
SECONDARY SCHOOL PARTNERSHIPS: THE ROLE OF BUSSINES

NATIONAL REPORT

Author
Rita Quisillo
CESIE (ITALY)

1. INTRODUCTION

By encouraging employees to participate in community activities through company sponsored volunteer programs, a business contributes to building better communities. Corporate volunteering allows people to contribute skills and knowledge to a not-for-profit organisation and actively participate in the community. It makes people feel good. Corporate volunteering can be a low-cost, short-term, low-risk, high-impact way of making the knowledge, skills and experiences of the business sector accessible to the not-for-profit sector while building understanding, employee skill and community goodwill. Corporate volunteering provides an opportunity for potential partners to experiment with a relationship by getting to know each other before embarking on something more complex. Corporate volunteering programs can be structured and formal or ad-hoc and non - formal.

Corporate Volunteering – Where does it exist? Some links:

<http://www.civilsociety.biz/SocialCase.pdf>

<http://www.energizeinc.com/art/atak.html>

<http://www.energizeinc.com/art/aemp.html>

<http://www.lastrada.it/content/view/207/176/>

<http://www.valeriomelandri.it/2009/03/23/il-volontariato-aziendale/>

<http://www.telegraph.co.uk/finance/jobs/hr-news/8479894/Allow-staff-time-off-for-charity-or-lose-them.html>

http://www.junioritalia.org/contenuti/file/Economy_17-11-2011.pdf

Research conducted in 1998 by the Group Explorer-Ipsos shows that 81% of Italians would like to see companies concretely took care of important issues, such as youth employment, health, social exclusion and the elderly, but only 15 % believe that, currently, companies dealing with these issues. Research conducted by Junior Achievement in 2010, has demonstrated that also in Italy Corporate Volunteering is used as a bridge between school and the world of work. At the moment, 400 managers, 20.000 students and 1300 teachers are involved in activities regarding Corporate Volunteering. This involvement is primarily in the North of Italy, there is a strong difference in the application of Corporate Volunteering between the north and south of the country.

How the research was conducted:

Research stage was conducted on two different levels, regional and national.

Nationally, we used the school database available through the Ministry of Italian Education website. An email was sent to all contacts in the database, containing information on the

project and activities, with the questionnaire attached. This was directed to school directors, teachers and school staff in general.

The survey was carried out among Italian schools, with the final purpose of establishing the possible existence of cooperation between schools and the world of work, through Corporate Volunteering.

Main data of the survey: The survey was obtained through the administration, in schools and training organizations, of a questionnaire consisting of 9 questions concerning knowledge of the concept of Corporate Volunteering, its use in schools or training institutions and a comment on its benefits.

Period of time of the survey: from 10th February 2012 to 10th March 2012

Number of organizations consulted, number of surveys answered: Organizations/Schools consulted 179, number of surveys answered 15.

It was a great challenge to get the foreseen sample of responses. Initial obstacles included a delay in receiving answers, due to schools being committed to different projects and overloaded with work.

2. MAIN CONCLUSIONS NATIONAL MEETING

The National Dissemination meeting took place from 12th to 16th March 2012 in Palermo as we were able to connect it with the participation of local high schools in a Daphne project with CESIE - Virtual Stages Against Violence (for more information see the website: <http://virtualstages.eu/>).

Thanks to this event, we were able to reach more schools and effectively disseminate the project.

The dissemination was conducted through:

- Telephone calls to partner schools.
- Meeting with the schools during the Daphne project – Virtual Stages Against Violence. The schools were: Istituto Magistrale Regina Margherita, Liceo Scientifico Palmeri, Liceo Classico Vittorio Emanuele II, Convitto Nazionale di Stato Giovanni Falcone, Liceo psico-pedagogico Finocchiaro Aprile (see the attached file: Signature sheet).

Information about the meeting was disseminated as follows:

- We emailed invitations to all participants including information and details (content, format) about the event. (See the attached file: e-mail sent to schools and training centers).

- We visited a school, Istituto Tecnico Nautico Statale Gioeni Trabia, to discuss and give the questionnaire for the survey and took the opportunity to inform their interested staff about and invited them to the event.
- We contacted partner schools (more or less 80 training centers and associations) by phone to interest them in the project and inform them about the event. (See the attached file: 2 contact lists).

The participants learnt and obtained information about the project through Presentation about and overview of the CVE project and CESIE’s role in the project.

CVE Brochure given to all participants.

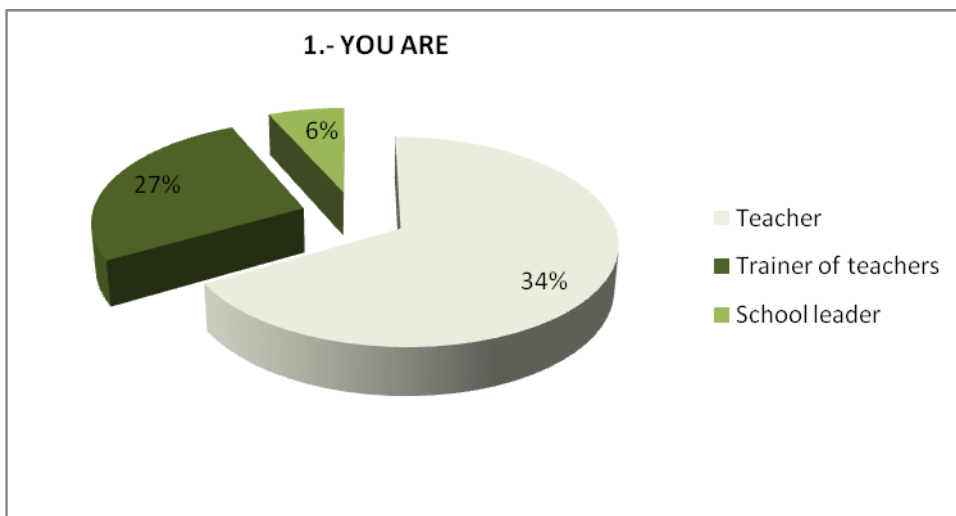
Details about how to be involved in the project.

Representatives (Teachers) from schools at the event indicated their interest in the project and would like to be involved, so they have given us contact details in order to be contacted

3. RESULTS OF THE DATA COLLECTING

1.- You are

1.- You are:		
Teacher	Trainer of teachers	School leader
10	4	1



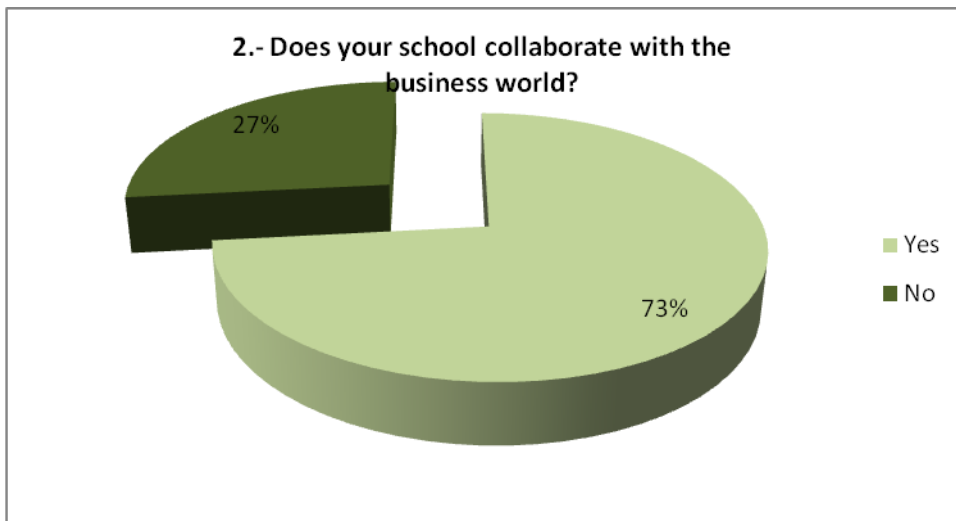
The chart shows us the results of the interview we conducted. Despite the large number of questionnaires we sent, we received answers from 10 teachers (34%), 4 trainers of teachers

3

(27%) and only 1 from school leader (6%). So the percentages represented in the chart correspond to the percentage of the number of answers received.

2.- Does your school collaborate with the business world?

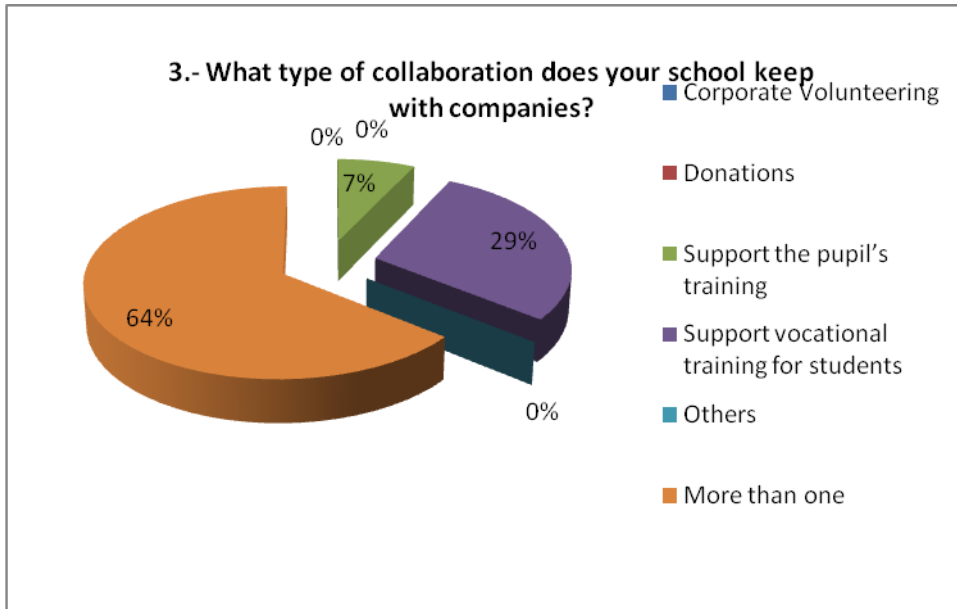
2.- Does your school collaborate with the business world?	
Yes	No
11	4



3.- What type of collaboration does your school keep with companies?

3.- What type of collaboration does your school keep with companies?					
Corporate Volunteering	Donations	Support the pupil's training	Support vocational training for students	Others	More than one

0 0 1 4 0 9

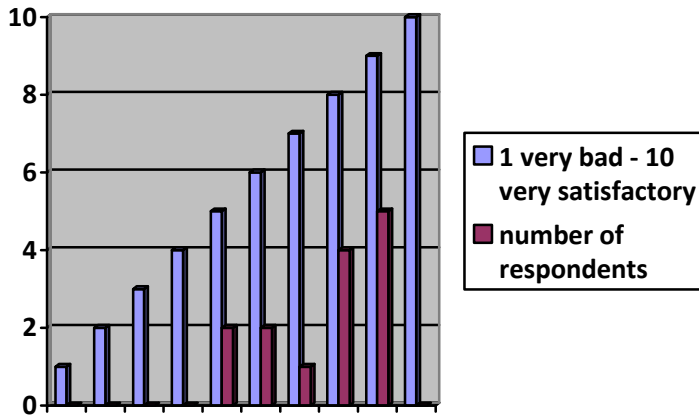


The percentage you can see in the chart represents the type of collaboration between schools and companies; the higher percentage, 64%, represented, belongs to the fact that there is not only a type of collaboration, but different kind of collaborations among the different choices given.

3.1.- if you said others please define the type

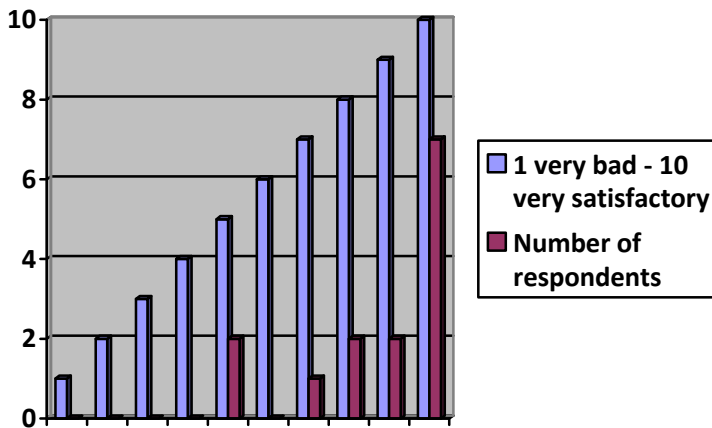
N/A

4.- Rate from 1 to 10 your satisfaction in relation to your school's collaboration with business (being 1 very bad and 10 very satisfactory)



The chart represents the high evaluation that the different targets have given: they are satisfy about their collaboration with companies. Their rate fluctuates from 5 to 9.

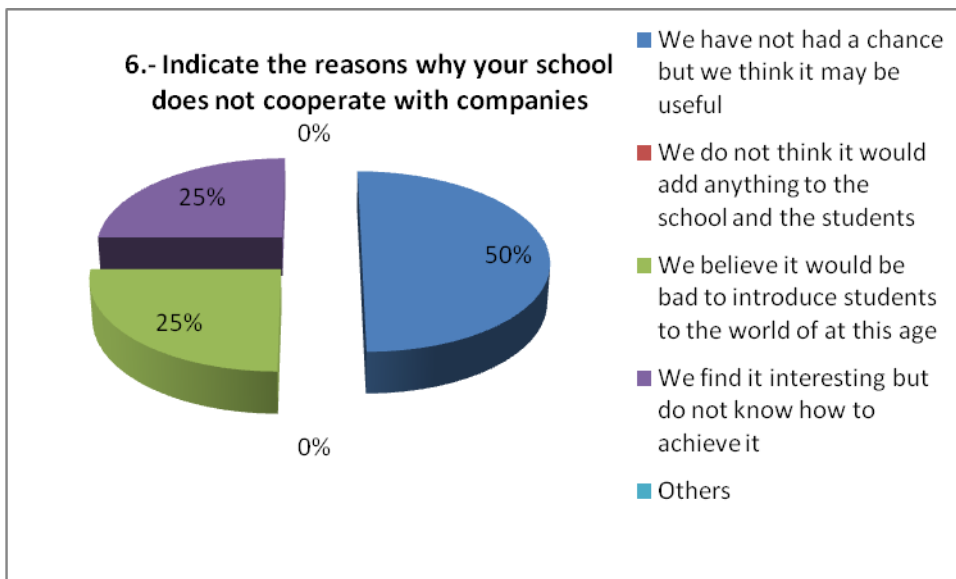
5.- Rate from 1 to 10 the usefulness of this relationship for students (being 1 very bad and 10 very satisfactory) (go to question 7)



The chart represents the high evaluation that the different targets have given: they think Corporate Volunteering is a useful tool for students in order to understand better the world of work and find a job faster than normally. Their rate fluctuates from 5 to 10.

6.- Indicate the reasons why your school does not cooperate with companies

6.- Indicate the reasons why your school does not cooperate with companies				
We have not had a chance but we think it may be useful	We do not think it would add anything to the school and the students	We believe it would be bad to introduce students to the world of at this age	We find it interesting but do not know how to achieve it	Others
2	0	1	1	0



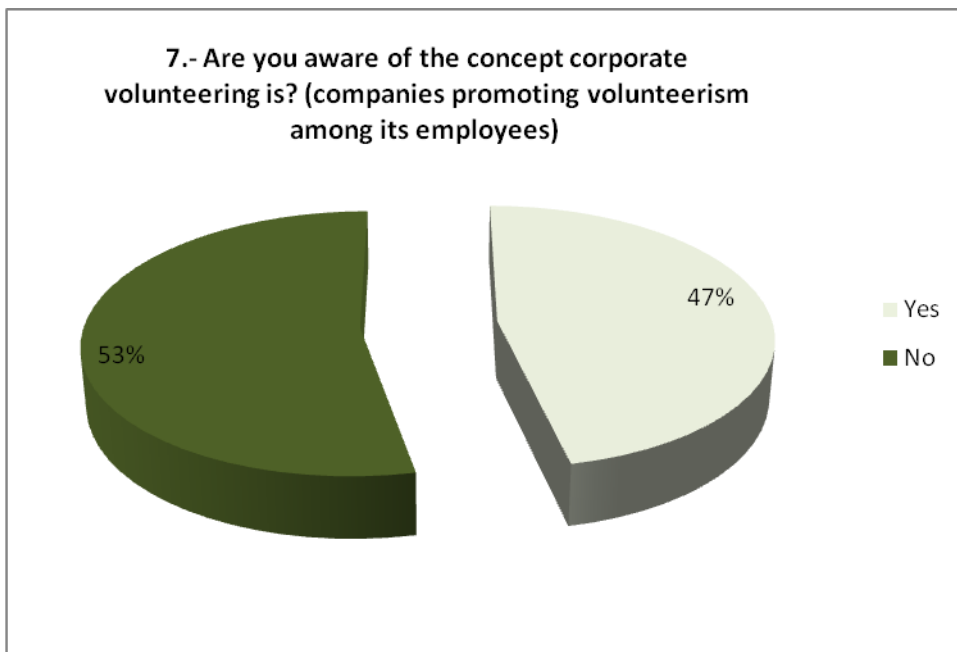
In the chart there are represented the different reasons why schools don't cooperate with companies; Most of them are aware of the benefits CVE can have on students, but they don't have the chance to collaborate with companies through CVE (50%). The other percentages (25%) show us that they know the concept of CVE but they think students at this age don't need to be involved and that they don't know how to achieve Corporate Volunteering since, in Italy, especially in South of Italy, it is still a new concept.

6.1.- if you said others please define the reason

N/A

7.- Are you aware of the concept corporate volunteering is? (companies promoting volunteerism among its employees)

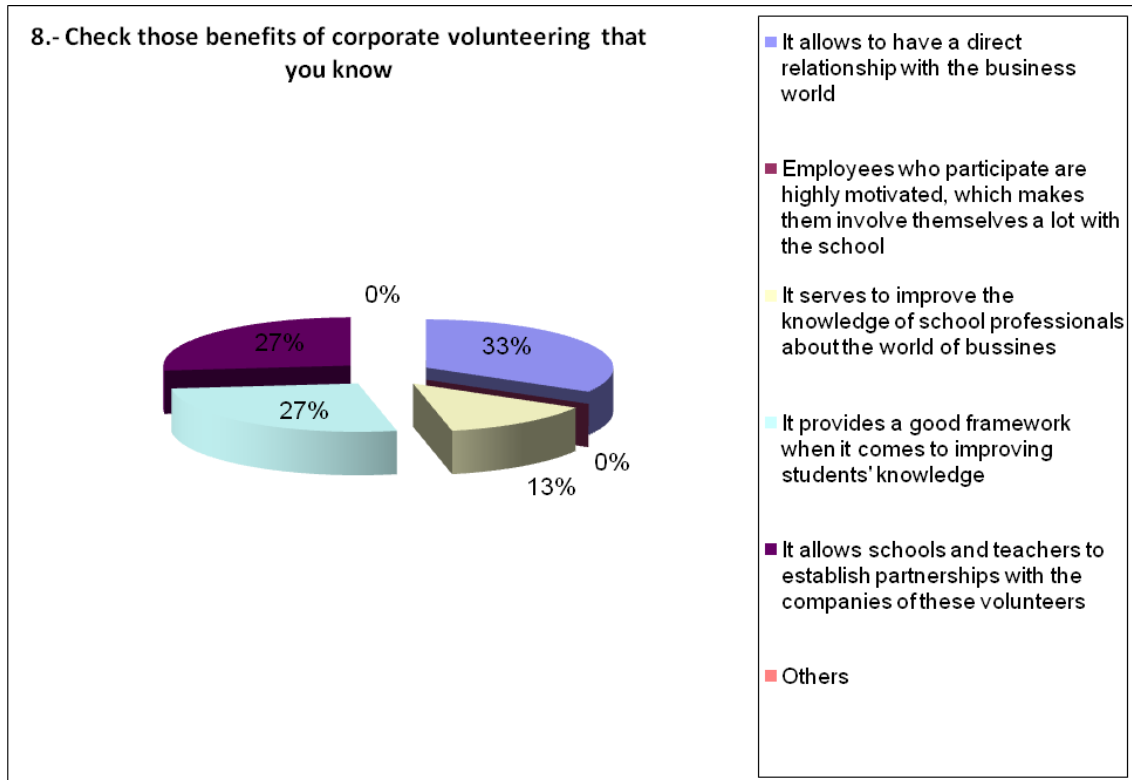
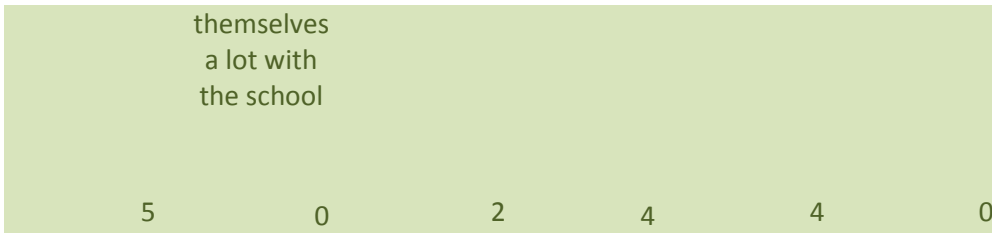
7.- Are you aware of the concept corporate volunteering is?	
Yes	No
7	8



Going by the answers we have received, the chart represents the percentage about the knowledge of CVE. The difference between who knows CVE and who doesn't know it, is not so much, but the data show us that are more the ones who are aware than the contrary.

8.- Check those benefits of corporate volunteering that you know

8.- Check those benefits of corporate volunteering that you know					
It allows to have a direct relationship with the business world	Employees who participate are highly motivated, which makes them involve	It serves to improve the knowledge of school professionals about the world of bussines	It provides a good framework when it comes to improving students' knowledge	It allows schools and teachers to establish partnerships with the companies of these volunteers	Others



the data in the chart demonstrate that CVE has a lot of benefits and they are recognized among the different targets group. Indeed, the percentages among the choices are not so different.

8.1.- Please, indicate what "Others"

N/A

9.- What in your opinion are the benefits of corporate volunteering according to your school?

Some answers:

- We don't cooperate so often with companies, but we think this cooperation is a good way to be aware of the role and the benefits the companies can have on students.
- Better relationships and networking.
- Our main goal was to establish a good relationship between the school and the world of work through Corporate Volunteering.

- Students will be aware of the world of business.

4. CONCLUSIONS OF THE REPORT

1. The research demonstrates how in Italy, schools and training centers are very busy with a lot of activities and sometimes is very hard to contact them and receive from them a receipt.
2. Although the answers received were not several, the research data demonstrate that exist a real cooperation between schools and the business world.
3. The types of collaboration between schools and companies are very different. They collaborate in diverse activities in order to support and help students in their growth.
4. The satisfaction level in schools and training centers is quite high; this demonstrates that CVE is consider a good way of collaboration between schools and the world of work.
5. Corporate Volunteering is a useful tool for students to know better the world of work, complete their studies and have more chance to find a good job.
6. The number of the schools that don't collaborate with companies is quite high, but just because some of the schools don't have the chance to do it, even if they would collaborate with companies through Corporate Volunteering. We could say that schools are skeptical and sometimes they don't know how to achieve CVE.
7. The research demonstrated a poor knowledge of Corporate Volunteering widely spread out across the Italian territory, or to say it in other words, not every school, and therefore, school staff, is aware or uses this method to direct students towards the working world.
8. There are a lot of benefits of CVE; the target groups are aware of its benefits.
9. Those who deal with Corporate Volunteering are enthusiastic of the positive impact it had on students who, involved in stages and vocational guidance projects, showed a higher motivation in carrying out their educational courses and easily integrated into the working world on leaving school. On the other hand, those who are not aware of this concept or method, are equally ready to use it as a further tool.

In conclusion it comes out that positive effects of Corporate Volunteering rebound in both teachers and students; it is also possible to detect that to a more intense experiences sharing between professionals, correspond more chances for students to confront with the various working contexts dynamics.