


A BLUEPRINT FOR SAP EDUCATION INITIATIVES

EXECUTIVE SUMMARY | JANUARY 2016



All young people entering high school today have the potential to work and thrive in a labor economy that is driven by technology and expanding through innovation. As one member from SAP's corporate social responsibility team says, "the rate at which SAP is innovating, there are many jobs that do not even exist yet," and so, because of this new technology frontier, there is also a new onus on employers to help educators and institutions navigate the necessary skills and competencies that will prepare the next generation of workers to benefit from these future opportunities in the field.

In 2012, SAP Corporate Social Responsibility embarked on a new approach to maximize impact and prepare the next generation of STEM professionals. Historically, SAP's corporate giving involved matching gifts at numerous organizations, promoting STEM education and youth entrepreneurship across the globe, and volunteering, including a company-wide "Month of Service" volunteer program each October. However, in thinking about where and how SAP, as a global leader in enterprise software, could make a larger impact, SAP engaged in an in-depth process to better understand their own strengths and capacity and to re-envision their CSR priorities. The result was the creation of SAP education initiatives—unique partnerships in major cities across North America

between high schools, postsecondary institutions, local SAP offices, community-based organizations, and other key municipal stakeholders that work collaboratively to innovate STEM education and prepare students for a range of future careers as STEM professionals and entrepreneurs.

THE MODEL: BRINGING COLLEGE AND CAREERS TO THE HIGH SCHOOL EXPERIENCE

High school itself changes when schools enter SAP partnerships. Students' daily experiences in an SAP education initiative are infused with project-based learning and the principles of entrepreneurship. In addition, SAP partnerships build off the success of early college high schools, which allow students to earn several college credits up to an Associate's degree along with their high school diploma. For many young people, high school means four years spent in classrooms without a clear idea of how they will get to college, what they will do when and if they get there, and most importantly, what they will do afterwards. SAP education initiatives make those connections clear so that students feel ownership over their professional futures and have the necessary support to navigate along the way.

Current Sites of SAP Education Initiatives

BTECH (Business Technology Early College High School)

- Date opened: September 2014
- Location: Queens, NY

Templeton STEM (Templeton High School)

- Date opened: September 2014
- Location: Vancouver, Canada

C-Town Tech (Charlestown Technology)

- Date opened: September 2015
- Location: Boston, MA

Skyline High School, Oakland

- Date opened: September 2016
- Location: Oakland, CA

KEY STAKEHOLDERS AND PRINCIPLES OF PARTNERSHIP DEVELOPMENT

The main partners in an SAP education initiative include a high school, a community college or technical college, the local SAP office, other nonprofits, and possibly government entities. Individuals with decision-making authority and leadership roles from each stakeholder group need to be engaged early on in the process.

The CSR team from SAP plays a hands-on role throughout the planning and implementation process. At the same time, SAP firmly believes that the partners on the ground must own the work and approach the initiative with plans for long-term sustainability in mind. In addition to providing start-up funding, SAP supports the initiative by leveraging a variety of non-financial assets such as job shadows at local SAP offices, linkages to companies in SAP's ecosystem, professional mentors, and curriculum mapping to in-demand SAP jobs and other IT occupations.

MENTORSHIP

SAP has partnered with a nonprofit organization called iCouldBe that specializes in developing online professional mentoring platforms for youth. Working side-by-side with iCouldBe design experts, educators, and software developers, SAP's CSR team co-created a scalable mentoring program that has the ability to link every student participating in an SAP education initiative to a global network of SAP employees that are eager to help support students throughout their academic and professional journeys.

UNIVERSITY ALLIANCES

SAP education initiatives can also access resources available through SAP University Alliances membership. University Alliances can connect students to the broader University Alliances community of students across the globe and give them opportunities to participate in exciting events like Codejams, Entrepreneurship Bootcamps, and Design Thinking workshops. University Alliances also provides licenses to SAP products and access to training materials and curricula for courses that lead to SAP certifications.

THE INTERMEDIARY

The partnerships associated with SAP education initiatives are complex, with multiple moving parts. While different stakeholders may enter the partnership committed to new kinds of collaboration, the day-to-day project management functions for the initiative throughout the planning and implementation process can be challenging to navigate and maintain. SAP supports schools in vetting and selecting the appropriate intermediary organization that can act as a neutral convener and signals to all stakeholders that this organization has the ability and experience to understand the needs of students, educational institutions, and employers.

MARKETING AND COMMUNICATIONS

Currently, each SAP education initiative site has developed its own branding for their initiative and has created pamphlets and brochures highlighting the unique aspects of the pathway. There is not a prescribed amount of funding that is needed for the development of these promotional materials. There are several different ways to fund and brand these initiatives, but a clear marketing and communications strategy needs to be built into the work plan during the planning year.

FUNDING AND SUSTAINABILITY

The funding of these initiatives will be different depending on the number of students, district policies, and what types of resources and personnel are already in place. While SAP's initial funding covers a significant portion of the start-up costs, each site enters the partnership with the full understanding that stakeholders will need to collectively raise and allocate additional funding each year to ensure long-term sustainability of the model.

SAP education initiatives have laid the groundwork for the essential elements and conditions that need to be

in place to foster collaborative partnerships between school systems and employers in the SAP ecosystem. There is still a significant amount of work that needs to be done by all stakeholders to sustain current initiatives and scale future ones. With this foundation set and many lessons already learned, there are also opportunities for more companies, local and global, to join in this broader sea change effort to ensure all of our young people leave high school, with the professional experiences and exposure to careers and college programs that will motivate them and prepare them to un-tap their limitless potential as future STEM professionals and entrepreneurs.

Cost

Typical costs have been broken down into two categories, personnel and programmatic, which current sites have estimated during the planning year prior to a school opening:

Personnel Costs

- Pathways coordinator
 - » 2 high school faculty
 - » 6 community college faculty
- Community college pathway counseling services
- Data analysis & reporting
- Stipends for faculty to develop and align curriculum
 - » Summer bridge program/community college faculty stipend
 - » High school faculty: 10 hours/week for 20 weeks
 - » Marketing and promotional materials
 - » Community college faculty: 10 hours/week for 20 weeks
 - » Staff time during recruiting events and info sessions outside of school time

Programmatic Costs

- Computer lab modernization
- Monthly working group/steering committee meetings: 4 meetings/month for 12 months

