GEAR UP WEEK 2014

#1 <3

GEAR UP

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Adapted with Permission and Inspired by Oregon State GEAR UP
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GEAR UP WEEK 2014

Start the school year with a bang by celebrating National GEAR UP Week! GEAR UP is celebrating 15 years of serving students! The theme for GEAR UP Week 2014 is “I <3 GEAR UP”! It’s a great way to kick-off the year with exciting educational activities that can help build a college-going culture in your school and community. GEAR UP Schools across the country will be celebrating National GEAR UP Week September 22-26, but you can use these materials any time of the year. This packet has materials and ideas for you, including, hallway flyers, school announcements, postcards, and social media tips, to put on a week of activities designed to get the word out about GEAR UP and the importance of going to college. Choose to do all of the activities, some of them, or create your own!

Remember to tell community members, elected officials, and Nevada State GEAR UP staff about any events you’ll have. Share photos that can be featured on the Nevada State GEAR UP website or on one of the Nevada State GEAR UP social media sites (Facebook, Instagram, YouTube, and Twitter)!

Use our GEAR UP hashtags! #GEARUP #GEARUPWorks #NVGEARUP #NationalGEARUPWeek #I<3GEARUP

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GEAR UP WEEK 2014

Monday
#I<3GEARUP Photo Competition

Hold a competition between classrooms and vote on who takes the most creative picture of the class using a sign with the #I<3GEARUP slogan.

School winners will be part of a state competition. State winners will have their photos sent to the national level! Post your pictures on Instagram, Twitter, and Facebook with #I<3GEARUP

Additional: Take a video of an administrator, teacher or student who says “I heart GEAR UP because…” and shares his or her story. Videos can be sent to the local or national GEAR UP websites for everyone to see!

Tuesday
Dream BIG Day

SPIFs and Ambassadors can create a Dream Wall in the hallway(s). Students write on the wall what they want to be when they grow up.

Link today’s activity with tomorrow’s balloon release and some media attention!

Wednesday
Balloon Release

Students can write their dream, career aspiration, or goals on a balloon (filled with helium) to be released at a coordinated time.

This is a great opportunity to invite your local media to highlight what GEAR UP is doing at your school! The media attention can be that “GEAR UP helps students reach their sky-high dreams!” Be sure to take a picture!

Thursday
Postcards and Pizza

Host a lunch (with pizza provided) and have students fill out postcards to send their elected officials to thank them for supporting GEAR UP. Consider coordinating with your school cafeteria if they provide pizza at lunch.

It is important to take the time to thank our elected officials who are local and national representatives. They help GEAR UP survive and thrive!

Friday
Careers on Wheels

Invite members of various careers that require a unique vehicle (e.g., ambulance, police car, fire truck, landscaping, plumbing, electrician, military, etc.) to visit the campus. Students can learn about the different careers and see their vehicles!

Too rural to get vehicle participation? Assign each classroom a career on wheels to be displayed on a poster; then have students do a “Museum Walk” in a gym or cafeteria to explore each other’s’ posters representing each career.
Use the following announcements each day to highlight National GEAR UP Week 2014 and getting ready for college!

**MONDAY:** It’s National GEAR UP Week! Fun activities to celebrate GEAR UP week and to increase your college knowledge will take place throughout this week. Today’s challenge is to take a class picture with the #I<3GEARUP logo. Classes will have their pictures posted on the Nevada GEAR UP Instagram feed, and the most creative picture will be sent to Nevada state GEAR UP officials. If your class wins the state contest, your picture will get posted on the national website! May the odds be ever in your favor!

**TUESDAY:** Today marks Day 2 of National GEAR UP Week! Today is your day to show others that you DREAM BIG! A Dream Wall will be posted in the hallway, where you can write your dreams and aspirations. As you write them, remember to DREAM BIG!

**WEDNESDAY:** Today is Day 3 of National GEAR UP Week! Today, you have the opportunity to write your dreams on balloons! Once everyone has written on their “Dream Balloon,” we will do a massive balloon release and your dream will reach the sky!

**THURSDAY:** Join us for free pizza at lunch today as we write postcards to our elected officials for National GEAR UP Week! Let your elected officials know why you love GEAR UP.

**FRIDAY:** As we close National GEAR UP Week, come to explore college and career options during lunch! Different “Careers on Wheels” will visit, including ambulances, fire trucks, and …. Ask these professionals how they entered their profession, and how you can follow in their “Tire Tracks.” Thank you for celebrating National GEAR UP Week!
#1 <3 GEAR UP
GEAR UP WEEK 2014

Monday #I<3GEARUP
GEAR UP WEEK 2014

I DREAM BIG.

Astronaut
Science Teacher
Electrical Engineer
Firefighter
Veterinarian
Musician
Be in the WNBA
Pediatrician
Nurse
Zoologist
President of the United States
Chef
Diesel Mechanic
Ballerina
Defense Attorney
Artist

Tuesday

#GEARUP
Let Your Dreams Reach the SKY!

Wednesday

#GEARUPWorks
I <3 GEAR UP because…
Share your story!

Thursday

#NationalGEARUPWeek
GEAR UP WEEK 2014

CAREERS ON WHEELS

Friday

#NVGEARUP
Monday: **I <3 GEAR UP Photo Competition**
Can your class take the most creative picture?

Tuesday: **DREAM BIG DAY**
Write YOUR dream on the dream wall!

Wednesday: **Balloon Release**
Let your dreams reach the sky!

Thursday: **POSTCARDS AND PIZZA**
Write your rep’s to share your story!

Friday: **Careers on Wheels**
Check out careers that ride on wheels!
Instructions for Postcards for Members of Congress

- Print off the papers for both of your senators (Senator Reid and Senator Heller) and the congressman or woman who represents your area. Find who represents you at http://www.contactingthecongress.org/?mc_cid=d73963d12d&mc_eid=671d6f543a
- Cut the papers in half, and have students fill out the card of their choice
- Deposit slips into a large envelope to send to your Members of Congress! Use the following format and addresses on the envelope:
  o The Honorable Harry Reid  
    United States Senate  
    522 Hart Senate Office Building  
    Washington, D.C. 20510-2803
  o The Honorable Dean Heller  
    United States Senate  
    324 Hart Senate Office Building  
    Washington, D.C. 20510-2806
  o The Honorable Dina Titus  
    United States House of Representatives  
    401 Cannon House Office Building  
    Washington, D.C. 20515-2801
  o The Honorable Mark Amodei  
    United States House of Representatives  
    222 Cannon House Office Building  
    Washington, D.C. 20515-2802
  o The Honorable Joe Heck  
    United States House of Representatives  
    132 Cannon House Office Building  
    Washington, D.C. 2515-2803
  o The Honorable Steven Horsford  
    United States House of Representatives  
    1330 Longworth House Office Building  
    Washington, D.C. 20515-2804
- Send envelopes off with the proper amount of postage. THANK YOU
Honorable _______________________,

I<3 GEARUP because...

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Thank you,

________________________

Honorable _______________________,

I<3 GEARUP because...

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Thank you,

________________________
Social Media

In terms of social media, a lot of options exist for GEAR UP schools. The most recommended is **Twitter** for National GEAR UP Week (use state and national handles), but feel free to use any venue (particularly Facebook for local media).

**Local**

Jump online and check out what your school, school district, and county have to offer in terms of social media! Each GEAR UP school is a little bit different. Use what is available to you!

**Nevada State GEAR UP Grant**

The Nevada State GEAR UP Grant is active on a number of social media sites. To be part of the state excitement about GEAR UP Week, use the following sites and handles.

- **Twitter** (Nevada State GEAR UP / @GearUpNV)
- **Instagram** (GEARUPNV)
- **Facebook** (Nevada GEAR UP)
- **YouTube** (GearUpNV)
- **Pinterest** (GEAR UP NV)

Go to [GearUpNV.org](http://GearUpNV.org) for more information about the Nevada State GEAR UP Grant!

**National Council for Community and Education Partnerships (NCCEP)**

At the national level, even more social media outlets are available! Use the following sites and handles to be part of the national conversation about GEAR UP Week.

- **Twitter** (NCCEP / @edpartnerships)
- **Facebook** (NCCEP)
- **LinkedIn** (GEAR UP)
- **Google Plus** (NCCEP)

Go to [edpartnerships.org](http://edpartnerships.org) for more information about NCCEP!
FOR IMMEDIATE RELEASE

Nevada State GEAR UP Celebrates National GEAR UP Week Starting September 22, 2014

[Insert date] – The Nevada State GEAR UP Program at [insert local school name] announced its participation in National GEAR UP Week 2014. This week commemorates the 15th year of the continuing success of Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP), a college access program providing students and families the support and resources they need for college success. Since its inception in 1999, GEAR UP has improved educational outcomes for millions of low-income, minority and disadvantaged students across the United States. To date, GEAR UP has been awarded to Nevada in three grant cycles (Class of 2007, Class of 2013, and the current cohorts will be the Classes of 2018 & 2019) and has helped 4,000 graduates successfully pursue their academic goals statewide over the past 13 years. With the current grant, [insert number of students served] are served by GEAR UP at [school name], with approximately 5,000 students currently receiving services across Nevada.

Nevada State GEAR UP at will celebrate National GEAR UP Week 2014 by through various activities, such as [insert one or two event/activities examples].

Students like [insert highlights or success stories]. [Insert a quote from a current student, parent, or community partner about the value of your GEAR UP program.] National GEAR UP Week is a time to celebrate these accomplishments in our community. [Insert a quote from your GEAR UP Program Director, Student-Parent Involvement Facilitator, or Principal.]

For more information about Nevada State GEAR UP, please contact [insert appropriate contact]. To learn more about the national GEAR UP program, please contact the National Council for Community and Education Partnerships at 202-530-1135 or www.edpartnerships.org.


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Stakeholders

Involving GEAR UP stakeholders is an important part of National GEAR UP Week. These stakeholders are supporters of GEAR UP, and they should be a part of our celebration.

Nevada GEAR UP stakeholders include:

- Office of the Governor
- Nevada Office of the State Treasurer
- Nevada System of Higher Education (NSHE)
- NSHE Board of Regents
- Nevada State Board of Education
- Nevada Department of Education
- Nevada School Districts
- Wells Fargo Bank, Nevada
- Silver State Schools Credit Union
- AT&T
- ACT, Inc.
- College Board
- Career Cruising
- Go to College Nevada.org
- Texas Instruments

Other stakeholder’s could be your local community sponsors, who help with GEAR UP events. Consider inviting any or all of your stakeholder’s to you GEAR UP Week events!

Consider inviting stakeholder’s to your school’s events. Some highlights that stakeholders might enjoy are the “Balloon Release” and “Careers on Wheels.” Stakeholders may even be able to help with the event by participating in the balloon release or bringing a career vehicle! Consider what might work best based on your location and school size.
Thank you for participating in GEAR UP Week!

DREAM BELIEVE ACHIEVE