the evolution of your GEAR UP STORY
leveraging social media tactics & data utilization

Tonya Waller, EdD ★ Meghan Ecker-Lyster, PhD ★ Dalton Allen ★ Laura Kingston, MS
Tonya Waller, Ed.D

Director

KU GEAR UP Topeka

- with GEAR UP since 2003
- Partnership Grant
- Highland Park High School Classes of 2020 & 2021
  - 573 students

Fun Facts:
- Grew up in Brooklyn, NY
- Old School Hip Hop Aficionado
- Dance Mom
- Former classroom teacher
Meghan Ecker-Lyster, Ph.D

Director
CEOP Research, Evaluation, & Dissemination

- Utilization-focused evaluation
- Grant writing
- Survey design & development
- Strategic planning & consultations
- Evaluator for 6 GEAR UP grants

Fun Facts:
- I have 2 corgis, Millie & Tallulah
- Run half marathons
- Trained as a clinical & school psychologist
- Teach graduate courses in Systems Consultation & Evaluation
DALTON ALLEN
Site Coordinator
KU GEAR UP Topeka

- Working on Master’s
  - Social and Cultural Studies in Education - looking at first-gen student communities
- Bachelor’s in Secondary Education & History

Fun Facts:
- Grew up in a Southern Vermont town of 200 people
- First-Generation College Graduate
- In GEAR UP (VSAC) in High School
LAURA KINGSTON, M.S.
Communications Specialist
CEOP Research, Evaluation, & Dissemination

- Dissemination of GEAR UP & TRIO stories through social media
- Help programs build their identity and marketing strategy
- Master’s in Digital Content Strategy & a Bachelor’s in Mass Media and Comm.

Fun Facts:
- My dogs have a better social media presence than me... #ElectricDoggies
- Watched through all of Grey’s Anatomy 4 times
- Have lived in 5 states
THE EVOLUTION OF SOCIAL MEDIA MESSAGING

- **The Foundation (70's):** "Hip Hop Started Out in the Park"
- **The Science (80's):** "Cuz I Been in the Lab with a Pen & Pad"
- **The Knowledge (90's):** "Flexin' on the 'Gram"
“HIP HOP STARTED OUT IN THE PARK”
5 PILLARS OF HIP HOP CULTURE

1. The MC
5 Pillars of Hip Hop Culture

2. The DJ

Dj GrandMistress

MEGGY MEG

NCCEP

Research Evaluation
Center for Educational Opportunity Programs

Design Dissemination
Center for Educational Opportunity Programs

Topeka, Kansas
The University of Kansas

The Evolution of Your GEAR UP Story
5 PILLARS OF HIP HOP CULTURE

3. The BBoy
5 PILLARS OF HIP HOP CULTURE

4. Graffiti Artists

CW BORG
THE ARTIST
5 PILLARS OF HIP HOP CULTURE

5. The Knowledge

The Guru
EL-KAY
Hip Hop is Born (the 70's)

★ Underground movement
- Began as a backlash to disco music
- Just music, no words: The breakdown (drums section)
- Break Boys (B-Boys) would dance during the breakdowns
- Inventor of Scratching: Grandmaster Flash
- First Party Rocker (rapper): Coke La Rock speaking over Kool Herc’s music

★ No record labels, just tapes
- All music tape recorded, copied and sold

★ Very rudimentary
Social Media is Born (the 90's)

★ One on one messaging
  ○ Six Degrees (1997)
  ○ AOL Instant Messenger (1997)

★ Spreading opinions
  ○ PitchFork (1995)
  ○ Blogger (1999)

★ Publishing your own work
  ○ Newgrounds (1995)
  ○ Live Journal (1999)

★ A digital way for people to connect
★ Raw and unpolished
HERE WE GO, YO!
SO WHAT'S THE SCENARIO?

**Hip Hop Matures (the 80's)**

★ First Hip Hop Record produced
  ○ "Rapper's Delight" by Sugar Hill Gang

★ First Hip Hop/BBoy movies created
  ○ Beat Street (1984)
  ○ Breakin (1984)
  ○ Krush Groove (1985)

★ First Hip Hop Group to receive a corporate endorsement
  ○ "My Adidas" by Run DMC

★ First Hip Hop/Rock Crossover
  ○ "Walk This Way" by Run DMC & Aerosmith
HERE WE GO, YO!
SO WHAT’S THE SCENARIO?

**Social Media Matures (the 2000’s)**

- **Digital networking**
  - LinkedIn, Meet Up, Friendster

- **Publishing Videos**
  - Photobucket, Flickr, Youtube,

- **Self branding**
  - Myspace, Facebook

- **More access = mainstream**
  - Comfortable putting personal lives online
  - Existing platforms had to become more polished
Hip Hop Evolves (the 90's)

★ Hip Hop becomes a worldwide phenomenon
★ Rappers making millions of $
★ Hip Hop becomes a business
  ○ Roc-A-Fella Records: Jay Z
  ○ Bad Boy Records: P. Diddy
  ○ Death Row Records: Suge Knight
★ Hip Hop culture crosses over into the mainstream
Social Media Evolves (2005-now)

★ People began to recognize the power of social media and began to leverage that power as a promotional tool
  ○ Facebook
  ○ Twitter
  ○ Instagram
  ○ Snapchat

★ Becomes a business
  ○ Personalized relationship with brands
  ○ Social media Influencers & Celebrities
  ○ Social media as market place
  ○ Degrees offered in Social media
Using Data to Create an Empirical Beat
I CAME TO GET DOWN...
BUILDING YOUR DATA CULTURE

"The goal is to turn data into information, and information into insight."

- Carly Fiorina, former CEO of Hewlett-Packer
A BALANCING ACT
IDENTIFYING DATA SOURCES

- Attendance records
- Course enrollment data
- Behavioral data
- Academic data
- Benchmark assessments
- Postsecondary Data

- Interviews & focus groups
- Behavioral rating scales
- Satisfaction Surveys
- Tests
- Observations
- Self-report data
COLLECTING NEW DATA

When and where will data collection occur?

Who will enter and analyze the data?

Who is interested in your story?

How will you share your insights with your audience?
PLAYING BY THE RULES

FERPA
Rules of the road
TIPS FOR BUILDING YOUR CULTURE

Incorporate discussion about data into your regular staff meetings

- Work to create trust
- Establish procedures and revise as needed
- Critically think about the data
TIPS FOR BUILDING YOUR CULTURE

Start small, don't overwhelm staff with a "data dump"

● Begin with core issues

Listen to what the data tell you about the big picture

● Don't get lost in the details
TURNING DATA INTO YOUR STORY

Find your hook

- Focus on the ending by highlighting the outcome

- Don’t let irrelevant facts get in the way - Less is More!

It's tricky to rock a rhyme to rock a rhyme that's right on time. It's tricky
BRINGING IT TO THE STREETS

Data Collection

- Surveys
  - Paper v Digital
  - Language barriers
  - Time constraints
- Service Sheets
  - Constant tracking of services
BRINGING IT TO THE STREETS

Using Data

- Gaps in services
- Improving existing services
- Long-term programming
- Showing effects of GEAR UP
FLEXIN’ ON THE ‘GRAM TO BUILD HYPE FOR YOUR PROGRAM
Social media is a necessary tool to effectively promote your program and connect with your GEAR UP community.

We didn't start hip-hop music, we just got it poppin'
FLEXIN’ ON THE ‘GRAM

Basic
- Wrong / no tags
- Unengaging photos
- Posting too often

HIP
Thank you The University of Kansas Office of Admissions for showing our students what it means to #BeAJayhawk and how they can succeed at The University of Kansas.

TAGS: #TRIOworks #ExploreKU Council for Opportunity in Education - COE Tag high schools & School districts
Flexin’ on the ‘Gram
Moving Your Social Media From “Basic” to “Extra”

Thank you, UniversityofKansas! We are excited for the tour #TRIOWork.

Thank you The University of Kansas Office of Admissions for showing our students what it means to beAJayhawk and how they can succeed at The University of Kansas.

TAGS: #TRIOWorks #ExploreKU Council for Opportunity in Education - COE Tag high schools & School districts
WHEN DO YOU USE IT?

Post **only** when there is a story to tell!

- Events
- Trips
- Features
- Reminders

*Not every story should go on every social media in the same way!*
Make the post do the work

Trip Example

GEAR UP Topeka
December 7, 2017

We brought 30 Highland Park High School Sophomores to tour Baker University (Official) and learn what smaller universities have to offer. Check out the campus from our GEAR UP Scholars' perspectives on Snapchat (@GEARUPTopeka) or some of these photos!

The Baker Chapel was flown in brick by brick from the UK and every student has a free period at 11 on Tuesday and Thursday to attend mass - Val.
Reminder Example

first day of our Afterschool ACT Prep!!! 🌙❤️📚

Want GEAR UP to help you improve those ACT Scores? We’re ready to keep you on track with two ACT prep opportunities!

1) Afterschool ACT Prep - Starting today, on Mondays and Wednesdays from 3-4pm.
2) Saturday Academy - 9/15, 10/27, 11/17, 12/15

#GEARUPworks #ACTprep #Topeka #topekakansas

Great post! We can't wait to hear about the successful outcomes and great test scores. Thanks for sharing and best of luck with #ACTPrep.
SOCIAL MEDIA FLOW

An element of a larger marketing plan & identity:
Logo, font, colors, **messaging, audience**, brochure, website, flyers, newsletters, press packet, swag, etc.

PLANNING  CONTENT CREATION  SOCIAL MEDIA DATA
STEP 1: PLANNING

Think about what are you posting, a Story or information.

- Calendar
- Platform
- Primary audience
- Outcomes
- Objectives
- Photo permission
**STEP 2: PUBLISH THE CONTENT**

Think about what works for the audience, platform, and story.

- Photos
- Videos
- Graphics
- Written text
- Messaging
- Scheduling
- Live-posting
Step 3: Review Data

Think about what works for the audience, platform, and story.

- Did you meet your objectives?
- What worked?
- Track progress over time
- Measure success
- Make adjustments
THINK ABOUT IT...

- Ensure accuracy
- Encourage conversation
- The post must stand alone
- Do not share confidential information
- Do not lie
ACTIVITY - RED SOLO CUPS

With your crew, make a post based on an example blog

1. Pick Your "Platform" card (blue)
2. Decide your primary & secondary audiences (red)
3. Choose your media (green)
4. Create your text (blue)
5. Add handles (orange) & hashtags (yellow) to text

If you have time, create a post for a different platform/audience
GEAR UP Topeka is in Topeka, Kansas.
Published by Laura Kingston • Yesterday at 11:07 AM · 🌐

For Jonathan, a junior involved with GEAR UP at Highland Park High School, it is all about community.

We are so proud of Jonathan for working towards his goal of being a leader in his community that we nominated him to one of four GEAR UP features on the Center for Educational Opportunity Program's new blog.


“I want to be the first one in my family to go to college. I want to give my family a better life than we have had up to this point. I want to help my mom out, try to do better for her and my sister.”

Jonathan Flores
HPHS class of 2020
EVIDENCE OF A STRONG FACEBOOK POST

- Reach
- Engagement
  - Likes / reactions
  - Comments
  - Shares
- On original vs share
For Jonathan, it is all about community.

For GEAR UP, it is all about the work Jonathan puts in to achieve his goals of being a leader and studying criminal justice.

Read more about Jonathan's story: bit.ly/CEOPStoryJonat...

#GEARUPworks #WeAreTPS

"I want to be the first one in my family to go to college. I want to give my family a better life than we have had up to this point. I want to help my mom out, try to do better for her and my sister."

Jonathan Flores
HPHS class of 2020

University of Kansas, TopekaPublicSchools, NCCEP and 4 others
We are excited to announce the CEOP Stories Series. A monthly highlight on the impact of KU’s GEAR UP and TRIO programs.

Our first feature shares Jonathan’s compelling story about how #GEARUPworks for students in #Topeka #Kansas.

bit.ly/CEOPStoryJonat...

“I want to be the first one in my family to go to college. I want to give my family a better life than we have had up to this point. I want to help my mom out, try to do better for her and my sister.”

Jonathan Flores
PHHS class of 2020
Elements of an Instagram Post

Liked by dr_tonya_waller, ballewdybooty and 19 others

gearuptopeka “I want to be the first one in my family to go to college. I want to give my family a better life than we have had up to this point. I want to help my mom out, try to do better for her and my sister.” - Jonathan Flores, a GEAR UP Topeka Junior

We are so proud of Jonathan for working towards his goal of being a leader in his community that we nominated him to one of four GEAR UP features on the Center for Educational Opportunity Program's new blog.

Check out the full story, link in our bio.

#GEARUPworks #WeAreTPS #Topeka #TopekaKS #TopCity
FINAL BATTLE
QUESTIONS FOR THE FUNKY FOUR + 1 MORE
Complete the Seminar Survey!