



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2024.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

PROGRAM INFORMATION

County: County of Henrico
Program Title: Preparing Life-Ready Students in Elementary School
Program Category: Community & Economic Development

CONTACT INFORMATION

Name: Victoria Davis
Title: Public Relations Specialist
Department: Public Relations
Telephone: 804-501-4933 Website: www.henrico.gov
Email: dav127@henrico.gov

SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Monica Smith-Callahan
Title: Deputy County Manager for Community Affairs
Signature: *MS Callahan*

Program Overview

Henrico County Public Schools' Greenwood Elementary School hosted its second annual "PRIMETIME RVA" event in April 2023. PRIMETIME RVA is a specially designed competition to empower students to be go-getters, decision-makers, creators, self-starters and dreamers. The goal is to equip our life-ready leaders with the durable and soft skills needed to thrive outside school walls, including the workplace. Participants will leave confident, inspired and determined to set the world on fire.

Problem/Challenge/Situation Faced by Locality

Henrico County Public Schools focuses on creating a culture life-ready learners. HCPS is committed to empowering all students with the knowledge, skills, attributes and experiences they need for future success. Greenwood Elementary's staff heard the call from HCPS' superintendent to create life-ready students. They worked together to envision and execute an event for their students, and other students in the area, where students displayed the career-facilitation skills they had learned after months of instruction at the final competition night event where all students were challenged to showcase their skills.

How Program Fulfilled Awards Criteria

PRIMETIME RVA provides an innovative opportunity for students to grow and learn beyond the classroom, while employing regional cooperation. It places students in real-life scenarios they will encounter for the rest of their lives and prepares them to thrive. It creates life-ready students. The value of this competition can be seen in students, and in year three the number of business partners and volunteers that want to support the event's goals has tripled.

How Program Was Carried Out

PRIMETIME RVA was created in the 2021-22 school year and has continued to grow. Elementary schools across the Richmond region are invited to participate in this annual event for fourth and fifth grade students. In its inaugural year, six HCPS schools and 48 students participated in PRIMETIME RVA. In its second year, Greenwood Elementary School hosted 17 schools and 85 students from three counties.

Each school determines the selection process for five student participants — four competitors and an alternate/media relations correspondent. Schools had two options for selecting their participants. Some schools developed a small group (eight to 12) of fourth and fifth grade students who are interested in PRIMETIME RVA and exposed the entire group to the various scenarios for the competition. Based on student engagement level, attendance, participation and skill progression, coaches then select the five competition team members. Other schools chose to present PRIMETIME RVA to all fourth and fifth graders and hold auditions for the competition team. After selecting their five participants, each school met with their teams over a six-week period to prepare the students for the competition using the provided playbook created by the hosts.

School advisors receive the playbook for the event ahead of time with event/scenario descriptions and rubrics to support students in their preparations. On the evening of the event, all participating students compete in the “Big 3” – Gauntlet, the Hive and Shark Tank.

The Gauntlet is a fast-paced series of creative and unique scenarios that challenge students. Each student is scored individually in 17 competitions, each lasting one minute. Students then rotate to the next scenario. This requires students to think on their feet for 17 minutes with no

break. The playbook provides 20 possible scenarios, 15 of which are used in the competition. There are also two “mystery scenarios.”

The Hive consists of three 10-minute team competitions, including Work the Room, the Toast and the Heat. Students compete and collaborate with their teammates in these three different scenarios. For Work the Room, each student has 10 minutes to make a great first impression on as many adults as possible in a large auditorium. In the Toast, each student participates in a formal dinner with others portraying family and friends. Students engage in conversation and are required to make a toast. The final piece of the Hive is the Heat, where students collaborate in a fast-paced real-life job scenario as a team. Students have to produce an effective product while keeping their customers satisfied. The playbook provides two possible scenarios for the Heat to prepare students for this challenge. During the three parts of the Hive, students are scored on charisma, collaboration, confidence, creative thinking and problem-solving.

Shark Tank is the last of the Big 3 events. Prior to arriving at the PRIMETIME RVA competition, all participants preselect one of Virginia’s career clusters and prepare a business presentation to pitch an innovative product or idea that can solve a problem in the work industry. On the evening of the event, students showcase their entrepreneurship skills by pitching their prearranged business proposition related to a specific career cluster. The panel of investors — or “sharks” — within the career cluster decide whether to invest in the student’s big idea. Students have three minutes to present their product to the judges.

Rubrics from the Big 3 events are tallied and the top four students with the most combined points are recognized as PRIMETIME RVA finalists. These students then deliver a three-to-five minute prearranged TED-Talk style speech in front of all participants and spectators in a large auditorium.

Students are provided with three topics ahead of time to develop and be prepared to use if they are a finalist. Judge's complete rubrics for each talk and a winner is announced.

Financing and Staffing

The development of the PRIMETIME RVA program came at no cost. Greenwood Elementary School staff members who created and developed this program took the time to create content for both students and coaches from other participating schools that supported the learning and development of skills for the student competitors. For the competition event, the Henrico Education Foundation supported the initiative with a donation of \$3,000 for competition supplies, transforming the competition spaces, snacks and dinners for more than 50 high school volunteers, as well as awards for the top point winners.

Program Results

The success of PRIMETIME RVA can be seen in the development of the student participants. These students can find their confidence and their voice. Often students do not know where they belong and an event like this can help a student realize their value and direction. The preparation that goes into such an event develops students in a way that can help them feel confident in front of adults and their peers.

All student participants, coaches, high school volunteers and business partners were given a post-competition survey. Student survey questions and responses helped gauge their level of growth in skills. Business partners and supporters were given survey questions based on how beneficial these skills are to their workplace and the necessity of this curriculum, even for younger students. Both surveys suggested tremendous success and positive outcomes for the event.

Brief Summary

Henrico County Public Schools focuses on creating a culture of life-ready learners. Greenwood Elementary School's staff worked together to envision and execute an event for their students, and other students in the area. Students displayed the career-facilitation skills they had learned after months of instruction at the final competition night event where all students were challenged to showcase their skills. Student participants, coaches, high school volunteers and business partners were given a post-competition survey. Student surveys gauged levels of growth in skills. Business partners and supporters were given survey questions based on how beneficial these skills are to their workplace and the necessity of this curriculum, even for younger students. Both surveys suggested tremendous success and positive outcomes for the event.

Preparing Life-Ready Students in Elementary School Supplemental Material

[2023 PRIMETIME RVA Recap Video](#)

[Virginia Learns Documentary on PRIMETIME RVA](#)