Prairie Lakes AEA
School Visibility Initiative

Week 8 Challenges

General suggestions

- Use whatever online and digital communication channels you choose. Posting in multiple places is both okay and desirable!
- Adapt activities as desired for your local context.
- More explanation is always better than less. Your audiences WILL read, listen to, or look at whatever you share! For example, don't just share a photo with little to no explanation. Use text, video, labels, annotations, etc. to explain what's occurring in that photo. Several sentences is better than a short blurb. Several paragraphs is better than a few sentences. Highlight the learning and engagement that is occurring!
- Get in touch with Scott McLeod or Connie Johnson as you have questions or concerns. Also, do we have the URLs for your digital communication platforms?

Activities (have your student media team do these!)

1. Chilton St. James School and the weekly media challenges that it is giving its own community was featured in the Week 7 Challenges. This time of year brings blood drives, student-run restaurants, fun nights, food and/or clothing drives, and other community-embedded events. Show us how your own community is involved in your building/district.
2. Is your school hiring? Bus drivers, teachers, custodians, principals, food service... Involve students in the recruitment process and entice awesome applicants. Record a student getting on the bus saying something like, "Please help me get to school safely" or in the lunch line saying, "I'd love to see your smile when I get my food." We're confident that you can come up with more creative enticements than these examples. Be creative and show why your school organization is awesome!
3. For our Iowa friends, the National Weather Service has designed March 23-27 as Severe Weather Awareness Week with a statewide tornado drill at 10 a.m. on March 25. (For our friends in other states, check this website to learn when your awareness week is planned.) Show your parents, friends and followers how you keep kids safe.

Did you accomplish some or all of these challenges this week? Send photos, screenshots, and URLs to Scott and Connie! dr.scott.mcleod@gmail.com, cjohnson@plaea.org

Participant success stories

- Awesome use of a photo collage from Fort Dodge CSD! (do you have a photo collage app on your phone or iPad?)

Ideas to spark your thinking

- A nice reminder of how wonderful working in education can be: This first video focuses on those who "Own the Difference," or those who seek to improve students' lives within the school district. This second video is designed to help boost morale.
- And just because he's cute, speaks the truth, and is funny, here is some awesomeness from Kid President.