Special Purpose Publication: Starting a Club Interactive Board Game Brochure

The CEO's Student Cabinet, a team of 10 dedicated student leaders supported by City Schools' Youth Engagement team and the Fund for Educational Excellence, set out to evaluate the impact of recent investments in extracurricular activities and how they were benefiting their peers. The CEO's Student Cabinet conducted research and found that while 93% of students were aware of extracurricular activities available at their school, only 58% knew they had the option to start their own club, and even fewer knew how to form an organization. Recognizing this gap, the team sought to develop a resource that would empower students with the knowledge and confidence to create new clubs tailored to their interests.

To address this issue, the CEO's Student Cabinet partnered with the Communications Office to design a special-purpose publication that would serve as an engaging and informative guide for students. The result was an interactive pamphlet designed as a board game that outlined the steps to establishing a student-led club in a clear and accessible format. The publication incorporated QR codes linking to student-created videos that provided additional insights and addressed common challenges students might face in the process. Students activated the publication by distributing them during student-led club fairs at seven high schools who had applied for and received a grant to host these events.

By using a student-driven approach, the publication not only simplified complex procedures but also made the information more relatable, fun, and engaging. The QR codes gave students direct access to peer-led guidance. This multimedia approach helped demystify the steps involved and provided practical solutions to common obstacles.

The initiative led to a measurable increase in student awareness and confidence regarding extracurricular opportunities. Before the pamphlet's release, only 48% of students reported being aware of the full range of extracurricular options available to them. After its implementation, that number rose to 69% at schools that hosted club fairs and distributed the pamphlet. Additionally, students' confidence in understanding the steps required to start a club saw an even more dramatic increase, jumping from just 13% to 59%.

By equipping students with the necessary resources and knowledge, the initiative not only expanded access to extracurricular activities but also fostered a culture of leadership and innovation among students. The success of the publication highlights the

importance of student-led initiatives and student voice in shaping school communities. The initiative supports City Schools' goal of ensuring student wholeness and encouraging every student to explore their interests and build meaningful connections.