



EDUCATORS RISING

CALIFORNIA

2016 RECRUITMENT AND MARKETING PRESENTATION COMPETITION

COMPETITION TYPE: Chapter

ELIGIBILITY: Educators Rising Chapters at the Middle and High School Level

Contest Purpose

Every community benefits when they support the next generation of great educators. Still, Educators Rising chapters have had to work hard over the years to make the case to students, teachers, and administrators as to why Educators Rising matters and should be supported.

The purpose of the Recruitment and Marketing Presentation Competition is to showcase creative and entrepreneurial ways your Educators Rising chapter gets creative to recruit and to market your program in your school and community. Participants must prepare a recruitment and marketing video.

Research

These research resources may be helpful concerning your topic:

- ▶ Interview your principal — What is encouraged or has been successful at your school?
- ▶ Interview fellow students — What best taps in to their desire to participate in programs like Educators Rising?
- ▶ Interview counselors — How do they encourage student participation?
- ▶ Reach out to nearby colleges or other Educators Rising chapters in your state. (If you have a state director, he/she can be helpful here.)
- ▶ Internet sources — recruitment/marketing strategies

Competition Guidelines

The chapter must conduct a local Recruitment and Marketing campaign, then clearly describe how the project impacted their school and/or community. The chapter must then prepare/share a video. All materials related to this competition must be developed during the 2015-2016 school year.

Campaign Summary

- A. The chapter should submit a 1-2 page summary of their campaign, clearly describing what was done and what was accomplished/ the impact of the campaign.

VIDEO

- A. The video must be no shorter than 60 seconds and no longer than 180 seconds. Points will be deducted for videos that are shorter than the minimum length or longer than the maximum.
- B. The video should be a public service announcement promoting participation in Educators Rising. Get creative!



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Judging and Scoring

- A. The judges' decisions are final.
- B. Scoring is based on the Recruitment and Marketing Presentation Competition rubric.

How to Enter

- A. Students must submit a link of their video to innovation@tomorrow.org by March 1, 2016, along with their 1-2 page summary of their Recruitment campaign.