

Founding Partners



www.smartdrivede.org
www.smartdrivepa.org
www.smartdrivemd.org
www.smartdriveusa.org
www.smartdriveU.org

2008-2009 School Year
Operations Manual

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Contact:

Karen Busby (302) 463-6543
kbusby@smartdrivede.org

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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 fourth full year of operation, the program currently operates in nearly 70 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. The goal going forward is to operate the program in all of Delaware's schools and to expand operation in other states where appropriate.

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

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:

- Ø 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.
- Ø 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!
- Ø Seat Belt checks can be conducted at your school on us! Please ask!
- Ø Occasionally, SmartDrive will utilize SmartDrive participants for on air Public Service announcements and filmed SmartDrive presentations.
- Ø We are proud to announce that A.I. DuPont High School has spearheaded the region's first SmartDrive/SADD homeroom this fall.

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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.

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 end of each month – 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.

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 90 day 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. Last year's incentives included song download cards, food coupons, The Pond Ice Rink coupons, and Plato's Closet gift certificates.

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Prize Determinations

Winners – including in-school, Prom, scholarship, laptop and theme park – 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.

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PRIZE STRUCTURE for 2008-2009

- 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
 - \$4,000 cash scholarship for one student from Kent/Sussex County
 - \$4,000 cash scholarship for one student from PA/MD
 - \$3,000 in cash donations to after prom parties for 3 schools in New Castle County, PA & MD (Made in increments of \$1500, \$1000 and \$500)
 - \$3,000 in cash donations to after prom parties for 3 schools in Kent/Sussex County
 - Students who complete the program receive:
 - A coupon for a free defensive driving course through the DE Safety Council leading to a 10% discount on auto insurance upon completion of the program. (Delaware only, however Pennsylvania and Maryland students may participate in the course)
 - A Smart Drive T Shirt
 - A Certificate of Completion
 - 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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IMPACTS THOUSANDS OF STUDENTS THROUGHOUT THE STATE OF DELAWARE, PA , MD

Participating Schools 2008-2009

Delaware:

Al DuPont High School	Middletown High School
Brandywine High School	Milford High School
Cab Calloway School for the Arts	Mount Pleasant High School
Caesar Rodney High School	Newark High School
Cape Henlopen High School	Padua Academy
Caravel Academy	Pencader Charter School
Charter High School of Wilmington	Red Lion Christian Academy
Christiana High School	Salesianum School
Concord High School	Sanford School
Delaware Military Academy	Smyrna High School
Delaware School for the Deaf	St. Elizabeth's Catholic High School
Delcastle Technical High School	St. George's Vocational School
Delmar Senior High School	St. Mark's Catholic High School
Demarva Christian High School	St. Thomas More Catholic Academy
Dickinson High School	Sussex Central High School
Dover High School	Sussex Technical High School
Glasgow High School	The Central School
Hodgson Vo Tech High School	The Community School
Howard Vocational High School	Ursuline Academy
Indian River High School	William Penn High School
Laurel High School	Wilmington Christian
McKean High School	Woodbridge High School

Maryland:

Cecil County High Schools (6)	Wicomico County High Schools (4)
Harford County High Schools (11)	
Kent County High Schools (1)	
Queen Anne's County High Schools (2)	

Pennsylvania:

Kennett High School	
Oxford Area High School	
Unionville High School	

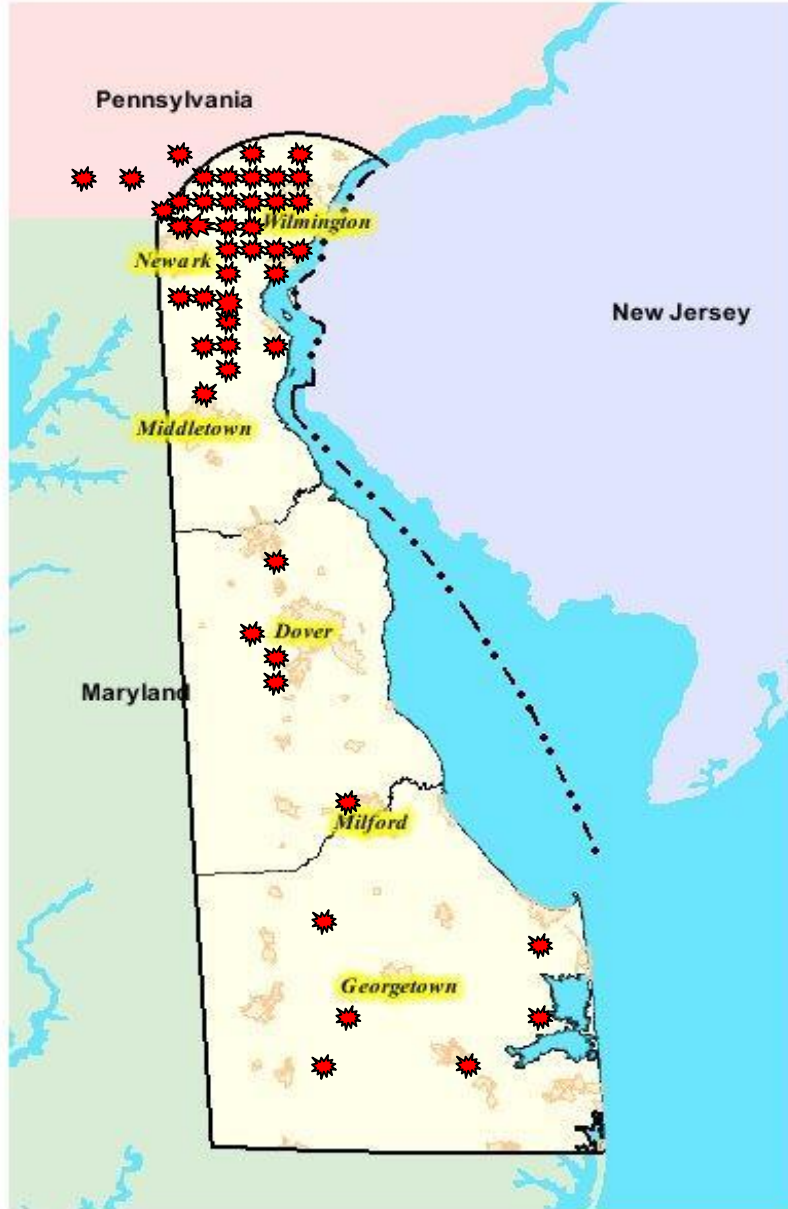
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IMPACTS THOUSANDS OF STUDENTS THROUGHOUT THE STATE OF DELAWARE, PA and MD)
Participating Schools 2007-2008



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RECEIVES SPECIAL ACHIEVEMENT AWARD



July 20, 2006

Mr. Pete Booker
President/CEO Delmarva Broadcasting Company
P.O. Box 7492
Wilmington, DE 19803

Dear Mr. Booker:

Congratulations! The GHSA Awards Committee convened recently and you have been selected to receive a Peter K. O'Rourke Special Achievement Award. Your nomination was submitted by the Delaware Office of Highway Safety.

You will be recognized with the award at GHSA's Annual Meeting during a special awards luncheon. The luncheon will take place on Tuesday, September 19, from 12:15-1:45 pm at the Renaissance Oklahoma City Convention Center Hotel in Oklahoma City, Oklahoma.

There is no cost for you to attend the luncheon. However, if you decide to attend the rest of the meeting, a registration fee will be required. A brochure is included with further information on the Annual Meeting. Please contact Andrea Summers in the state highway safety office to make travel arrangements. Ms. Summers' phone number is (302) 744-2743.

The Association requests that you prepare a two to three minute acceptance speech upon the presentation of the Peter K. O'Rourke Special Achievement Award.

Please contact Jonathan Adkins, Communications Director, at (202) 789-0942 or jadkins@ghsa.org with any questions.

Sincerely,

Handwritten signature of Barbara Harsha

Barbara Harsha
Executive Director

cc: Denise Alston, Director of Administration, Governors Highway Safety Association
Tricia Roberts, Director, Delaware Office of Highway Safety
Andrea Summers, Community Relations Officer, Delaware Office of Highway Safety

750 First Street, NE + Suite 720 + Washington, DC 20002-4241 + phone: 202.789.0942 + fax: 202.789.0946
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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.



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LEADERSHIP

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 Andrea Summers – DE Office of Highway Safety

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2007-2008 Schools of the Year

PA/MD

Unionville -- \$1500

Kennett Consolidated -- \$1000

Oxford Area School District -- \$500

DE/North

A.I. DuPont High School -- \$1500 – 100%

Pencader Charter High School -- \$1000

TIE – Newark High School and Padua Academy -- \$500

DE/South

Sussex Technical High School -- \$1500

Dover High School -- \$1000

Indian River High School -- \$500

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2007-2008 Students of the Year - Overall

PA/MD

Preston Hennes – Unionville High School -- \$4,000 scholarship

Robert Buttafogo – Kennett High School -- Vacation

Ally Jameson – Unionville High School – Theme Park Tickets

DE/North

Jacinda Tran – Charter High School of Wilmington -- \$4,000 scholarship

Catherine Gillette – McKean High School -- Vacation

Natalie Stevenson -- Charter High School of Wilmington – Theme Park Tickets

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DE/South

Brittany Yarnall – Dover High School -- \$4,000 scholarship

TIE – Brian Saunders & Dustin Hitchens – Sussex Tech -- Vacations

Ariel De Gennaro – Caesar Rodney High School – Theme Park Tickets

2007-2008 Students of the Year By School

PA/MD

Kennett High School -- TIE – Benjamin Drake and Chris Tutak

Oxford High School – Kevin Jourdan

Unionville High School – TIE – Danielle Kreh, Kirsten Gausch, and Katie Haggerty

DE/North

A.I. Dupont High School – Sara Findlay

Brandywine High School – Jessica McKnight & JoElen Clineff

Cab Calloway School of the Arts – Teagan Thomas

Caravel Academy --

Charter High School of Wilmington – Matthew Myrick

Christiana High School –Shazia Ahmed

Concord High School – Missy Miller

Delaware Military Academy – Erin Maloney

Delaware School of the Deaf --

Delcastle Technical High School – Ryan Small

. **Delmarva Christian High School** --

. **Dickinson High School** – Amanda McGowen

. **Glasgow High School** – Christine Carrow

. **Hodgson Technical High School** – Chris Smith & Amanda McConnell

. **Howard Technical High School** – Tamika Pinder

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- . **McKean High School – Catherine Gillette**
- . **Mount Pleasant High School – Taylor Long**
- . **Newark High School – Eric Burge**
- . **Padua Academy – Angela Picciano**
- . **Pencader Charter High School – Matthew Kaminski**
- . **St. Elizabeth’s High School – Andrew Cinderella**
- . **St. Mark’s High School – Jeff Bobjak**
- . **Salesianum School – Ben Falandays/Kevin Cona**
- . **Sanford School –**
- . **William Penn High School – Rachel Bonin**
- . **Wilmington Christian School --**

DE/South

- Caesar Rodney High School – Cassidy DeGennaro**
- Cape Henlopen High School – Megan Qualls**
- Dover High School – Kate Pierce**
- Indian River High School – David Shoun**
- Middletown High School -- B. Jameson**
- Smyrna High School -- D. Smith**
- Sussex Central High School – Paul Asa**
- Sussex Technical High School – Tyler Justice**
- Woodbridge High School – Douglas Gibbs & Jerome Hutson**

Independent

- Archmere Academy – Sarah Simon**

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