



## Ford Fund: behind the scenes

### The People and Faces of Ford Fund

*Mike Schmidt*

*Contributions Program Manager – Education*

Mike Schmidt has worked on education and workforce development issues in both the public and private sectors. He joined Ford Motor Company in July of 1996, and currently serves as the Contributions Program Manager – Education for Ford Motor Company Fund. Mike oversees Ford's major national partnerships with public K-12 educational institutions, – including the Henry Ford Academy and the Ford Partnership for Advanced Studies (Ford PAS). Mike also manages the company's relationships with colleges and universities. Before coming to Ford Fund, Mike worked on a number of educational initiatives for the company, including managing the design and launch of the Henry Ford Academy, serving as the chair of the National Employer Leadership Council and working as a member of the joint UAW/Ford team that designed the UAW/Ford Family Service and Learning Center initiative.

Before coming to Ford, Mike worked on national education and workforce development issues as a Senior Policy Analyst in President Clinton's Domestic Policy Council in Washington, D.C. from 1993 to 1996. In this capacity, he participated in the creation and implementation of a number of initiatives, including Goals 2000, School to Work and the Technology Learning Challenge program. Mike earned a BA from the University of Michigan, and a Masters of Public Management from the University of Maryland School of Public Affairs.

## upcoming events

*July 15 - 20, 2006*  
**NAACP**  
**97th Annual Convention**  
*Washington, D.C.*

*August 1 - 3, 2006*  
**Driving Skills For Life**  
**Southeast Michigan**  
**Summer Camp**  
*Michigan Proving Ground*  
*Romeo, Michigan*

*August 12 - 15, 2006*  
**Disabled American Veterans**  
**Annual Convention**  
*Chicago, Illinois*

*August 18 - 20, 2006*  
**African World Festival**  
*Detroit, Michigan*

*September 6 - 9, 2006*  
**Congressional Black Caucus**  
**Annual Legislative Conference**  
*Washington, D.C.*

*September 8, 2006*  
**2006 United Way**  
**Campaign Kickoff**  
*Detroit, Michigan*

## education



### Ohio to Become First Ford PAS State Affiliate

The Ohio Department of Education (ODE) and Ford Motor Company Fund have announced a first of its kind partnership. Through a \$250,000 grant, ODE will implement the Ford Partnership for Advanced Studies (Ford PAS) program across the state as part of its manufacturing career and technical curriculum, making Ohio the first Ford PAS state affiliate in the nation.

Ford PAS is an educational program developed by Ford Motor Company Fund, in conjunction with the Education Development Center, Inc. as part of its efforts to engage and excite students in science, technology, engineering and math. Ford PAS is an academically rigorous high school curriculum with high-quality interdisciplinary learning experiences that challenge students academically and develop their problem-solving, critical thinking and communications skills through local partnerships with business and higher education. The Ford PAS curriculum is currently being used in 95 sites across 20 states.

"This partnership with Ford is a keystone for Ohio," said Susan Tave Zelman, Ohio's state superintendent of public instruction. "Partnerships between business and education are a necessity to ensure that students are ready to compete in the 21st century global economy."

ODE will use the Ford PAS curriculum as the core of its manufacturing career and technical programs. Starting in the fall of 2006, 15 Ohio schools will start piloting the Ford PAS curriculum as the initial phase of the manufacturing technologies career field. In addition, ODE and Ford Motor Company Fund are working in conjunction with Sinclair Community College in Dayton to develop an on-site resource center to provide professional development, curriculum and implementation assistance for Ohio teachers on the Ford PAS program. This collaboration will give Ohio teachers access to an innovative resource center as well as a specially designed web site.



*(Left to Right): Sandy Ulsh, President, Ford Motor Company Fund; Dr. George Sehi, Dean of Engineering and Industrial Technologies, Sinclair Community College; Sue Westendorff, State Board President, Ohio Department of Education; Susan Bodary, Office of Governor Bob Taft; Stan Heffner, Associate Superintendent, Center for Curriculum and Assessment, Ohio Department of Education.*

Media coverage of the announcement included: 610 WTVN Radio (Clear Channel Radio), WONB FM Radio, Ohio News Network (ONN) Radio and Television, Cleveland Plain Dealer, Dayton Daily News, Hannah News Service, Copley Newspapers, Educationnews.org, Gongwer, Triangle Coalition Electronic Bulletin (TCEB) and the Thomas B. Fordham Foundation.

## safety education

### **Driving Skills For Life – Florida Ride & Drive**

On March 23 and 24, 2006, *Driving Skills For Life* (DSFL) held another successful teen ride and drive in partnership with Orange County, Florida schools. The DSFL sessions were filled to capacity with teen drivers. Held at Manheim's Florida Auto Auction of Orlando in Ocoee, the ride and drive covered the four targeted skill sets of Hazard Recognition, Vehicle Handling and Speed & Space Management.

The event received significant coverage on the NBC and ABC affiliates in Orlando as well as print media coverage. There was also overwhelming support from the Orange County Schools, local politicians, law enforcement and safety offices for this safety initiative to save teen lives.

### **Driving Skills For Life National News**

*Driving Skills For Life* was featured live on MSNBC, June 25, 2006. The segment highlighted the web site and educational materials targeting teens to help reduce vehicle crashes.

## community relations committees

### **The State of Georgia “Official Observance Days of Remembrance of the Victims of the Holocaust”**

The state of Georgia held an event commemorating its “Official Observance Days of Remembrance of the Victims of the Holocaust” at the State Capitol in Atlanta. Ford Motor Company sponsored a student “Art and Writing Contest” portion of the program, which was started in 1995. Every year, there are 300-400 entries from across the state of Georgia. Bob Cucchi of the Southeastern Governmental Affairs Office participated on behalf of Ford and presented awards to contest winners.

### **Cuyahoga RiverSweep**

For the third year, the Cleveland CRC sponsored the annual Cuyahoga RiverSweep event on May 6, 2006. More than 700 volunteers hauled tires, discarded furniture and cleaned other debris from the banks of the Cuyahoga River and its tributaries. Each year volunteers have collected more than 10 tons of litter during this event. Ford's sponsorship received coverage in the *Cleveland Plain Dealer*.

### **Cleveland State University – Science Olympiad**

The Northeast Ohio Elementary Science Olympiad was held in February. Schools from all over Cuyahoga County and beyond sent between 15 to 25 students from grades four through six to compete in a variety of science-based events. It is one of the few Science Olympiads for elementary children. Over 400 children attended along with 600 teachers, parents and volunteers. The Olympiad is a series of contests or events involving science, math and technology concepts and problem solving. The schools with the highest scores earn a trophy. Ford Motor Company Fund is the sole supporter of this event.

### **Driving Skills For Life Local News**

DSFL combined with Ford Fund's Principal For A Day program by conducting teen safe driving assemblies at Western International and Mumford High Schools in Detroit. The assemblies were also used to promote DSFL's August 1-3 Summer Camp at Michigan Proving Ground in Romeo.

### **Driving Skills For Life Web Site Launch**



The DSFL web site ([www.drivingskillsforlife.com](http://www.drivingskillsforlife.com)) now includes interactive features designed to help young drivers improve their skills behind the wheel while offering an opportunity to win prizes.

## americana & legacy

### **Disabled American Veterans Winter Sports Clinic**

The 20th National Disabled American Veterans Winter Sports Clinic was held in Snowmass Village, Colorado. The clinic, “Miracles on a Mountainside” is co-hosted by the Disabled American Veterans and the Department of Veterans Affairs. More than 350 veterans, from WWII to Iraq and Afghanistan, seriously disabled while they served our country, are invited to develop skills to overcome a variety of challenges during this weeklong, life-changing event.



Military service veterans with spinal cord injuries, orthopedic amputations, visual impairments and other disabilities participate in a variety of events. These events include adaptive skiing in sit-skis, mono-skis and bi-skis; instruction in adaptive Alpine and Nordic skiing for stand-up skiers; alternate activities include scuba diving, rock climbing, wheelchair self-defense, sled hockey, horseback riding, target shooting, snowmobiling and other seminars.

Ford Motor Company Fund is a host sponsor of this inspiring event. At this year's sponsor dinner, Greg Smith, Vice Chairman – Retired, spoke on behalf of Ford. Greg, his wife Ann, and son Rob, volunteered during the week, assisting and encouraging downhill skiers.

## community development

### **2006 Ford Freedom Award**

Legendary actors Ossie Davis and Morgan Freeman were honored at the 2006 Ford Freedom Award, which was held on May 15 at the Charles H. Wright Museum of African American History in Detroit. Proceeds from the program supported the museum's educational programs, exhibits and community outreach initiatives.

Davis was honored as the 2006 Ford Freedom Award Honoree at the event. His widow, Ruby Dee, accepted the award on his behalf. The Ford Freedom Award, created in 1999, is presented posthumously to distinguished individuals who dedicated their lives to improving the African American community and the world in general. A brass plate bearing Davis' name was added to the Ring of Genealogy, the centerpiece of the Ford Freedom Rotunda lobby at the museum.

This year, Woodie King Jr. was given a special 2006 Ford Freedom Pioneer Award for providing a path to success in the performing arts for many talented African Americans. King is founder and producing director of New Federal Theatre and National Black Touring Circuit in New York City.

Freeman, the 2006 Ford Freedom Award Scholar, delivered the scholar's lecture at the Detroit Opera House and addressed the audience at the evening's gala. The Ford Freedom Award Scholar honor is bestowed upon a living individual who has demonstrated excellence in the field of the award recipient.

Freeman, Ruby Dee and Woodie King, Jr. spoke to nearly 2,000 students at the Opera House, including winners of the Ford Freedom Award Essay Contest hosted by Detroit Newspapers in Education.



(Left to Right) Ziad Ojaki, Group Vice President, Corporate Affairs and Sandy Ulsh, President, Ford Motor Company Fund with Ford Freedom Award Scholar Morgan Freeman, Ruby Dee, widow of Ford Freedom Award Recipient Ossie Davis and Ford Freedom Pioneer Award recipient Woodie King, Jr.