



EMPLOYER PROFILE

Granite Rock Company

Size: Medium
Region: Rural
Industry: Construction/Building Materials

Main Contact: None
(831) 768 2000
350 Technology Drive
Watsonville, California 95077

School-to-Career Partnership Contact:
Monterey Bay Regional Partnership
(831) 477-5605

Overview

In 1992, Granite Rock Company (Graniterock) received the Malcolm Baldrige National Quality Award for integrating Total Quality Management (TQM) into every facet of its business. Today, Graniterock applies the same TQM principles to education reform and School-to-Career. Working with 13 schools in Monterey and Santa Cruz counties, the company has led an effort to combine the best of business and education management practices into school operations, teaching methods and student learning. In addition to supplying an employee volunteer to each participating school to coach and mentor school teams, the company makes grants to schools, recruits employer partners, and funds a professional coordinator to ensure that the work has measurable success.

Graniterock has helped to form an organization committed to this process called the Santa Cruz County Educational Leadership Consortium Academy (SCCELCA). Through SCCELCA, teams of teachers, administrators, parents, students, and business partners take a data- and standards-driven approach to reforming local schools. The company invests significant human and financial resources in furthering the goals of the academy.

Graniterock has introduced School-to-Career into its own business operations through its mission statement, hiring practices, employee volunteerism and professional development. The company employs students through paid summer internships and grants scholarships to children of employees. Additionally, employees work with local high school juniors through job shadowing and mentoring through a business-led intermediary organization called Your Future Is Our Business.

Critical Success Factors

Below are several critical success factors for Graniterock and its School-to-Career activities:

- Include lifelong learning and School-to-Career principles in the company's mission statement.
- Integrate School-to-Career into your recruiting and hiring practices.
- Strengthen employee volunteer programs and increase morale through direct work with students.

Granite Rock's Path to Success

CEO Bruce Woolpert visited school sites around the country where the concept of applying TQM principles to improve academic performance was working. His research formed the basis of Graniterock's initiative. The company understands that this effort to improve the local schools takes the entire community and has helped to form two intermediary organizations that bring the necessary partners together and facilitate the connections among employers, students, educators and citizens.

Strategies/Activities

- Total Quality Management principles applied to school improvement
- Company volunteers lead quality improvement teams in schools
- Advocacy and support of other companies to become involved
- Job shadowing and mentoring
- Internships for high school and college students
- Grants to schools and scholarships for students
- Participation on governance boards for two local School-to-Career organizations