

SUE GRUNDFEST
Vice President, Corporate Archives and Community Outreach
The Estée Lauder Companies Inc.

Early on at The Estée Lauder Companies, we realized what an amazing opportunity we'd been given by PENCIL to truly make an impact on our partner schools. And we always understood that while it is called *Principal for a Day*,

IT'S MORE THAN ONE DAY.

We have been involved with Principal for a Day since its inception and over the years we have honed our program and found that three little words have made the program what it is today, with 15 schools and over 40 executives:

Communicate, Communicate, Communicate

Communicate with PENCIL

Communicate with your Principals

Communicate with one another

I believe the tips on my Top Ten List apply whether you are an individual PFAD serving independent of corporate support, or a member of a corporate team.

So here goes:

10. Be Prepared

- Learn about your school, your principal, your district before you visit; when the day was held in April, we at ELC always began the experience in the fall. We would meet as a group to share best practices. We recommended an early phone call with our principals to get a good feel for our schools, their current needs, perhaps we had a change in principal over the summer – as much as you can prepare in advance the better the day will be.
- Last year we invited our Principals in to join us for our planning session and we experienced some wonderful team building moments together.

9. Be Strategic

- Whether you are an individual or part of a corporate team, consider those special talents and unique qualities you can bring to your school. We at Lauder put teams together that mix it up a bit – a lawyer working side by side with a marketing executive along with a product person.
- Listen carefully to your principal, staff, faculty, students ... assess the needs of your school and see where your best talents can be put to use
- And perhaps this means matching PFADS with schools strategically, such as our Bobbi Brown and her team working with the cosmetology class at Jane Addams HS.

8. Be Flexible

- Sometimes it takes time to make a good match or to fully understand the needs of your school. Don't be afraid to try something, try something else and let it be an organic evolution – allow yourself to be flexible – you may think you know what your school needs and your school may come to you with other ideas – compromise. Something so simple as a tie drive can mean a great deal to your school, such as when one of our schools, Bronx Technology, instituted a dress code and the young men needed ties. We collected over 700 ties for the guys and of course had to send lipsticks for the chicks! This has become an annual drive for us.

7. Be Persistent

- Relationships aren't easy – in life, business or as a PFAD! This is where communication comes in – if you don't hear from your Principal, keep trying. If you don't hear from your PFAD, keep trying. This is a two-way street and don't give up.

6. Be Creative

- This is such an easy one – right? Well maybe not so easy. Sometimes we have to listen to the needs of our schools, tweak it a bit and be very creative in ways to fulfill their wishes. One example of creativity for us was when one of our schools, PS 811X, asked us to help them involve their students in activities that could bring the outside world to their school. Rather than establish a student store as we have done at other school, we decided that a mobile unit would be more suitable, thus the Estée Lauder Rolling Cart was born.
- And of course you can always Be Creative in a more traditional way, such as the beautiful murals painted at PS 205

5. Be Realistic

- Don't take on more than you can do and don't expect everything to happen in one day, one month, or even one year ... remember, It's More Than One Day! You have time.

One of the ways in which we are very strong as a company is in hosting students at our offices for Shadow Days. However with 15 schools, space is a real issue for us so we are very realistic and invite each of our schools to designate a certain number of students to visit with us over a period of several days in the spring. Not only does this alleviate our space problem, but it brings together students of all ages and varying neighborhoods.

4. Be Patient

- My favorite ... as I said these are ongoing relationships and sometimes the best of plans take time ... for instance we planned on painting the fence around PS 20 – a whole city block – for a few years now and were rained out – twice! I am thrilled to report that we finally painted the fence a few weeks ago! Patience has paid off.

3. Be Committed

- Some efforts do take more commitment than others and some partnerships are slower to develop ... stay with it and commit yourself and your energies to your school.
- One of our longest-standing partnerships is with our first PFAD school, Murry Bergtraum HS for Business Careers. It took us several years to transform their student store, Murry's Place, into the Estée Lauder Retail Academy, complete with professional counters, sound system, slat walls, training sessions and workshops with ELC executives and product shipped quarterly. Products are sold by students to raise funds for student activities. This commitment reflects the tremendous partnership we have fostered with Murry B.

2. Be Involved

- This certainly sounds like a given. That's why we are all here – to become involved with our schools. What I really mean is "Have Fun" – please do not forget that we are here to serve the students as well as our Principals and make sure you have fun...and be a presence in your school.

1. Be There

- Be there to share your experiences, share your talents, share your frustrations.
- Be there on the same team as your principal and school.
- One of the needs we identified this year was the desire for our Principals to be introduced to professional development of the caliber we provide for our executives. Thus for the first time we chose one Principal to attend our executive training week at Vassar College . . . ELC Boot Camp so to speak. Genevieve Stanislaus, Principal of Life Sciences, was a remarkable participant and we hope to continue this with additional Principals in the coming years.



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TOP TEN TIPS FOR TURNING YOUR PFAD INTO A LONG TERM PARTNER

TIP #1 – THINK OUT OF THE BOX! THINK ABOUT WHAT THE PFAD CAN PROVIDE FOR YOUR SCHOOL OTHER THAN MONEY AND/OR BOOKS. CAN YOU USE INCENTIVES FOR TEACHER ATTENDANCE? CAN YOU USE INCENTIVES FOR STUDENT ATTENDANCE? CAN YOU USE A RETREAT MEETING LOCATION?

TIP #2 – RESEARCH! LOOK INTO THE COMPANY IN WHICH THE PFAD REPRESENTS. COMPANIES OFTENTIMES ALREADY HAVE A COMMUNITY DONATION OR GIVE BACK PROGRAM. YOU CAN POSSIBLY GET APPROVED THE SAME DAY FOR ONE OF THOSE PROGRAMS.

TIP #3 – PREPARE! HAVE AN AGENDA FOR YOUR PFAD. ALLOW YOUR PFAD TO DO THE MORNING ANNOUNCEMENTS AND TOUR SPECIFIC CLASSES TO SEE THE RANGE OF STUDENTS IN YOUR BUILDING.

TIP #4 – DON'T SPEAK POORLY OF YOUR STAFF! ALSO KEEP THE CONVERSATION ON A HOPEFUL NOTE. NO EXECUTIVE WILL INVEST IN A SCHOOL IN WHICH THE PRINCIPAL DEPICTS A HOPELESS PICTURE. TALK ABOUT WHAT CAN HAPPEN, RATHER THAN WHAT HASN'T HAPPENED.

TIP #5 – PROVIDE AN ESCORT FROM YOUR FRONT DOOR! HAVE YOUR STUDENT COUNCIL MEET YOUR PFAD. THIS SHOWS YOUR NEW PARTNER THAT THEY WILL BE INVESTING IN MATURE STUDENTS READY FOR THE BUSINESS WORLD.

TIP #6 – PROVIDE BREAKFAST AND LUNCH, IF POSSIBLE! IT'S WORTH THE INVESTMENT. DON'T FORGET TO INVITE STUDENTS TO BREAKFAST AND LUNCH. IT IS A NICE TWIST TO THE DAY. SELECT STUDENTS WHO CAN REPRESENT YOUR SCHOOL WELL.

TIP #7 – HAVE A BOOK FOR THE PFAD TO READ TO A CLASS OF STUDENTS. MAKE CERTAIN THE BOOK REPRESENTS SOMETHING SPECIAL. MY PFAD READ, "THANK YOU, MR. FALKER", BY PATRICIA POLACCO. HE READ IT TO A CLASS THAT HAD SEVERAL HOLDOVERS IN IT.

TIP #8 – IF YOUR PFAD IS RETURNING, TAKE HER/HIM TO SEE SOME OF THE SAME STUDENTS FROM THE PREVIOUS YEAR. THIS ESTABLISHES A RELATIONSHIP BEYOND PFAD.

TIP #9 – DON'T LET THEM LEAVE WITHOUT GETTING THE NAME OF AN ASSISTANT OR CONTACT PERSON. FOLLOW-UP WITH THAT PERSON FOR DONATIONS AND/OR OTHER CONTRIBUTIONS YOU HAVE ARRANGED.

TIP #10 – PICTURES AND A THANK YOU LETTER SHOULD BE SENT IMMEDIATELY AFTER THE VISIT. THIS WILL REMIND YOUR PFAD OF THEIR EXPERIENCE AND LET THEM KNOW YOU ARE SERIOUS ABOUT THE PARTNERSHIP.