recipients are not the only ones to benefit from the Michael David Greene Memorial

Scholarship. The FHS community, especially the band students and teachers, are affected by the existence of this scholarship. When Janet and David approach the stage to announce the scholarship winners, the previously noisy room of over 200 students, parents and teachers is silent. You can hear a pin drop. Scholarship recipients thank the Greenses with tears in their eyes.

The Michael David Greene Memorial Scholarship honors a remarkable young man, provides a legacy of helping future young people to make a difference, and serves as a model for giving back to the community in which we live.

**If you are interested in establishing a scholarship fund, please contact Bob Calloway or Beth Heller at the ETF office at [bheller@etf.org](mailto:bheller@etf.org) or at 865-524-1223.**



## ADVANCEMENT

### The Impact of ETF Scholarships in the Recipients' Own Words:

"I thank you for your generous support ..and for helping Monroe County students with financial support to attend college...I am the fourth generation of farmers in my family and I will be the first to attend college."

*John D. Grubb and Louise G. Sumner  
Fund for Monroe County Scholarship Recipient*

"This scholarship means so much to me...This money is really going to change my life. Going to college has been my dream since I was little. It is truly a dream come true for me and my family. I am the first person from my family to graduate high school ... I cannot wait for the college life ahead of me, and I thank you more than you will ever know."

*Fund for Greene County Scholarship Recipient*

"With this award I have been given the opportunity to prove to myself and to others in similar situations that it is never too late to strive for goals and to attain them."

*Ruby A. Brown Memorial Scholarship Recipient (adult student)*

"When I was first informed that I would be receiving the Coffey Scholarship, it was one of the greatest moments of my life. Thanks to your generous support, I will be the first person in my family to attend college and make a better life for myself. It means so much to me to be able to make my family proud...Thank you for having faith in a student without a 4.0 GPA. I plan to become a teacher ...and I hope to make a difference in the world with your help."

*Steven L. Coffey Memorial Scholarship Recipient*

### LET'S START A FUND... YOU AND ME

Since this edition of *Connections* is all about education, I thought it would be fun if you and I created our own scholarship fund. I'm having a good year, so I will kick in a million dollars, and I know you will be glad to do the same. That gives us an endowed fund of two million dollars. Based on ETF's spending rate of 4.5 percent, we will have \$90,000 available to us each year for scholarship awards (calculated by multiplying the value of the fund by the spending rate). Pretty good, huh?

We have a lot of decisions to make, beginning with the geographical boundary for our pool of applicants. After conferring with Beth Heller, our scholarship fund guru, I have learned that none of our existing scholarship funds are available to students in Hancock County. If it's OK with you, let's name our fund the Future Without Limits Fund and make it available to graduating seniors at Hancock County High School. I'm glad we are in agreement on that.

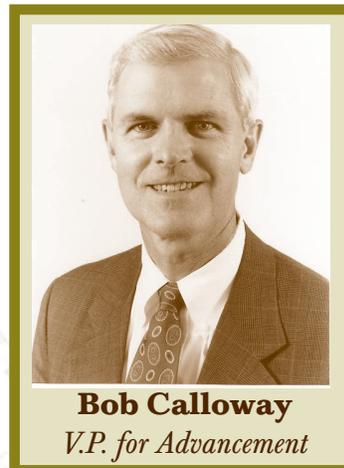
Now we need to look at the numbers. We can do a lot of good with \$90,000, so let's decide how much the award should be and whether it should be for one year or four years. I'm thinking we want this scholarship to make a huge difference in the lives of our scholarship recipients; why don't we say the scholarship amount will be \$12,000 a year for four years? After four years, we'll be awarding a total of \$48,000 to four students. Let's give two awards each year instead of one; that means we will have to come up with \$96,000 in the fourth year and every year thereafter. If our fund has not grown enough from investment gains to cover the \$96,000, I will personally come up with whatever is needed to get us there. OK? (Is this fun or what?!)

What about selection criteria? I don't want to exclude from consideration good students who don't happen to be in the top ten of their class, so we will set the minimum GPA at 2.75. I know you will agree with me that we should make financial need as important as good grades in choosing our winners. We also want them to be well-rounded, active in other school and community activities. The only restriction we will impose on where our students pursue their future studies is by telling them they must attend an accredited two-year or four-year college or university.

For the first two or three years, let's say that this scholarship is limited to those graduating seniors who intend to go into teaching or nursing. If we find out that there are not enough qualified students who are interested in nursing or teaching, we will broaden our guidelines.

Do you want to serve on the selection committee? I thought you would; so do I. We will also ask the guidance counselor at Hancock County High School and the principal to serve with us. We will rotate a fifth position among the teachers at HCHS who teach seniors.

Don't you get goosebumps knowing that you and I will be assisting young men and women in Hancock County in fulfilling their dream of becoming a nurse or a teacher? We could not have put our money to a better use. Thanks for joining with me on this wonderful adventure.



**Bob Calloway**  
*V.P. for Advancement*

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teachers are prepared for teaching, and working with the College Boards to determine the cut scores (passing scores) on standardized tests.

Winning the *Race to the Top* grant, along with what SCORE has done, put Tennessee in the national spotlight for doing good things in education. When asked what Tennessee would do if it didn't get the grant, Governor Bredesen's response was that the state had already set its education

improvements in motion long before submitting its application to *Race to the Top*. Tennessee's commitment to better education did not depend on winning the federal grant and that discipline had prepared them to win the contest. But, with \$500 million available to implement its comprehensive school reform plans over the next four years, the future for Tennessee students has never been brighter.

Has your contact information changed? If so, please let us know so we can keep in touch.

## E-mail and Website Options

To receive this newsletter and other helpful and exciting updates from East Tennessee Foundation, please contact us at [etf@etf.org](mailto:etf@etf.org) or read it on our website: [www.easttennesseefoundation.org](http://www.easttennesseefoundation.org).

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East Tennessee Foundation is a public, nonprofit, community foundation created for the purpose of building charitable resources to make communities stronger and lives better through thoughtful giving.

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East Tennessee Foundation respects, celebrates, and encourages diversity that positively contributes to our healthy and caring community.