



City of Cambridge

35.

Amended Order

IN CITY COUNCIL

January 8, 1996

- COUNCILLOR GALLUCCIO
- COUNCILLOR BORN
- COUNCILLOR DAVIS
- COUNCILLOR DUEHAY
- COUNCILLOR RUSSELL
- COUNCILLOR SULLIVAN
- COUNCILLOR TOOMEY
- COUNCILLOR TRIANTAFILLOU

WHEREAS: In an innovative program designed by a student at Newton North High School, honor roll students receive a coupon book containing more than \$300 worth of gifts tailored to the teen-age appetite; and

WHEREAS: As described in the attached copy of the Boston Globe report on this program, free pizzas, ice cream, movie rentals, limousine rentals, as well as scholarships, provide additional incentives to teens to work hard for good grades, such that this program is thought to have been a factor in the 37% increase of seniors and 21% increase of juniors making the honor roll; and

WHEREAS: This program may have even greater potential for success in the City of Cambridge, with its active and civic-minded Chamber of Commerce, and its innovative and dedicated School Committee and Department; now therefore be it

ORDERED: That a copy of the attached description be sent to the Chamber of Commerce, the School Committee, the Superintendent of Schools and the Student Service Center at CRLS with a request that the City Council be updated on any work in this regard.

In City Council January 8, 1996

Adopted as amended by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

D. Margaret Drury
City Clerk



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Original Order

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Studying's rewards

Honor roll coupons give students extra push

By Sacha Pfeiffer
GLOBE CORRESPONDENT

NEWTON — Life, David Morris will tell you, is all about incentive. Give him a scenario, be it the

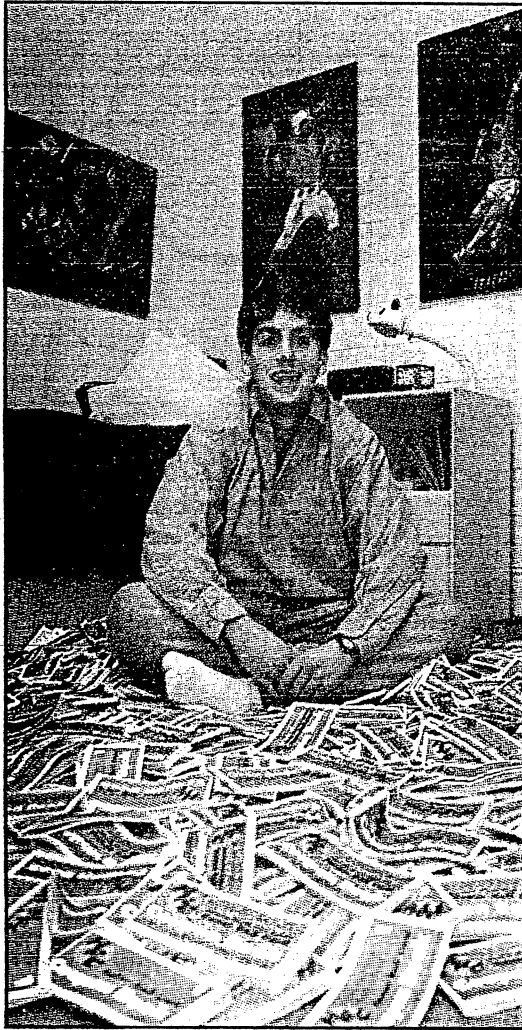
Newton Diary classroom or in the work place, and the 18-year-old Newton North High School senior will give you an example of a society motivated by the prospect of gain — a better school, a better job, a better income.

Now, in a program designed by Morris, honor roll students at Newton North have an additional enticement: a coupon book containing more than \$300 worth of gifts tailored to the teen-age appetite.

The book offers more than mere discounts and buy-one, get-one-free offers. Bearers are entitled to such things as free pizzas, ice cream, bagels, car washes, movie rentals, beeper services, health club visits and limousine rentals.

"All around us, there are different types of incentives, whether they are varsity letters or merit scholarships," said Morris, who, perhaps not surprisingly, is bound for the University of Pennsylvania's Wharton School of Business next fall. "So why not reward those students who think academics are important?"

COUPON, Page 20



GLOBE PHOTO / EVAN RICHMAN

Senior David Morris sits in his room with the coupon books students at Newton North High School can obtain for making the honor roll.

Coupons offer push for studying

■ COUPONS

Continued from Page 13

The ultimate reward of the program, dubbed the Newton North High School Honor Roll Card Coupon Book, is a scholarship fund for college-bound seniors created by a \$200 mandatory contribution from participating businesses.

The dual membership requirement for merchants presented a tough challenge to Morris and his small but growing sales staff.

"Most stores would immediately say, 'Wait, you want me to give money and a discount?'" recalled junior Noam Schimmel, who will run the program next year. "Their usual response was, 'Hi, thanks for calling, but that's a lot of money.'"

But hard work pays off, as the program's motto proclaims, and 50 merchants from Newton and beyond eventually agreed to participate. Collectively, those businesses made a \$10,000 infusion to the fund last year—more than half of which was given to academically eligible, financially needy students.

The program, now entering its fourth grading period, weathered its share of criticism before getting off the ground.

"We had to ask ourselves if we were selling grades," said high school principal V. James Marini, echoing the concerns of educators who believe academic achievement should not be a material pursuit.

But recalling a discussion he had with Morris, Marini said the entrepreneurial student countered that young people are always told hard work will yield rewards. "How can you argue with that?" the principal said.

By the accounts of students, teachers and administrators, the program has been a roaring success, and may be a factor motivating some of Newton North's 1,800 high schoolers to study that extra hour. The school experienced a 37 percent jump in the number of seniors named to the honor roll last grading period, and a 21 percent increase among juniors.

The coupon book "definitely entices kids to want to succeed," said junior Daniel Steinberg. "If you give kids the book and say, 'Here, take this as sign of your accomplishment,' you give them a better reason to feel better about themselves."

Even senior Josh Newman, who says he was skeptical that the book would catch on among students, now calls himself a coupon convert.

"I never thought it would work and I didn't think kids would even come pick the books up," admitted Newman, who said he has friends who raised their grades to become part of the program. "But the free stuff is great. . . and a larger amount of kids are trying harder in school because of it."

And, Morris boasts, not a penny of school or scholarship money was spent to run the program. All good and services, from display easels to adhesive tape, were donated.

Morris' knack for sales runs in the family. His father, Barry Morris, is president of Phoenix Media Communications Group, which operates the Boston Phoenix newspaper, Stuff Magazine and Phoenix Graphic Services. Barry Morris says his involvement in the project was limited to offering occasional advice to his son, printing the coupon books free of charge and providing the services of a graphic artist.

Student Schimmel says he is confident the program will continue with the same success when he takes it over next year.

"This program is a community-wide acknowledgement of academic achievement and educational excellence," said Schimmel. "It's an innovative way of saying, 'Thank you, good job.' And kids realize that beyond the little slice of pizza they got, there's something to perseverance and working hard."

C. Gallucci

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Born, Davis, Duehay, Galluccio

Consent Order #35 Russell, Sullivan

Councillor Galluccio re: Work with
local businesses to establish a coupon
book to reward honor roll students
in the Cambridge Public Schools. CM5

Toomey + Triantafyllou

In City Council Janaury 8, 1996

Order Adopted as amended