

Houston Local Organizing Committee of the NCAA Final Four® Men's Basketball Competition brings a host of educational and community programs to the Houston community and Houston ISD.

Houston is the host city for the 2011 NCAA Final Four® Men's Basketball Competition and we are extremely excited about the partnerships that HISD has developed with the NCAA and the Houston Local Organizing Committee.

These fantastic partners have provided opportunities for middle school students to participate in the excitement of having the 2011 NCAA Final Four® in Houston.

Dallas Dance, Ph.D.
HISD Chief Middle School Officer



For more information on the NCAA Final Four® Initiative in Houston ISD. Contact the following:

Houston ISD Middle School Office

Dallas Dance, Ph.D.

Chief Officer

Middle School Office

E-mail: ddance@houstonisd.org

Phone: 713-556-7102

Houston ISD Strategic Partnerships

Caleen Allen

General Manager

E-mail: callen11@houstonisd.org

Phone: 713-556-7200

Lucy Bremond

Sr. Manager of Community Engagement

E-mail: lbremond@houstonisd.org

Phone: 713-556-7200

Houston Independent School District

NCAA Final Four® Men's Basketball Competition

Programs and Initiatives

(coordinated by Strategic Partnerships)



Challenge

The core mission of National Collegiate Athletic Association (NCAA) is to “govern competition in a fair, safe, equitable and sportsmanlike manner, and to integrate intercollegiate athletics into higher education so that the educational experience of the student-athlete is paramount.” Each year, the NCAA hosts the Final Four® Basketball Competition for both men and women. Houston is the host city for the 2011 NCAA Men's Final Four® Basketball Competition that will be held April 2-4, 2011 at the Reliant Stadium. With each Final Four® competition, the NCAA supports a number of educational and community-related initiatives designed to “share the NCAA tradition, leave a legacy, and make a positive impact in the host community through education, athletics, service and youth.” Through a partnership with the Houston Independent School District (HISD), the Houston Local Organizing Committee of the 2011 NCAA Final Four® Men's Basketball Competition wanted to implement educational programs at HISD schools which will have lasting positive impact on students for years to come.



Solution

In partnership with HISD, the NCAA's Houston Local Organizing Committee of the 2011 NCAA Final Four® Men's Basketball Competition is committed to implementing fifteen innovation programs benefitting HISD schools:

- 68 Courts in 68 Days
- Big Dance
- Bracket Town
- Celebrity Game of H.O.R.S.E.
- Final Four® Dribble
- HOOPS Training
- Houston Citizens Chamber of Commerce 35th Annual Educational Achievement Awards Luncheon
- Legacy Stars 4 Tomorrow Program
- Middle School Madness
- Middle School Madness Lunch (select HISD middle schools)
- NABC Ticket to Reading Rewards
- Middle School Madness Attendance Week
- Final Four® Friday Youth Day
- Powerade® NCAA Youth Clinics
- Communications Forum with Turner Sports and CBS Sports



Results

- Number of NCAA sponsored programs/initiatives 15
- Number of middle schools impacted 40
- Number of high schools impacted 13



Photos by Roswitha Vogler

Houston Independent School District

NCAA Final Four® Men's Basketball Competition

Calendar of Events



Middle School Madness

Fourteen HISD middle schools (Holland MS, West Briar MS, Woodson MS, Cullen MS, Grady MS, McReynolds MS, Jackson MS, Ryan MS, Lanier MS, Edison MS, Deady MS, Welch MS, Smith MS and Fonville MS) are participating in this program designed to engage students in activities surrounding academics, sports, health and wellness as well as expose them to future educational opportunities through colleges participating in the tournament. The program also includes an educational curriculum, developed by the NCAA and aligned to the Texas Education Codes (TEC) and the Texas Essential Knowledge and Skills (TEKS).

Saturday, February 19, 2011

NCAA Men's Final Four® Basketball Competition Career in Sports Forum Kingdom Builders

Seven HISD high schools (Bellaire HS, Jones HS, Leader's Academy, Madison HS, Milby HS, Waltrip HS, and Yates HS) were offered the opportunity to participate in the NCAA Men's Final Four® Career in Sports Forum. This forum enlisted various sports industry professionals to inform students on both the athletic and non-athletic career options in the sports industry. Students also had the opportunity to visit with representatives from local universities and sports industry organizations.

NCAA Final Four® Middle School Madness Attendance Week

All HISD Middle Schools

Strategic Partnerships is pleased to provide ALL middle school principals with an attendance incentive opportunity. In partnership with the NCAA, HISD has created the "NCAA Final Four® Middle School Madness Attendance Week".

ALL middle school students attending school on-time everyday on Monday, March 28 through Thursday, March 31 will be entered into a drawing at their school on Friday, April 1, 2011, to receive four (4) complimentary tickets for the NCAA Final Four® Bracket Town. The tickets are valued at \$10 each (for a total value of \$40) and have been generously donated by the NCAA Final Four®. One hundred and sixty (160) tickets will be delivered to the each of the forty (40) participating middle school principals. The NCAA has a strong tradition of focusing its educational initiatives on middle schools and wanted to thank HISD middle schools for their cooperativeness with implementing all of its Middle School Madness efforts.

About Bracket Town: Fans of all ages can test their skills and enjoy championship action with basketball competitions, clinics, performances, autograph sessions and photo ops, the latest in interactive games and demonstrations, prizes and more. Bracket Town is located at the George R. Brown Convention Center, 1001 Avenida de las Americas. Hours: Thursday, March 31: 5 -- 10 PM; Friday, April 1: 10 AM -- 8 PM; Saturday, April 2: 10 AM -- 7 PM; Sunday, April 3: 12 -- 8 PM and Monday, April 4: 12 -- 7 PM

Monday, March 28 through Friday, April 1, 2011

Middle School Madness Lunch (Select HISD Middle Schools)

The NCAA is dedicated to supporting HISD in promoting the importance of eating healthy, nutritious meals. Lessons contained in the Middle School Madness curriculum teach students about healthy eating, reading nutrition labels, and the nutritional benefits of calcium. From March 28 to April 1, Aramark is partnering with the NCAA to provide Middle School Madness Lunches to the fourteen Middle School Madness participating schools (Holland MS, West Briar MS, Woodson MS, Cullen MS, Grady MS, McReynolds MS, Jackson MS, Ryan MS, Lanier MS, Edison MS, Deady MS, Welch MS, Smith MS and Fonville MS). Middle School Madness Lunches will feature specially Final Four® themed-meal options that students will enjoy and receive optimal nutritional value.

Wednesday March 30, 2011, 3 to 6PM

Communications Forum with Turner Sports and CBS Sports & 68 Courts in 68 Days Dedication

Yates HS, 3703 Sampson, Houston, Texas 77004

Communications Forum for Yates HS—Students in the Jack Yates HS School of Communications will have an opportunity to engage media professionals from Turner Sports and CBS Sports at a forum. Both Turner Sports and CBS Sports will be in Houston to broadcast the NCAA Final Four® Men's Basketball Competition for their respective networks. The forum will provide an environment in which students can meet media industry leaders and obtain valuable information on careers in communications.

68 Courts in 68 Days—The 2011 Men's NCAA Final Four® Houston Local Organizing Committee renovated 68 local basketball courts in 68 days. Thirty HISD campuses will benefit from this program by receiving new backboards, rims, fresh paint, and/or sports equipment. HISD schools selected for 68 Courts in 68 Days include: Stevenson MS, Barbara Jordan HS, Attucks MS, Black MS, Briarmeadow Charter, Clifton MS, Cullen MS, Davis HS, Deady MS, Dowling MS, Edison MS, Fleming MS, Grady MS, Hamilton MS, Henry MS, Holland MS, Johnston MS, Key MS, Long MS, McReynolds MS, Pilgrim Academy, Rogers MS, Ryan MS, Scarborough HS, Stevenson MS, Welch MS, Westside HS, Woodson MS, Yates HS, and Westbury HS.

Thursday, March 31, 2011

Bracket Town, George R. Brown Convention Center, **Opening Day Entertainment**
Davis HS (11AM) Band and Yates HS Band (3PM) will perform to kick off the opening of the NCAA Bracket Town.

11AM to 1PM

Houston Citizens Chamber of Commerce 35th Annual Educational Achievement Awards Luncheon

The Power Center, 12401 S. Post Oak Blvd, Houston, Texas 77045

Dr. Bernard Franklin, NCAA Chief Inclusion Officer will be the keynote speaker. Jacqueline Carpenter, NCAA-Director of Division Men's Basketball is one of the honorary co-chairs.

Celebrity Game of H.O.R.S.E., Bracket Town, 6PM to 8PM (Open Play 6PM, H.O.R.S.E., 7PM)

As a reward of participating in Tickets to Reading Rewards, students from Edison MS, Jackson MS, Deady MS, Fonville MS, Hamilton MS and Fondren MS are invited to a special celebrity game of H.O.R.S.E. Participating schools must also have projects in the DonorsChoose.org Website. The NCAA is launching a campaign to support the education-based philanthropy to DonorsChoose.org to align with the association's educational mission and desire to benefit K-12 school districts across the country. The winning students will get to sit next to selected sports celebrities as they play each other. A check presentation will be made during the event to DonorsChoose.org to fund the requested projects from the schools. Each student will receive a voucher good for free admission for two adults and three children to Bracket Town opening day. Sports celebrities identified for this event are basketball greats Clyde Drexler and Robert Horry as well as football stars Antonio Gates and Desmond Howard.

Hoops Training (Opportunity for HISD Coaches)

Bracket Town, George R. Brown Convention Center

The NCAA is giving HISD coaches the opportunity to volunteer to teach attendees/students the fundamentals of basketball in a coaching clinic environment on the court at Bracket Town. The NCAA will be bringing in college coaches for several of the clinics and has asked HISD to recruit area high school coaches to work with as many kids as possible and help improve their game and love basketball. Each coach that volunteers will be provided with parking at the convention center, a Bracket Town/Final Four® golf shirt and tickets for the coaches family members to attend Bracket Town.

Friday, April 1, 2011

Legacy Stars 4 Tomorrow Program & 2011 NCAA Men's Final Four® Friday Youth Day, Reliant Stadium

The Legacy Stars 4 Tomorrow Program provides better opportunity for disadvantaged, at-risk students to graduate from high school and continue on to college. A total of 100 middle school students from Cullen MS, Hogg MS, Fleming MS, and Jackson MS will be provided with college readiness and financial support to attend college. The program will begin in the Fall of 2011 and will continue until the participating students graduate from high school in 2016. Each participating student will be eligible to receive a \$500 college scholarship for each year they participate in the program and must provide proof of enrollment in an accredited two or four year college. Participating students will also be provided with tutoring, field trips, career assessment, standardized-test taking preparation, and community service. The NCAA Final Four® Friday Youth Day event will provide Legacy 4 Tomorrow students with the chance to attend informational and interactive sessions on life skills, health living, character development, leadership, diversity, and the importance of community involvement.

The NCAA is providing other schools with an opportunity to attend the 2011 NCAA Final Four® Friday teams practices. Fonville MS, Grady MS, Henry MS, Lanier MS, Long MS, McReynolds MS, Stevenson MS, Welch MS, West Briar MS, and Yates HS will attend.

Saturday, April 2, 2011, 8:30AM to 12:30PM

Powerade NCAA Youth Clinics, Reagan HS, Houston Baptist University, Texas Southern University, University of Houston

The NCAA Youth Clinics provide students, ages 8-16, with sport instruction from NCAA coaches and student-athletes to get valuable information on fitness, healthy lifestyles and sportsmanship. The clinics also feature a session for parents and guardians with information on recruiting, eligibility and youth sport issues. There will be four clinics with one at Reagan HS on Saturday, April 2, from 8:30AM to 12:30PM. Basketball equipment used in this event will be donated to Reagan HS and Sharpstown HS.

Sunday, April 3, 2011**2:00PM**

Final Four® Dribble, Houston City Hall to George R. Brown Convention Center

Students, 18 and under, will have the opportunity to dribble from Houston City Hall to the George R. Brown Convention Center. Participants will receive a free basketball and t-shirt courtesy of the NCAA, the Lowe's Senior CLASS Award, Wilson Sporting Goods and the Houston Local Organizing Committee. Participants wearing their Final Four® Dribble t-shirt and wristband will also receive free admission to Bracket Town. Participants must be present and accompanied by a parent or guardian to receive complimentary items. Briar Meadow Charter participated in the dribble practice on March 23.

3PM to 10PM

Big Dance, Discovery Green Park

The Big Dance is a free three-day concert series open to music fans in celebration of the NCAA Men's Final Four®.

On April 3, 2011, HISD partner Capital One Bank will present \$10,000 to HISD at this event. Dr. Dallas Dance, Chief Middle School Officer, will accept the check on behalf of HISD. The funds will be used for middle school principal development.