



## 2011 - 2012 My School's Cool Program Overview

My School's Cool (MSC) is a school-driven program where schools compete for the opportunity to earn cash awards on a quarterly basis. In order to participate, schools are required to sign a contract committing and agreeing to promoting honesty and accountability.

### How to Earn Points

#### 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" earning retailers and "double point" shopping days. These opportunities will be mentioned via the Monthly School Newsletter and will show which store qualifies for double points. *Please note any receipt marked with a return, must have the return/credit receipt attached, otherwise it will not be valid.* Please also note, **RECEIPTS FROM JCPENNEY, SEARS AND TARGET TO DO NOT QUALIFY FOR POINTS.**

#### Tabulating School Points

Each point earned by a participating school will be divided by their 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 to ensure points are accurately awarded.

### Extra Credit Opportunities

Schools can earn additional points through a variety of opportunities. A complete summary on how to earn points is charted at the end of this section.

#### Mall Events

Participate and attend the many fun events and activities at The Shops at Tanforan! Schools will be awarded **200 points** for each participant that signs in and out for their school at The Shops at Tanforan table. **During the school year, mall events that are eligible for points will be mentioned in the monthly newsletters or communicated to the school coordinators.**

To qualify for these points, each participant must be at least five years old and will have up to 20 minutes after the start of a mall event to sign in. They must then **sign out at the end of the event** in order to receive points. Both signatures are required in order to qualify for the points. Also, each person must sign-in and out for themselves. **Points will not be awarded for only one signature or for individuals signing in for multiple people. Individuals must sign in and out for themselves.** Sign-in sheets will be clearly marked with a number up on the top, to help identify sign-in sheets when ready to sign out at the end of the event. Participants will be **allowed to sign out 10 minutes before the end of the event.**

### Mall Gift Cards (when available for sale)

Purchase a mall gift card at the mall management office and receive **10 points** per gift card.

### Easter/Santa Photo Packages

Purchase an Easter/Santa photo package and receive **100 points**.

### Mall Field Trips

Arrange a school field trip to the mall, for example to discuss the historic significance of this site, watch an educational movie, or to enjoy an international meal, etc. **20 points** will be awarded per student for these extra-curricular trips. Contact the mall management office at least one week prior to the field trip to coordinate school credit. During the field trip, a sign-in sheet must be created and each individual must sign-in. **The field trip sign-in sheet must then be submitted to the mall office with-in two business days.**

### Monthly School Newsletter

The Shops at Tanforan sends via email a monthly MSC newsletter to each school coordinator throughout the program year. The newsletter will contain information for school coordinators, as well as bonus point opportunities, and information for parents, students, teachers, etc. Schools that distribute the MSC newsletter with their own school newsletter will earn **300 points**.

To receive these points, **the school newsletter must reference the MSC newsletter as an attachment** in the school's newsletter and a copy of the school's newsletter must be submitted to the mall office for credit.

### School Bulletin Boards or Displays

Schools that promote the MSC program via a school bulletin board or other school display for a minimum of four weeks can earn **400 extra credit points!** Schools are limited to two bulletin boards/displays per program year and must submit a photo in order to receive credit.

### **How To Earn Points:**

Points Earned	How to Earn Them	Details
1 point per dollar	Mall Sales	Submit mall sales receipts and Century Theatres (Tanforan) movie ticket stubs with the total sale/amount paid. <b>Only ticket stubs with the total sale/amount paid will be accepted.</b> Individual ticket stubs will not be accepted. Receipts must be dated within the program dates of September 1, 2011 to June 8, 2012 to earn points.. <b>Receipts from JCPenney, Sears &amp; Target DO NOT QUALIFY for points.</b>
2 points per dollar	Food Court Purchases	Double Point Days – Tasty Tuesdays! Make a minimum \$5 food court purchase between 4-9 pm and receive double points. Food Court operators are Andersen Bakery, Burger King, Cold Stone Creamery, Fatt Dog, Great Steak & Potato, Green Salsa Fresh Mexican Grill, Italia Express, Jollibee, Panda Express, Potato Corner, Saigon Cuisine, Sarku Japan, Scoopful Ice Cream & Candies, and Sorabol.

### **How to Earn Extra Credit Points:**

Extra Credit Points	How to Earn Them	Details
2 points per dollar	Watch a Movie	Watch a movie at Century Theatres (Tanforan) Monday – Wednesday and receive 2 points per dollar, per ticket stub. <b>Only ticket stubs with the total sale/amount paid will be accepted. Individual ticket stubs will not be accepted.</b>
200 per participant	Attend Mall Events	Schools will receive points for each participant* that signs in and out for their school at The Shops at Tanforan table on the day of a qualifying event.  *Each participant must be at least five years old and will have up to 20 minutes after the start of an event to sign in, then must also sign out at the end to earn points. Participants will be allowed to sign out 10 minutes before the end of the event. Both signatures are required in order to qualify for the 200 points. <b>Points will not be awarded for only one signature or if the individual did not sign in or out for him or herself.</b>
TBD	Volunteer	Schools will earn points for providing volunteers to assist at an event or with a particular program. Volunteer opportunities will be communicated in the MSC newsletters.
10 points per card	Mall Gift Cards (when available)	Purchase a mall gift card at the mall management office and receive 10 points per gift card. (when available for purchase)
100 points	Easter/Santa Photos	Purchase an Easter/Santa photo to receive 100 points per photo receipt.

300 points	Monthly School Newsletter	Distribute the MSC monthly newsletter with your school newsletter. The school newsletter must reference the MSC newsletter as an attachment in order to receive credit. Submit the school newsletter to receive credit.
400 points	School Bulletin Board or Display	Promote MSC on a school bulletin board or with a school display for a minimum of 4 weeks. Submit a photo to receive credit.
1,000	Holiday Entertainment	Provide holiday entertainment between 11/25-12/24/10 (i.e., school choirs, bands, dance groups, etc.). Contact the mall office to make performance arrangements by November 7 <sup>th</sup> .

## 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. An example of how points are tabulated is shown below:

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

## Submission Locations:

There are three locations schools can submit and or log receipts, ticket stubs, Club forms, etc., to receive credit:

### **A) MSC Redemption Lockers**

Deposit store receipts (with the name of the school on the back of the receipt) in the designated school locker. The MSC redemption lockers are located on the second level across from Century Theatres, by the up escalators. If a shopper wishes to retain their receipt, they can request a point pass from the mall office to receive credit and their receipts will be stamped to indicate they were recorded.

### **B) Mall Office**

Submit receipts to be logged, stamped and validated at the mall office. The mall office is accessible on the lower level, via the exit hallway located between Tilly's and Ichiban Kan. Walk down the hall and enter through the doors with the mall logo on the left hand side. It can also be accessed by the exit doors located to the right of PETCO, where signage will direct you to the office.

### **C) Participating School (Optional)**

Provided a location is designated at the participating school, students, parents, teachers and school staff can drop off receipts at this location. The MSC school coordinator will be responsible for this collection site.

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

A monthly newsletter will be distributed to the school which will include each school's month-to-date point standing.

## MSC Timeline & School Rewards

Participating schools earning the most cumulative points will have the opportunity to receive \$500 at the end of quarters one to three. Quarters are designated as:

**Q1: September – November**

**Q2: December - February**

**Q3: March - May**

The last day to submit mall receipts will be on **June 8, 2012 at 5pm**. During the following week, the top five schools will be announced via email to the school coordinators and on Saturday, June 16, 2011, the top five will be awarded the following:

**1st Place: \$10,000**  
**2nd Place: \$5,000**  
**3rd Place: \$3,000**  
**4th Place: \$1,500**  
**5th Place: \$500**

## **School Accountability**

### **Coordinator**

Each school will be required to designate a school coordinator by September 1, 2011. The mall's program coordinator will then work with the school coordinator on a weekly basis to tally points throughout the program. The school coordinator must have an email address and must also provide the mall's program coordinator with a contact phone number.

The school coordinator will perform the following tasks:

- Track points
- Provide weekly updates to the mall's program coordinator
- Provide processed receipts weekly to the mall's program coordinator for auditing
- Provide monthly updates to the school on their point standing
- Provide school enrollment and tax ID information
- Distribute program information to their school, parents and students, i.e., extra credit opportunities, monthly newsletters, school bulletin board updates, etc.

### **Promoting Honesty and Integrity**

It is imperative that each school convey the importance of honesty, as opportunities may exist where individuals could potentially earn points in a dishonest manner. For example, submitting duplicate receipts which we are unable to track. We rely on the school coordinators, principals and teachers to set an example for students and encourage everyone to be honest.

## **Mall Contact Information**

Evelyn Rosales - Marketing Assistant  
Phone: 650 392 1631  
Fax: 650 873 4210  
Email: [evelynrosales@forestcity.net](mailto:evelynrosales@forestcity.net)

Nicolle Blanco - Marketing Director  
Phone: 650 392 1630  
Fax: 650 873 4210  
Email: [nicolleblanco@forestcity.net](mailto:nicolleblanco@forestcity.net)