



## My School's Cool

### **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 Vista Ridge Mall.

Schools will compete with each other for the highest accumulation of points and earn cash rewards. Each participating school will sign a pledge committing to program participation. The contract will promote honesty and accountability on the part of the participating schools.

### **How to Earn Points - It's easy as "A, B, C"**

The primary way for each school to earn points is to shop at Vista Ridge Mall!

#### ***Vista Ridge 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 extra points on double point shopping days and other special shopping days announced throughout the school year.

#### ***Tabulating School Points***

Total points 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**

Vista Ridge Mall will send out periodic MSC updates to each school coordinator throughout the program. Each time your school includes this information in a school newsletter (ask your PTA to help communicate it via their monthly newsletters!), email blast, global call-out or on a school web page, **100 MSC points** will be awarded (maximum once per month, per method). The MSC school coordinator is responsible for producing "proof of posting" for the mall program coordinator in order to receive points.

#### **Vista Ridge Mall's Email Database Registration**

Vista Ridge Mall has an e-mail database called "The Club" 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 American Express Gift Card each quarter through December 31, 2011. Registration forms are available from

the mall program coordinator for you to share with friends, parents, teachers, etc. Please be sure to note your school's name at the top of the form in order to receive points. Feel free to make as many copies as you need or stop by the mall management office for more. You can earn **100 MSC points per new registration form that is turned in** (one registration per person, please). In order to earn the points, the registration form must be **completely** filled out and contain a valid email address.

### **“My School’s Cool” School Bulletin Boards or Displays**

Designate a bulletin board or creative display in the hallway of your school specifically for MSC! Be sure to include all of the program sponsors if applicable. Take a picture of your bulletin board and **earn 250 MSC points per board!** The bulletin board or display must be in place for a minimum of four weeks. (Maximum four per school year with double points awarded for postings during November and/or December 2011.) You can mail or email your picture to Claudia Kaler at [claudia.kaler@ggp.com](mailto:claudia.kaler@ggp.com) to receive your points. Photos will be posted on our Facebook page for all to see - so be creative!!

### **Participation in Mall Events**

Be an on-site volunteer at mall events and opportunities such as the July 4<sup>th</sup> Celebration, Christian Community Action (CCA) Caring Schoolhouse display, Back-to-School events, Holiday Doorbuster, the CCA Giving Tree at holiday or any other events as available and **earn 25 - 100 points per volunteer per event.** (Limited opportunities available, contact mall for details.) In addition, if you or someone you know can provide (and staff) a complimentary service or attraction at a mall event (i.e.: face painting, projects and materials for craft tables, children’s games, etc.) your school can **earn 1,000 MSC points!** (Limited opportunities available.)

### **Follow Us On Facebook or Twitter!**

Post a comment on our Facebook **“Reviews”** page to tell us what you like about shopping at Vista Ridge Mall (don’t forget to mention your school name) and receive **10 MSC points** (limit one posting per day per fan). Take a photo of you and your friends while visiting Vista Ridge Mall, email them to [leanne.lowry@ggp.com](mailto:leanne.lowry@ggp.com) with a comment on what brought you to the mall and if we post them on our Facebook page, you will receive **200 MSC points.** In addition, follow Vista Ridge Mall on Twitter and watch for “tweets” periodically to earn bonus points!

### **Community Service Project**

Plan and implement a new Community Service project on your campus that positively impacts your community and **receive 2,500 MSC points.** (Limit 6 times per school year.) Send a summary of the project including photos to Claudia Kaler at [claudia.kaler@ggp.com](mailto:claudia.kaler@ggp.com) to receive your points.

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

A, B, C#	How to Earn Them	Details
1 point per dollar spent	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 1, 2011 to May 13, 2012 unless dated on designated bonus dates announced which may fall outside the normal program dates..

## How to Earn Extra Credit Points –

Extra Credit Points	How to Earn Them	Details
2 points per dollar	Mall Sales	Double Point Days – July 4 <sup>th</sup> Celebration (7/4/11), every Wednesday during the program dates, Holiday Doorbuster (11/25/11) and other dates as announced.
100 points per month, per method	Monthly School Updates	Schools that include MSC information in their school newsletters, email blast, global call-out or on a school web page will receive points, but are limited to once per month, per method.
100 points per <u>new registration</u>	CIM	Provide your schools with CIM registration forms and return completed forms to the MSC Mall Coordinator.
250 points per board	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 four per school year, double points awarded for postings during November or December 2011.
25 - 100 points per volunteer per event	On-site Volunteer at Mall Events	Volunteer at events/opportunities such as the July 4 <sup>th</sup> celebration, CCA Caring Schoolhouse display, Back-to-School events, Holiday Doorbuster, CCA Giving Tree, etc. to receive points.
1,000 points per service/attraction per event	Provide and Staff a Complimentary Service or Attraction	Provide and staff a complimentary service or attraction at a mall event (i.e.: face painting, craft tables, children's games, etc) to earn points. (Limited opportunities available.)
10 - 200 points as noted	Facebook Opportunities	Post a comment on our Facebook "Reviews" page and receive points. Send us a photo of you and your friends at Vista Ridge Mall for possible posting and receive points.
TBA via 'tweets'	Follow Vista Ridge Mall on Twitter	Follow Vista Ridge Mall on Twitter and watch for "tweets" periodically to earn bonus points.
2,500 points per qualifying project	On-campus Community Service Project	Plan and implement a new Community Service Project on your campus that positively impacts your community to earn points (limit 6 times per school year).

## 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 the mall be able to confirm the exact enrollment for all participating schools prior to awarding prizes. In the following example, Happy Valley Elementary School has earned 307 total points YTD. Keep in mind that multiple items roll up to mall sales including double point days and other bonus days.

School	(A) Mall Sales Points	(B) Mall Event Points	(C) Extra Credit Points	(D) Community Service Project Points	(E) Total Gross Points (A+B+C+D=E)	(F) Total School Enrollment	(G) Total Net Points (E/F=G)
Happy Valley Elementary	38,900	25,900	12,000	2,500	79,300	258	307

## How to Redeem Points?

There are three primary ways for each school to redeem points: A) at the in-mall MSC barricade, B) at the Mall Office, and C) at the 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 at the in-mall MSC display in Center Court next to Oasis Cafe.

### B) Mall Office/Points Pass Event Tables

If a customer wishes to retain their mall receipt they can redeem points by stopping by the Mall Management Office (8 am – 5pm M-F) or at “Point Pass” tables at events as announced, have their receipt validated and stamped, then drop the point pass in the appropriate slot at the MSC in-mall display.

### 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 the 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 to be posted on the mall’s website [www.vistaridgemall.com/programs](http://www.vistaridgemall.com/programs)
- Periodic updates via Facebook and Twitter

## MSC Timeline & School Rewards

Registration for the 2011-2012 school year begins May 9, 2011 and ends June 17, 2011. Participating schools will have the opportunity to receive a portion of a total of \$20,000 in cash rewards! (\$5,000 split between the top 3 schools at the end of January and an additional \$15,000 to the top winners at the end of the program in June 2012.) Minimum desired participation is 300 Total Net Points earned by January 31, 2012. Vista Ridge Mall reserves the right to revise the list of participating schools during the program for any reason including inappropriate participation and/or lack of participation.

## **School Accountability**

### **Coordinator**

Each school will be required to designate a school coordinator by July 1, 2011 to work with the mall's program coordinator to collect points for your school throughout the entire length of the program. (Please note: There will be a workshop for school coordinators held at the mall in July.) It is a requirement that the coordinator has an email address and be accessible to the mall's program coordinator. The school coordinator will perform the following tasks:

- Provide accurate school enrollment and Tax ID information to the mall
- Attend the MSC workshop and other program functions as appropriate
- Track school points
- Obtain receipts on a bi-weekly basis (at a minimum) from the mall office
- Provide monthly updates to the mall's program coordinator (Claudia Kaler)
- Distribute information pertaining to the program (i.e.: extra credit opportunities, monthly updates, etc.) to schools, parents and students as needed
- Provide receipts processed on campus if requested to the mall's program coordinator for auditing purposes

### **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 for individuals to earn points in a dishonest manner by turning in duplicate receipts which the mall will be unable to track. We are counting on the school coordinator, principal and teachers to set an example for students by promoting honesty. We look forward to working with all of you during the upcoming school year!

### **Mall Contact Information**

Name: Claudia Kaler  
Title: Administrative Assistant  
Phone: 972-315-0015 (x11)  
Fax: 972-315-3725  
Email: claudia.kaler@ggp.com

Name: Leanne Lowry  
Title: General Manager  
Phone: 972-315-0015 (x15)  
Fax: 972-315-3725  
Email: leanne.lowry@ggp.com