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## **AT&T Employees in Bedminster and Morristown Host Job Shadow Events This Week with More Than 260 New Jersey Students**

*Students from Newark's Christ the King Preparatory School,  
Edison Job Corps and Passaic County Technical Institute Mentored at AT&T*

**Bedminster, N.J., Nov. 16, 2009** — Concerned with 1.2 million American students dropping out of high school every year, AT&T\*, the AT&T Pioneers New Jersey Chapter, and Junior Achievement (JA) of New Jersey are teaming up again for the second year of the AT&T / JA Worldwide Job Shadow Initiative.

AT&T employees will be mentoring students from three New Jersey high schools as part of a multimillion dollar, multiyear national job shadow program to help strengthen student success and workforce readiness. Students will go to “work” with AT&T colleagues during their regular day to see firsthand the educational background and skills they will need to succeed on the job.

More than 160 students from Christ the King and Edison Job Corps will “shadow” AT&T employees from 9:30 a.m.-1:30 p.m. on Nov. 16 at the AT&T facility on 1 AT&T Way in Bedminster, and approximately 107 students from Passaic County Technical Institute will team up with AT&T employees on Nov. 19 from 9:30 a.m.-1:30 p.m. at AT&T's offices at 340 Mt. Kemble Ave. in Morristown.

“Based on the tremendous success of previous Job Shadow events held last year, we decided to widen the program with even more schools and AT&T colleagues from

different backgrounds who can give additional perspective on future careers, such as those in the wireless industry,” said Dan Walsh, Senior Vice President, AT&T Marketing Services. Walsh also is a member of Junior Achievement of New Jersey State Board of Directors.

Last year, AT&T awarded four Aspire High School Success grants that total \$1,413,664 over four years to support high school retention programs in New Jersey, and, engaged students from Newark’s Technology High School and Malcolm X Shabazz High School in the Job Shadow program.

“Competition for good paying jobs will continue to be fierce and that makes it more important than ever for us to prepare our young people for the workforce,” said J. Michael Schweder, President, AT&T New Jersey. “This partnership between leaders in education, business and the local schools will provide a meaningful stepping stone to New Jersey’s students.”

Christ the King Preparatory School provides Catholic, college preparatory education to economically disadvantaged urban young people with limited educational options.

Edison Job Corps is a no-cost education and career technical training program administered by the U.S. Department of Labor that helps young people improve the quality of their lives through career technical and academic training.

Passaic County Technical Institute, located in Wayne, is a learning community which offers a variety of vocational, occupational and technical courses.

Students from these schools will be paired 2:1 with AT&T employee volunteers that will take them through a planned curriculum that includes opening and closing discussions with senior leaders of the company, a tour of AT&T’s Global Network Operations Center in Bedminster, and sales training activities at a mock AT&T wireless store in Morristown.

Recent findings from a report evaluating students who participated in the first year of the AT&T / JA Worldwide Job Shadow Initiative show the program is making an impact and changing attitudes about staying in school:

- All students felt that it is important to graduate from high school, and ninety-nine percent felt confident in their ability to do so months after participating in the program.
- Eighty-nine percent of students felt that participating in Job Shadow made them realize the importance of staying in school.
- Ninety-four percent indicated that they had improved their ability to set goals as a result of Job Shadow and 90 percent reported that they utilized this skill months after the program.

- Ninety-four percent agreed that their ability to identify occupations that interest them had improved as a result of Job Shadow and ninety-two percent had researched careers that interest them months after the program.

“No matter what career they ultimately choose, the JA Job Shadow experience helps kids become ‘work ready’ by taking them into the workplace and showing them how education and training translate to success on the job,” said Catherine Milone-Richards, president of Junior Achievement of New Jersey.

Many of the students dropping out of high school are dropping out despite the fact they have passing grades. They simply don’t see the relevance of their school work today to their future life success.

That’s why the \$5.5 million Job Shadow initiative is a key pillar of the AT&T Aspire program, one of the largest-ever corporate commitments to high school retention and workforce readiness. It provides a chance for students to explore potential future careers and connect classroom education to real life opportunities.

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**About Philanthropy at AT&T**

For 25 years, AT&T and the AT&T Foundation have been committed to advancing education, strengthening communities and improving lives. Through its philanthropic initiatives and partnerships, AT&T supports projects that create learning opportunities; promote academic and

economic achievement; and address community needs. As the AT&T Foundation celebrates its 25<sup>th</sup> anniversary in 2009, more than \$160 million was contributed through corporate-, employee- and AT&T Foundation-giving programs in 2008 alone.

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**About Junior Achievement® (JA)**

Junior Achievement is the world's largest organization dedicated to inspiring and preparing young people to succeed in a global economy. Through a dedicated volunteer network, Junior Achievement provides in-school and after-school programs for students which focus on three key content areas: work readiness, entrepreneurship, and financial literacy. Today, 131 individual area operations reach more than four million students in the United States, with an additional five million students served by operations in 123 other countries worldwide. For more information on Junior Achievement of New Jersey, please visit [www.janj.org](http://www.janj.org).