



Award-Winning Dropout Prevention

The Coca-Cola Valued Youth Program is an internationally-recognized dropout prevention cross-age tutoring program in schools across the United States and Brazil. Since its inception in San Antonio in 1984 until 2014, the program has kept 33,000 students in school, young people who were previously at risk of dropping out.

According to the Valued Youth creed, all students are valuable, none is expendable.

This philosophy is helping schools across the United States and Brazil keep 98 percent of Valued Youth students in school. The program has made a visible difference in the lives of more than 654,000 children, families and educators.

In the Coca-Cola Valued Youth Program, secondary school students who are considered at risk of dropping out of school are placed as tutors of elementary school students, enabling the older students to make a difference in the younger students' lives. With a growing sense of responsibility and pride, the tutors stay and do better in school. The program supports them with positive recognition and instruction.

Note, this program is designed for students who are most at risk of dropping out and who may not be served by other programs.

In Texas, the State Board of Education approved the Coca-Cola Valued Youth Program as an innovative course eligible for elective credit at the high school level. Students in the program can earn one state credit for their participation.



The Coca-Cola Valued Youth Program's primary goal is to reduce dropout rates. Other benefits include:

- ✓ Enhanced students' academic performance;
- ✓ Strengthening students' perceptions of self and school;
- ✓ Reduced student disciplinary action referrals;
- ✓ Increased attendance rates; and
- ✓ Strengthened school-home-community partnerships to increase the level of support available to students at risk of dropping out of school.

For information about the Coca-Cola Valued Youth Program, contact IDRA by:

Phone: 210-444-1710, Dr. Linda Cantu, Program Director

Mail: 5815 Callaghan Road, Suite 101, San Antonio, Texas 78228

Online: contact@idra.org or visit our web site at www.idra.org.



See videos about the program at <http://budurl.com/IDRAvypvid>



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Coca-Cola Valued Youth Program

Introductory Seminar

October 7, 2015
San Antonio



See this highly-successful dropout prevention program in action

Meet staff from other schools that are using the Coca-Cola Valued Youth Program

"I was skipping, and now I've been going to class because I want to show the kids a good example."
– Coca-Cola Valued Youth Program tutor

"I never wanted to come to school, but those kids made me come to school every day. They are also the reason my grades are up, so that they can look up to me and say 'He is really smart.'"

– Coca-Cola Valued Youth Program tutor



Coca-Cola Valued Youth Program Introductory Seminar

Dropout Prevention Strategies that Work

See the program in action.

Learn about funding sources.

Take care of your students who are most at risk.

To Register

Register online with a purchase order number at www.idra.org

Or Mail with a check or purchase order to IDRA at 5815 Callaghan Rd., Suite 101, San Antonio, Texas 78228

Or Fax with a purchase order to IDRA at 210-444-1714

For more information, Contact Dr. Linda Cantu at linda.cantu@idra.org, phone 210-444-1710

Registration fee is only \$50.

Includes lunch and transportation for site visit

Learn more about IDRA at

www.idra.org

Check out IDRA's

Classnotes Podcasts at

<http://www.idra.org/Podcasts/>

Make plans now to attend the IDRA Coca-Cola Valued Youth Program Introductory Seminar in San Antonio.

Administrators, teachers and community members are welcome.

- ✓ See the program in action by visiting a school that is successfully implementing the program.
- ✓ Hear how cross-age tutoring can help your school prevent students from dropping out.
- ✓ Meet staff from other schools that are using the Coca-Cola Valued Youth Program

This seminar is for people who are new or experienced in the Coca-Cola Valued Youth Program and want to learn more about the program.

This program is funded through school districts' and campuses' own initiatives. Learn how to use federal, state and other sources to fund the program.

Agenda

Wednesday, October 7 (Introductory Seminar)

- 8:30 a.m. Registration
- 9:15 a.m. Bus departs
- 9:45 a.m. School site visit
- 11:00 a.m. Debriefing
- 11:30 a.m. Bus departs high school for hotel
- 12:00 p.m. Lunch provided
- 12:30 p.m. Program overview
- 2:30 p.m. Close

Accommodations

The IDRA Coca-Cola Valued Youth Program Introductory Seminar will be held at La Quinta Inns and Suites San Antonio Riverwalk.

La Quinta Inns and Suites San Antonio Riverwalk
303 Blum
San Antonio, Texas 78205
Phone: 866-527-1498 and press option #1

Room Rate: \$115 single or double (Complimentary hot breakfast for hotel guests.)
Hotel Guest Parking \$12 (in-and-out privileges)
Daily Event Parking \$8 (no in-and-out privileges)

Deadline for special rate: September 15, 2015

For special rate, mention: "IDRA Coca-Cola Valued Youth Program."

"The program has given our students the opportunity to regain a sense of worth. It has added value to the educational curriculum at the elementary campus for young students in need of assistance. I believe that the Coca-Cola Valued Youth Program has been an excellent addition to our campus curriculum."

– school district administrator

