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2010-2011 School Year Operations Manual

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Mission, Funding & Desired Outcome

SmartDrive is a concept conceived by Delmarva Broadcasting Company and other concerned individuals and organizations in the state of Delaware in response to the senseless and preventable loss of life among our teens in Delaware resulting from poor driving decisions and practices. The desired outcome for SmartDrive is for a significant number of young drivers to make the right decisions every time they are behind the wheel so they will never put themselves, their passengers or their vehicles in harm's way.

In order to achieve this mission, SmartDrive delivers a compelling message, a fun interactive approach, consistent application over time and significant incentives. The heart of the program is an online instructional program that is available to all high school students regionally. The program is administered by SmartDrive with assistance from school administrators and faculty, and other concerned public safety officials and educators from the public and private sectors in Delaware.

Students complete three monthly "modules" that include objective true and false, multiple choice and essay questions presented in an entertaining and challenging multimedia format. Students accumulate points as they complete the various sections. An essential part of this program is active parental involvement with their young drivers, so it is strongly suggested parents participate, and in doing so their children can earn bonus points toward the incentives. The state of Delaware has been separated into two regions: "North" and "South", and for 2007-2008 a Pennsylvania-Maryland region has been added. The winning student in each region in each school year receives a \$4,000 post-secondary scholarship. Other students receive other cash and merchandise prizes. The three (3) schools with the highest percentage of participation in each region will win cash awards to be used for prom-related expenses.

As SmartDrive enters its sixth full year of operation, the program will be offered in over 100 public and private schools in Delaware, Pennsylvania and Maryland. In 2006-2007 approximately 2,000 students participated. In 2007-2008 that number had jumped to over 4,000. In 2009-2010 that number jumped to over 6,000. The goal going forward is to operate the program in all of Delaware's schools and to expand operation in other states where appropriate as well as to offer a university program in conjunction with Wilmington University.

SmartDrive is a 501c3, non-profit organization which is funded primarily through contributions from Delmarva Broadcasting Company and other commercial organizations. As a tax exempt organization, SmartDrive accepts additional funding from other public and private funding organizations at all levels that will support further expansion of program benefits to its existing users and facilitate expansion to additional communities. There is one paid employee, Corporation Secretary and Program Coordinator Karen Busby. All others work on a volunteer basis on their own or through time granted by their employers.

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Participation by Parents/Guardians

We believe that an essential part of making this an ongoing successful program is to have active parental involvement with their young drivers. The program includes active student and parent or guardian participation. The goal is to have continued family reinforcement supporting the young driver's learning and their safe driving.

SMART DRIVE has been developed through the ongoing help and cooperation of experienced partners in order to bring this program to fruition. Included in the SMART DRIVE team are:

Former Delaware Attorney General Jane Brady
The Staff of the Delaware Attorney Generals' Office
The Delaware Office of Highway Safety
New Castle County Police
The Delaware Insurance Commissioner's Office
The Delaware Safety Council
Children's Hospital of Philadelphia

The YMCA Resource Center
Delaware's Fire and Rescue Service
Christiana Trauma Unit
Southern Chester County Emergency Medical Svcs.
University Schools Alliance (USA)
Delaware's SADD/YELL organizations
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Each of these agencies has pledged to contribute time, talent and resources toward the desired outcome.

- ***It is strongly suggested that SmartDrive be presented to parents at a PTSA or PTO meeting.****

SmartDrive Activities

In addition to our online program, SmartDrive offers some additional activity opportunities for schools, SmartDrive participants and school organizations. Among them:

- A.I. DuPont High School's YELL group successfully conducted 3 separate student outreaches in the school parking lot based on SmartDrive modules to communicate safe driving principles to the student body population. SmartDrive provided incentives for the students to further their message and filmed the events.
- SmartDrive's partners will customize assembly programs for any size group to address driving safety issues for schools. Among those conducted in the past, seat belt safety, distracted driving, DUI and winter driving. Please bring us your requests!
- Seat Belt checks can be conducted at your school on us! Please ask!
- Occasionally, SmartDrive will utilize SmartDrive participants for on air Public Service announcements and filmed SmartDrive presentations.

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How SmartDrive Works

It's Independent

Part of being a responsible adult is the ability to motivate one's self to do the right things. SmartDrive operates on that premise by encouraging students to participate in SmartDrive independently and be responsible enough to observe posted deadlines. For those who do observe those deadlines, the rewards are great.

Sign Ups, Logons and Passwords

Logons, passwords, information, opportunities, and newsworthy items are passed on to students and administrators via regular and frequent emails.

Enrollment is conducted in person at the in-school sessions or online at the student's state appropriate website.

Students Without Internet Accounts

SmartDrive will establish email accounts through Yahoo! for students who have no email address. Once an account is set up, SmartDrive will then establish a SmartDrive account and send all the information directly to the student's home address.

The Modules

There are three (3) mandatory student modules. To remain in the competition each student must participate in the three mandatory modules. Bonus points are earned through the completion of the Parent's Module and the bonus point essay modules. For students licensed in Delaware, an insurance discount is awarded with the completion of the three (3) mandatory modules.

Students can manually submit the modules once they have answered every question. SmartDrive is programmed to electronically submit any module that has some answers at the conclusion of each module's open completion period – so if a student forgot to submit or started but didn't finish a module, he/she will still earn points and be in the contest.

SmartDrive is like an open book test and students are encouraged to seek out answers they don't know online – our goal is to learn the correct response!

When a student submits a module, he/she will receive an immediate score. Upon the closing of the module, that student will receive an email which details all the questions and answers of his/her module and what was correct and incorrect.

Students can see how they are performing by looking at their online "Student Report Card" on their personal SmartDrive account. This information is visible only to the student, administrator and program coordinator.

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How SmartDrive Works (cont'd)

The Bonus Modules

There are two (2) Bonus Modules – one (1) Parent Module and one (1) bonus essay module for students which challenge young drivers to use and express their good driving judgment. The modules are submitted electronically and graded by an independent selection committee of our partners and sponsors. For SmartDrive University students, they have two (2) bonus choice options on topics of interest to the student. In addition, there are five (5) mini-modules which focus on single topics such as seatbelts, distracted driving, DUI, and speeding. These are also bonus opportunities.

Email notifications of the availability of essay bonus modules are sent to the students and administrators. The Parent's Module is available throughout the full SmartDrive program.

Lost/Forgotten Passwords

Students or administrators who have lost or forgotten their passwords can contact the Program Coordinator who will email the information directly to them. It is strongly suggested that students change their system generated passwords to something easy to remember. This can be easily done in the student profile portion of the student's personal SmartDrive account.

Incentives

Incentives are dispersed via the school administrator or electronically in the student's SmartDrive account after the close of each month. To receive an incentive, the student must participate during that month.

Prize Determinations

Winners – including in-school, Prom, scholarship, laptop, etc. – will be determined and announced in April. Once certified by the Selection Committee, winners will be announced on the SmartDrive website. Prom checks are issued as soon as winners are certified. Other awards are presented as deemed appropriate by the individual schools.

School Responsibility

SmartDrive is really student-directed. SmartDrive does request an in-school point person to assist us in setting up an in-school visit date and method, getting out information to parents and students prior to our visit date and disbursing incentives, as needed. Other than that, it's up to SmartDrive and the students.

Post Secondary Scholarships

Winners of post secondary scholarships are determined by the Grading and Selection Committee. The scholarships are administered by the SmartDrive Foundation Treasurer. When a student is ready for the scholarship to be paid, he/she must contact the Treasurer with school information for verification. If the scholarship is for four years, it is paid in \$500 increments by semester. The student must maintain a minimum 2.0 GPA which must be proven by submitting transcript copies to the Treasurer. The payments are adjusted accordingly dependent upon the length of the school program.

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SMART DRIVE

PRIZE STRUCTURE for 2010-2011

- A wide array of prizes and incentives is available for those students completing the program. Prizes include weekend getaway vacations, theme park and concert tickets, electronics, CDs, gift certificates and more. Winners are selected monthly, and randomly, from those who submit their modules. At the end of the program SmartDrive offers:
 - \$4,000 cash scholarship for one student from New Castle County/PA
 - \$4,000 cash scholarship for one student from Kent/Sussex County
 - \$4,000 cash scholarship for one student from MD
 - \$1,750 in cash donations to after prom parties for 3 schools in New Castle County, PA & MD (Made in increments of \$1000, \$500 and \$250)
 - \$1,750 in cash donations to after prom parties for 3 schools in Kent/Sussex County
 - Students who complete the program receive:
 - Monthly incentives and special drawing opportunities
- Free admission to special appearances (when available), including “Meet & Greets” featuring today’s leading artists where sponsors have an opportunity to provide marketing materials. *In May of 2007, students were treated to a private concert with recording artists “Bowling for Soup” and “Girls Like Boys” and a private showing of the “Spiderman 3” movie. In February of 2008, Columbia recording artist Kelly Rowland accompanied the WSTW morning show to Padua Academy for a special event with the students.*
- Individual prizes are awarded on the basis of most points earned, either overall or in each individual school.
- Prom Prizes are awarded on the basis of participation. ***Participation is calculated as number of students within a school who complete SmartDrive (do all three mandatory modules) / number of students within a school who enroll.***
- ***Prizes are awarded to students as determined by the individual schools. Some schools opted to present at their year-end awards ceremonies. Others established special assemblies or gatherings to present the awards, while others encouraged awards to be given at the year-end concert.***

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This is a snapshot of the Smart Drive Home Page. Go to www.smartdrivede.org, click on Modules and Journals to view the material students are completing.

