Recruitment Phase - Sample Messaging

Here, you'll find sample messaging to send to youth and/ or adults when the specific project is unknown or dates aren't set. This will help you build up a pool of students to then engage with in focus groups or design sprints.

- Nomination form for adults: https://docs.google.com/forms/d/1konlD_mfPaM15uygJK8Mnz9lge2W1XRjLb8x9jTvEbU/edit
- Nomination form for self-nominations for students: https://docs.google.com/forms/d/e/1FAIpQLSfKvwXr-btDUTjqgzDVyVnBjeTKZenZOtykY9-cDknJ9pPwuQ/viewform?usp=share_link

Recruitment messaging

OPTION 1

Hey BUILD Fam! Thank you to those who were able to attend one of the YAP info sessions last month. Hope you learned tons. If you missed it, no worries at all, I plan to have another one soon and have it recorded this time 😉

As I mentioned in the session, we are recruiting young people for the next design sprint, which is a paid fellowship. If you have a young person in mind that would be a great fit for the YAP x (Partner) second design sprint this summer, I encourage to nominate them please. *Nominations should be in later than Monday, June 28th!* Young people can also nominate themselves (so if you have a few in mind, you can just send them the form directly). Please do not hesitate to reach out with any questions. After nominations are submitted I will be following up with each youth advisor for an interview.

OPTION 2

BUILD is seeking 10 students to participate in the Spring Youth Advisory Panel! Who are we looking for? Young people ages 16 to 24 who are ready to share their stories, ideas and experiences in education, specifically around math. Students will be asked to share more about their understanding of motivation, engagement and persistence. So... if you sat in class and thought "This is boooring" OR if you sat in class and thought "This is so interesting. This is hard. I love this." OR if you are somewhere in between, we would love to talk to you!

Recruitment Phase - Sample Messaging

This is a PAID opportunity. Students can earn $225 for participating in 6 live sessions online on Zoom. Young people will be asked to do approximately 4-6 hours of thinking, reflecting and recording outside of those 6 sessions. The sessions occur February 28-March 28.

OPTION 3

Dear Student,

You are receiving this email because you have been previously nominated by a BUILD staff to be a part of BUILD's brand new Youth Advisory Panel (also known as the YAP)!

What is the YAP? We are amplifying YOUR VOICES, IDEAS, and SOLUTIONS, so that programming, supports, and interventions for youth are informed and designed by youth. Our goal is to convene an active, diverse, and effective YAP to discuss and vet the most pressing questions and design youth-driven solutions aimed to impact youth's immediate and distant futures.

What is the summer fellowship program? This summer, in the second design sprint, youth advisors serving on the YAP will use BUILD's design thinking framework (Empathize, Define, Ideate, Prototype, Test) to create ideas, solutions and recommendations for the (Partner) Education Team to help inform their policies, practices, and funding priorities. The focus topic of this second design sprint will be: culturally responsive education. It's going to be a good one!

When? The YAP fellowship will begin the week of July 5th and end the week of August 2nd; meeting 3-4 days a week for a max of 2-3 hours a day. This is a paid fellowship.

How? If you're interested in working for the YAP & (Partner) Foundation this summer, please fill out THIS NOMINATION FORM. You can also share it with a classmate or friend who you think might be interested and will be a good fit for the program. *Nomination forms are due this Friday, June 25th. Criteria information is also on the form.*

Next steps? Once you fill out the form, I will reach out to schedule an informational interview where I will be able to tell you more about the program, what it entails and get to know and learn more about you.

Any questions, do not hesitate to reach out.

Recruitment Phase - Sample Messaging

OPTION 4

Hey Youth Advisory Team,

We are sooo excited to welcome you back to this year's Youth Advisory Panel (YAP) Fellowship!! This year, we have some really cool "design sprints" and various opportunities to develop your leadership and professional skills.

We have a NEW design sprint starting next week. **Please read the information below and if you're interested, dates and time work for you, email to let me know you'd like to participate:**

- **What**: BUILD is seeking 10-12 students to participate in the Spring Youth Advisory Panel!
- **Who are we looking for?:** Young people ages 16 to 24 who are ready to share their stories, ideas and experiences in education, specifically around math. Students will be asked to share more about their understanding of motivation, engagement and persistence. So... if you sat in class and thought “This is boooring” OR if you sat in class and thought “This is so interesting. This is hard. I love this.” OR if you are somewhere in between, this is the sprint for you!!
- **This is a PAID opportunity:** Students can earn $**250** for participating in this sprint. Young people will have to attend 6 live sessions online on Zoom + approximately 4-6 hours of thinking, reflecting and recording outside of those 6 sessions.
  The sessions occur between February 28-March 30 // 4:00-5:30pm PT/ 7:00-8:30pm ET
  - Tuesday, Feb 28
  - Thursday, March 2
  - Tuesday, March 7
  - Thursday, March 9
  - Tuesday, March 21
  - Tuesday, March 28

Let me know if you have any questions,

Cindy

OPTION 5

Hey YAP'ers.

Recruitment Phase - Sample Messaging

Just made that new term up.... do we love or hate it haha. Sooooo excited to welcome you all back to this year's YAP Fellowship - 2023. This year, we have some really cool "design sprints" that will involve the opportunity for YAP members to **travel and present** at (Partner) conferences and events. HOW COOL!! With that being said.....

- **Wonder for Good Sprint:** the **second** sprint with (Organization) (Partner names) will begin in **April**. Remember, for this sprint, they need the same 10 students (everyone on this email lol) who did the first one to do the second one.
    - As always, I will try my best to schedule the sprints at a time that everyone can do, but they are usually Thursday's (3:30-5pm PT/6:30-8pm ET). I also want to name that we understand you are super-duper-busy, but the next sprint will be less work-heavy, and more about providing feedback on the interviews Wonder for Good conducted, so a much easier load. Dates and more details to come...
- **Need some YAP for a NEW sprint with (Partner):** I do have a design sprint that is starting next week and need a few YAP. My hope is that we can get some new YAP'ers (do we love it, hate it) to do this next one, but wanted to open to you all in case you're available and interested :)
    - (Partner) is working on a cool project to gain student insights and perspectives on **motivation, engagement and persistence**. So... if you sat in class and thought “This is boooring” OR if you sat in class and thought “This is so interesting. This is hard. I love this.” OR if you are somewhere in between, this is the sprint for YOU.
    - **Students will earn $250** for participating in this sprint: 6 live sessions online on Zoom + approximately 4-6 hours of thinking, reflecting and recording outside of those 6 sessions. **The sessions occur between February 28-March 30 // 4:00-5:30pm PT/ 7:00-8:30pm ET**
        - Tuesday, Feb 28
        - Thursday, March 2
        - Tuesday, March 7
        - Thursday, March 9
        - Tuesday, March 21
        - Tuesday, March 28

If those dates and time work for you, let me know if you'd like to participate in the next NEW sprint that starts next week, OR have any questions about the Wonder for Good sprint in April.

Recruitment Phase - Sample Messaging

- Cindy

For Teachers (Adult Stakeholders)
Dear Educators,

Know of a youth between the ages of 15-24 - that demonstrates leadership amongst peers and their communities, has great communication skills, has a powerful voice and presence and has expressed interest in: making a difference in their communities, doing research, education reform and sharing experiences- looking for a summer gig?!? BUILD has launched a brand new Youth Advisory Panel (also known as the YAP) and is hiring summer Youth Advisors!

What is the summer job with the (Partner Foundation) and YAP: The Youth Advisory Panel is an amazing opportunity for young people to literally inform the direction of the (Partner/ Sponsor). There are three "design sprints" answering questions and tackling issues on education reform and this summer is our second sprint. In this second design sprint, youth advisors serving on the YAP will use BUILD's design thinking framework (Empathize, Define, Ideate, Prototype, Test) to create ideas, solutions and recommendations for the (Partner) Education Team to help inform their policies, practices, and funding priorities. Youth advisors will be sharing their experiences, doing research, meeting in large and small groups for discussion and work, plus individual work and reflections. *The topic we will be focusing on this second design sprint will be: culturally responsive education.* It's going to be a good one!

Why join: We are amplifying YOUR VOICES, IDEAS, and SOLUTIONS, so that programming, supports, and interventions for youth are informed and designed by youth. Our goal is to convene an active, diverse, and effective YAP to discuss and vet the most pressing questions and design youth-driven solutions aimed to impact youth's immediate and distant futures.

When: The YAP fellowship will begin the week of July 5th and end the week of August 2nd; meeting 3-4 days a week for a max of 1-2 hours a day max. This is a paid fellowship and fully virtual (Zoom). *exact days and times and overall schedule of the program will be finalized soon*

How to apply or nominate a student: Adults: please nominate a youth advisor / Student: if interested, please nominate yourself - Nomination Application Form! You can also send the form to students directly and they can apply/nominate themselves.

Recruitment Phase - Sample Messaging

Nomination Criteria:

-Between the ages of 15-24
-Demonstrated leadership among peers
- Actively communicates with peers and others
-Expressed interest in making a difference in their communities
-Has a powerful voice and presence
- Interest in research, education reform and sharing experiences
- Have a 2.5-4.0 GPA

Applications/Nomination form should be submitted no later than Wednesday, June 30th