

My School's Cool 2011 - 2012 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 *Valley Hills Mall*.

Schools will compete with each other for the highest accumulation of points and earn cash rewards.

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 is one way for schools to earn points: shopping at the participating mall!

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.

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 the exact enrollment for all participating schools is confirmed prior to the program launch date.

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 Updates

Valley Hills Mall sends out a monthly MSC update e-mail to each school coordinator throughout the program. This will contain information such as bonus point opportunities, sponsor spotlights, and information for parents, students, teachers, etc. If your school attaches a copy of the bonus point's portion of the email or copies that side into the school 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.

Valley Hills Mall's Email Database Registration

Valley Hills Mall 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 \$5,000 Valley Hills Mall Gift Card each quarter. Stop by the mall management office for Registration forms and feel free to make as many copies as you need to share with friends, parents, teachers, etc. 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!

Valley Hills Mall on Facebook & Twitter

Keep up with sales, events and all that's happening at Valley Hills Mall! Earn 100 points for each person that "Likes" Valley Hills Mall on Facebook or "Follows" Valley Hills Mall on Twitter. Print out a screen shot of your page showing that you "Like/ Follow" Valley Hills Mall and turn it in to your school coordinator or the lockers located in the barricade on the upper level at Bath & Body.

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. 2011 & one for the period Jan. – May 2012) You can mail or email your picture to Stephanie Poteet (Stephanie.Poteet@ggp.com) to receive your points.

Carousel Rides

Earn points for riding Valley Hills Mall's carousel! Each time you purchase a token and ride the carousel, ask for a carousel point pass. You will earn 100 points for each ride. Just drop the point pass in your school's bin to receive points! Schedule a field trip to ride the carousel and earn double points!

Class/School Field Trips to Valley Hills Mall

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 Mall Office for 5 extra points per person. If you have a group of 10 students or more riding the carousel, you can receive tokens for ½ price. Just remember, you **MUST** call the mall management office at least 48 hours ahead of time so we will know you're coming and can have sign-in sheets available at the Mall Office.

The Health First Center at Valley Hills Mall

Participation in HFC programs and classes can earn (10) points per person. Field trips can earn (25) points per person and any blood drive or screening can earn (50) points per person. For more information, please contact the Health First Center at 828-485-2300.

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

A, B, C #Points Earned	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 25, 2011 to May 20, 2012.
200	Participation in Mall Event	Schools will receive points for each participating shopper that signs in for their school the day of the event for example: Trunk or Treat, Kids Club, etc.,
200 per hour worked	Mall Goodwill	Work at Habitat for Humanity House, for example.

How to Earn Extra Credit Points

Extra Credit Points	How to Earn Them	Details
2 points per dollar	Mall Sales	Double Point Days
3 points per dollar	Mall Sales	Triple Point Days
3 points per dollar	Mall Sales	Receipts from Special Retailers earn triple points
2 points per dollar	Mall Gift Card	Purchase of a mall gift card earns double points.
25 points per person	The Health First Center	Participation in field trips to the Health First Center, can earn (25) points per person.
50 points per person	The Health First Center	Participation in HFC Screenings, and blood drives can earn (50) points per person
10 points per person	The Health First Center	Participation in HFC programs and classes can earn (10) points per person.
25 points	Pepsi Vending	Each Pepsi bottle logged from our vending earns 25 points. The bottles will need to be turned in at the Mall Office.
100 points	Carousel Ride	These may be doubled or even tripled during events.
100 points	CIM / Facebook / Twitter	For each student, parent, or teacher that signs up for our CIM database, likes us on Facebook or follows us on Twitter, your school will be awarded 100 points.
150 points	Easter/Santa Photo Package	Visit the Easter/Santa set and purchase a photo package and receive points.
5 points per student	Field Trips to the Mall	Earn points for bringing a field trip to the mall, if prior notification was provided to the Mall Office.
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 2011, and one for the period January – May 2012.

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 B) Mall Office, and C) Participating School.

A) MSC Mall Display

Customers can simply write the name of the school on the back of 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 or mall office and place the point pass in the appropriate bin for their school.

B) Mall Office

You can redeem points by stopping by the Mall Management Office to have your receipt logged, stamped and validated for your school. Mall office hours are 8:30 am – 5:00 pm, Monday – Friday.

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:

- Monthly updates will be posted on the mall's website at www.valleyhillsmall.com.
- Each school coordinator will be notified monthly via an email from Valley Hills Mall.

MSC Timeline & School Rewards

Participating schools will have the opportunity to receive cash rewards at the end of each semester- fall and spring. Schools earning the most cumulative points throughout the semester will receive the following cash payouts:

Fall semester -	August through December
	1st Place School \$5,000
	2nd Place School \$3,000
	3rd Place School \$1,000
	4th Place School \$ 750
	5th Place School \$ 250
Spring semester -	January through May
	1st Place School \$5,000
	2nd Place School \$3,000
	3rd Place School \$1,000
	4th Place School \$ 500
	5th Place School \$ 250

(Final Rewards distributed at the end of each semester. See calendar for award dates)

School Accountability

Coordinator

Each school will be required to designate a school coordinator by July 29, 2011 which the mall coordinator will work with on a monthly 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 coordinator. The school coordinator will perform the following tasks:

- Tracking of school points
- Obtaining receipts on a monthly basis from the mall
- Providing monthly updates to the program coordinator at the mall
- Providing processed receipts monthly to the mall coordinator for auditing purposes
- Providing monthly updates to the school on their point standing

- Providing school enrollment
- Distributing information to school officials, parents and students pertaining to the program i.e., extra credit opportunities, monthly newsletters, school bulletin board updates
- Coordinating any required school research

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: Stephanie Poteet

Title: Common Area Coordinator

Phone: 828-328-2436 ext. 1033

Fax: 828-328-3896

Email: Stephanie.poteet@ggp.com