Making the Most of National GEAR UP Week

July 18, 2017
San Francisco, CA
Today’s Session

• Origins of National GEAR UP Week
• Strategic questions to consider
• Some common activities
• Involving policy makers
• Small group discussions and brainstorming
• Share out & advice

National GEAR UP Week is September 17 – 23, 2017
The Origins
Core Purposes of GEAR UP Week

Create Awareness
Activate Stakeholders
Mobilize Champions
Perfect. Now What?

Foundational Questions
Beginning Stages of Planning

GEAR UP Week Planning Sheet: Walk Though One Potential Activity

<table>
<thead>
<tr>
<th>Goals</th>
<th>Audience</th>
<th>Our Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Your Desired Outcomes]</td>
<td>[Who You Want to Affect]</td>
<td>[Your Known Assets, Partners, Strengths]</td>
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</tbody>
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<table>
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<tr>
<th>Activities</th>
<th>Milestones &amp; Timeline</th>
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<tr>
<td>[How You'll Achieve the Goal]</td>
<td>[Key Requirements &amp; When You'll Get It Done]</td>
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What’s Been Done Before

Toolkit Ideas:


Social Media Ideas:

- Use GEAR UP hashtags in your post
- Tag persons or places
- Recruit your students to help
- Signs. Signs are helpful.
Involving Policy Makers

Who?  Where?  How?
They Can’t Make It?

- Ask a staffer to attend
- Ask for a video
- Ask for a letter of support
- Ask for a shout out on social media! #GEARUPworks
Legislative Briefing

National GEAR UP Week Informational Briefing

MONDAY, SEPTEMBER 19, 2016
UH WEST OAHU, ROOM C-208
9:30AM-11:00AM

In celebration of National GEAR UP Week, please join us to learn more about the federally-funded college access program GEAR UP (Gaining Early Awareness and Readiness for Undergraduate Programs). We will share how our programs are impacting student success for low-income, underrepresented students statewide including at Nanakuli, Waianae and Waipahu High Schools.

To RSVP, please email hpg@hawaii.edu or call 956-5445.
Social Media

Norwood Promise @NorwoodPromise - 27 Sep 2016
@GEARUPNorwood and 900 Norwood 7th - 12th grade students celebrated National Gear Up Week last week. Looks like fun! #NationalGEARUPWeek

GEAR UP Kentucky @GEARUPKentucky - 23 Sep 2016
GEAR UP has helped me narrow in on colleges and their expectations, and help me prepare for all of that. GEAR UP has helped me stand out, and I would like to help other GEAR UP students like myself stand out.

Montana GEAR UP @MontanaGEARUP - 26 Sep 2016
Heart Butte students and parents are celebrating the success of GEAR UP in their community! #GEARUPworks #IheartGEARUP
Platforms:
- YouTube
- LinkedIn
- Pinterest
- Instagram
- Twitter
- Snapchat
- Facebook
Platforms

- Social Networking
- Micro-blogging
- Publishing
- Photo Sharing
- Conversation Apps.
- Search
- Gaming
- Virtual Worlds
- Crowd sourcing
- Mobile
- RSS
- Live-casting
- Video
- Audio
- 

Created by Mirna Bard
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#GEARUPworks

#IheartGEARUP

#MyGEARUPstory
Roundtables

• Choose content area:
  • Legislative Briefings / School Events / Capitol Events

• Roles:
  • Moderator (keep time)
  • Recorder (take notes)

*Each person answers 3 questions and tables gives feedback

1. What is your awesome National GEAR UP Week idea?
2. Will it be successful?
3. Biggest roadblocks/difficulty?
What’s good? Let’s share.
Resources

http://www.edpartnerships.org/national-gear-up-week

gearup.wa.gov/about/impact/national-gear-week-2016

What are your resources? Let us know at governmentrelations@edpartnerships.org
Thank You!

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