

Increasing School Holding Power for All Students

**– Part 3: Overview of Coca-Cola Valued Youth
Program**

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Coca-Cola Valued Youth Program

- ❖ A cross-age tutoring program
- ❖ An opportunity for middle and high school students in at-risk situations to tutor younger students
- ❖ Students who are in at risk situations are supported as Valued Youth making a contribution

Coca-Cola Valued Youth Program

Research Based

- ❖ The Coca-Cola Valued Youth Program was identified as one of only two dropout prevention programs in the country that meet high standards rigorous evaluation and evidence of effectiveness.
 - ❖ *Show Me the Evidence! Proven and Promising Programs for America's Schools* (Slavin and Fashola)

The Impact

- ❖ Since 1984, the Coca-Cola Valued Youth Program has...
 - ❖ Maintained a dropout rate of less than 2 percent.
 - ❖ Kept more than **20,000** students in school, young people who were previously considered at risk of dropping out.
 - ❖ Positively impacted the lives of more than **375,000** children, families and educators.

The Program Results in...

- ❖ High expectation and high motivation
- ❖ Academic success
- ❖ Financial assistance
- ❖ Belonging and contribution
- ❖ Inclusion

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The Impact on Tutors

- ❖ Positive self concept
- ❖ Expanded vision of life
- ❖ Greater commitment to succeed and stay in school

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Impact on Tutees

- ❖ Learn basic skills in a safe environment
- ❖ Get personal attention
- ❖ Form positive and strong ties

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Impact on Schools

- ❖ Decreased dropout rate
- ❖ Increased attendance
- ❖ Improved communication across and within schools
- ❖ Increased valuing of students
- ❖ Reduced disciplinary action

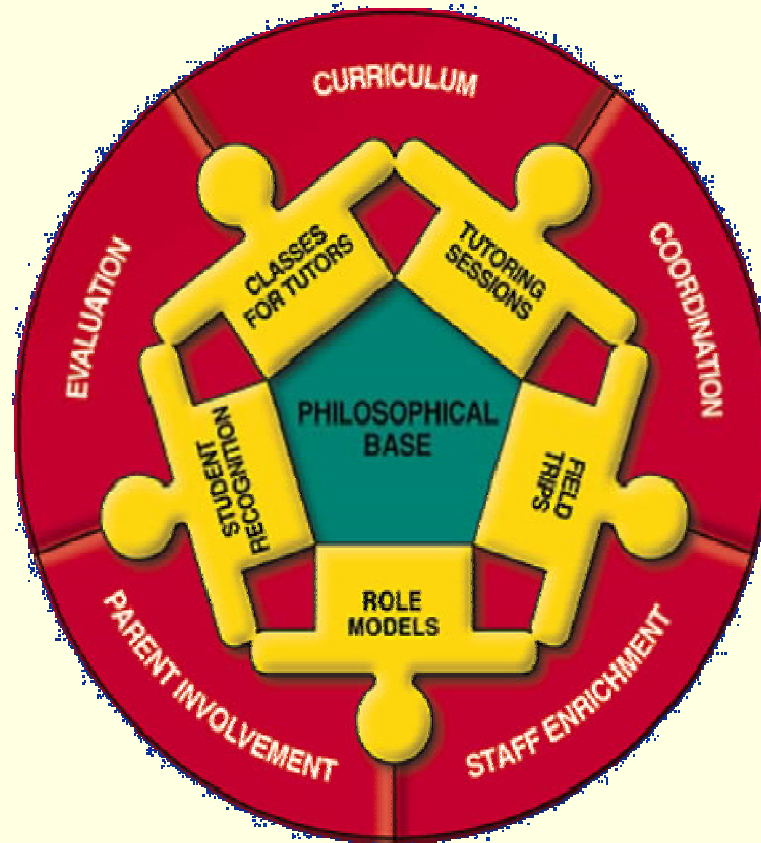
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Impact on Families

- ❖ Renewed family pride
- ❖ Economic support
- ❖ Improved communication between:
 - ❖ family
 - ❖ tutor and
 - ❖ school
- ❖ Family interaction

Coca-Cola Valued Youth Program

Overview of Program Elements





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