

# **My School's Cool 2007-2008 Program School Representative Packet**

## **Program Overview**

My School's Cool (MSC) is a community driven program committed to building relationships with local schools by giving cash to schools and enticing customers to shop at Southland Center.

Schools will compete with each other for the highest accumulation of points and earn cash rewards. Additionally, extra credit points can be earned through shopping and participating in mall events and activities.

Each participating school will sign a contract committing to participating in the program. The contract will promote honesty and accountability on the participating schools' part.

## **How to Earn Points - It's easy as "A, B, C"**

There are three basic ways for each school to earn points: A) shopping at the mall, B) participating in mall events or staffing an event or C) providing goodwill within the community.

### ***A) Mall Sales Receipts***

Each dollar spent at the mall earns the participating school one point. Receipts will be rounded to the next whole dollar at .51 cents. There will be opportunities to earn double points which will include double point retailers and double point shopping days.

### ***B) Participation in Mall Events and Activities***

Schools which simply patronize the mall on certain event days can earn points.  
Event Participation = 100 points for each person registering for their school.

Schools will also have the opportunity to earn points by volunteering to assist the mall in various activities throughout the program. For example, a school can volunteer to pass out programs at a holiday event. Each participating volunteer must sign a waiver.  
Volunteer Points = 250 points per volunteer per hour worked.

A complete list of events and activities will be provided to you by your mall representative.

### ***C) Participation in Mall Goodwill***

The Goodwill arm of My School's Cool is designed to help schools teach students to be more community-minded. Mall goodwill is limited to only GGP Corporate Marketing Goodwill Programs. Goodwill opportunities include the following programs:

- Habitat for Humanity, Arbor Hospice, Salvation Army and American Association of University Women.

## **Extra Credit Opportunities**

Schools can earn additional points through a variety of options listed below in detail. A complete summary on how to earn points is charted at the end of this section.

### **School Newsletters**

Southland Center will send out a MSC newsletter on a regular basis to each school coordinator throughout the program. One side of the newsletter will contain information for school coordinators, and the other side will contain information such as bonus point opportunities, sponsor spotlights, and information for parents, students, teachers, etc. If your school either attaches a copy of this side of the newsletter or copies this side into the newsletter, 100 MSC points will be awarded. If attached to a school newsletter, there must be a reference to the attachment in the newsletter. The MSC coordinator is responsible for turning in one copy of each newsletter that contains all of this information to the mall management office to receive points.

### **Southland Center's Email Database Registration**

Southland Center has an e-mail database in which we send 1 email per month to each member regarding special sales, events, etc. By becoming a member of the database, each member is automatically registered to win a \$100 Southland Center Gift Card each month. Registration forms are included in this packet for you to share with friends, parents, teachers, etc. Feel free to make as many copies as you need or stop by the mall management office for more. You can earn 100 MSC points per registration form that is turned in. In order to earn the points, the registration form must be **completely** filled out and contain a valid email address. One registration per person!

### **Class/School Field Trips to Southland Center**

Plan class trips to the mall and earn extra MSC points! You will receive points for your receipts plus, you can have each person attending to sign in at the Customer Service Center for 5 extra points per person. You **MUST** call Bob Collis (734) 374-2800 ext.1031 at least 48 hours ahead of time so we will know you're coming and can have sign-in sheets available at the Southland Center Management Office

### **MSC Schools Bulletin Boards or Displays**

Designate a bulletin board or creative display in the hallway of your school specifically for MSC! Be as creative and unique as you can! Be sure to include all of the program sponsors!! Take a picture of your bulletin board and earn 200 cash back points! The bulletin board or display must be in place for a minimum of four weeks. (Limit two per program during the following periods: one for the period Aug. – Dec. 07 and one for the period Jan. – May 08) You can mail or email your picture to Bob Collis to receive your points.

## How To Earn Points Summary – Easy as A,B,C:

A, B, C#	How to Earn Them	Details
1	Mall Sales	Mall Sales Receipts - Every dollar you spend at the mall earns your school 1 point. Receipts must be dated within the program dates of August 1, 2007 to May 15, 2008.
100	Participation in Mall Event	Details to be provided in our newsletter updates.
TBD	Mall Goodwill	Habitat for Humanity, Arbor Hospice, Salvation Army and American Association of University Women
250 per hour worked	Volunteer at Mall Event	Schools will earn points for providing volunteers to work at a designated event or a particular program. Details will be provided in our newsletter updates.

## How to Earn Extra Credit Points

Extra Credit Points	How to Earn Them	Details
2 points per dollar	Mall Sales	Receipts from Focus Retailers earn double points
2 points per dollar	Mall Sales	Double Point Days – Wednesdays, the Day After Thanksgiving
2 points per dollar	Mall Gift Card	Purchase of a mall gift card earns double points.
25 points	Pepsi Vending	Details TBD.
100 points	The Club	Each completed application for our email program earns 100 bonus points.
100 points	Easter/Santa Photo Package	Visit the Easter/Santa set and purchase a photo package and receive bonus points.
100 points	Monthly School Newsletter	Schools that include MSC information in their school newsletter will receive points, but are limited to one newsletter per month.
200 points	School Bulletin Board or Display	Schools that promote MSC on the bulletin boards or a school display must send a photo and display a minimum of 4 weeks. Limit two per program during the following periods: one for the period August – December 2007, and one for the period January – May 2008.
500 points	Official Sponsor	Sponsor to be named later.

## Tabulating School Points

Each point earned by a participating school will be divided by student enrollment in order to allow all schools, regardless of their enrollment, to compete fairly. The winners are determined based on points per student. It is imperative that you confirm the exact enrollment for all participating schools.

In the example below, Happy Valley Elementary School has earned 309 total points YTD. Keep in mind that a number of items will roll up to mall receipts including extra credit points, double point days, etc.,

School	Mall Receipts	Mall Event Points	Mall Goodwill Points	Extra Credit Points	Total Gross Points	Number of Students	Total Net Points
Happy Valley Elementary	38,900	25,900	3,000	12,000	79,800	258	309

## How To Redeem Points?

There are three required, basic ways for each school to redeem points: A) In mall MSC barricade or display, B) Southland Center Management Office and C) Participating School.

### **A) MSC Mall Display**

Customers can simply write the name of the school on the back their store receipt and place it in the designated slot or bin for their school at the in mall MSC display. If a customer wishes to retain their mall receipt they can request a point pass from the mall retailer and place the point pass in the appropriate bin for their school.

### **B) Southland Center Management Office**

You can redeem points by stopping by the Southland Center Management Office to have your receipt logged, stamped and validated for your school.

### **C) Participating School**

Each school is requested to have a location for parents, students and teachers to drop off their receipt or point pass for designated MSC school coordinator.

## How Do I Know My School's Point Standing?

There are several ways that we will keep you up-to-date throughout the program which include:

- Updates will be posted the mall's website at [www.shopsouthlandcenter.com](http://www.shopsouthlandcenter.com)
- Each school coordinator will be notified weekly via an email from the marketing manager.
- Monthly newsletter to the school.

## MSC Timeline & School Rewards

Participating schools will have the opportunity to receive cash rewards at the end of three quarters and a large cash rewards at the end of the program. Cash rewards at the end of each quarter will provide schools with greater opportunities to earn money. The winner for each quarter is not cumulative for the entire program, only the final rewards are based on total, cumulative points. So, while a school can be leading overall only the schools with top standings at the end of each quarter will receive the rewards for that particular quarter.

### **1st Quarter**

August – October

Top three point standing schools receive \$500  
One school to be drawn at random to receive \$500  
(Rewards for this quarter distributed in November, 2007.)

### **2nd Quarter**

November & December

Top three point standing schools receive \$500  
One school to be drawn at random to receive \$500

*(Rewards for this quarter distributed in January, 2008.)*

### **3rd Quarter**

January – March

Top three point standing schools receive \$500

One school to be drawn at random to receive \$500

*(Rewards for this quarter distributed in April, 2008.)*

**Schools earning the most cumulative points throughout the entire program will receive the following cash payouts:**

**FINAL REWARDS:                \$20,000 to be divided based on percentage of total points.**

For example if your school ends up with 10,000 points out of 20,000 total points for all schools, then you would receive 50% of the prize money or \$10,000.

*(Final Rewards distributed June 2008.)*

## **School Accountability**

### **Coordinator**

Each school will be required to designate a school coordinator by June 1, 2007 which the marketing manager will work with on a weekly basis to collect points for your school throughout the entire length of the program. It is a requirement that the coordinator has an email address and be readily available to speak with the mall marketing manager/assistant. The coordinator will perform the following tasks:

- Tracking of school points
- Obtaining receipts on a weekly basis from the mall
- Providing weekly updates to the marketing manager at the mall
- Providing processed receipts weekly to the marketing manager for auditing purposes
- Providing monthly updates to the school on their point standing
- Providing school enrollment and tax id information
- Distributing information to schools, parents and students pertaining to the program i.e., extra credit opportunities, monthly newsletters, school bulletin board updates
- Coordinating any required school research
- Attendance at MSC kickoff meeting and other meeting(s) designated by the mall marketing manager

### **Promoting Honesty and Integrity**

Because My School's Cool is based on a system where parents, teachers, students and shoppers will earn points for their school, it is imperative that each school convey the importance of honesty. There will be opportunities throughout this program where individuals could earn points in a dishonest manner by turning in duplicate receipts which we are unable to track. We are counting on

the school coordinator, principal and teachers to set an example for students and encourage everyone to simply be honest.

## **Mall Contact Information**

Name: Beth Isola  
Title: Marketing Manager  
Phone: (734) 374-2800 ext.1030  
Fax: (734) 374-2800  
Email: Beth.Isola@ggp.com

Name: Bob Collis  
Title: Marketing Coordinator  
Phone: (734) 374-2800 ext.1031  
Fax: (734) 374-2800  
Email: Robert.Collis@ggp.com