

Title: Partnership between industry and schools - the 'School Friends' project for reading volunteers

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Abstract:

A presentation of the findings from an evaluation of a community partnership initiative set up by British Telecommunications (BT) - The School Friends project - in which a range of personnel from within the company volunteered to help with the teaching of reading in primary schools in the UK. It was shown that positive role models - both male and female - helped to raise confidence and enthusiasm amongst the pupils involved, particularly boys. Generic issues about how to successfully implement such projects also provide another focus of interest, for example, in terms of training and continuity.