

# **INNOVATION GENERATION**

InnovationGenerationOhio.com

## **Ideas for Your School**

### **MORNING ANNOUNCEMENTS**

- Assign student announcer(s) to invite students to connect with counselor(s) for more information
- Use provided audio PSA to make morning announcements
- Ask principal to make announcements regarding specific recruiting meetings

### **DIGITAL SIGNAGE**

- Use in-school digital platform to post information about Innovation Generation
- Display electronic posters of Innovation Generation
- Broadcast provided audio PSA announcement along with visual imagery
- Display content during peak travel times

### **FACE-TO-FACE MEETINGS**

- Ask counselors meet with students who may have an interest or would benefit from participating in Innovation Generation
- Hold town hall-style meeting(s) with parents and students informing them of opportunity and how to sign up
- Hold meetings with students who have not yet decided about specific career options
- Hold peer-to-peer meetings with students who have already signed up encouraging other students to take advantage of the opportunity

### **WEB AND SOCIAL MEDIA OUTREACH**

- Link to InnovationGenerationOhio.com from your district's website
- Post information about Innovation Generation on your district's website
- Post PSA on social media platforms
- Post messages on Twitter sharing information about Innovation Generation
- Post photos and messages on Facebook to share information

### **POSTERS**

- Display posters in high-traffic areas

### **ASSEMBLY AND KICKOFF MEETING**

- Hold a school assembly sharing information about Innovation Generation
- Incorporate information about Innovation Generation into existing meeting(s) and assembly effort(s)

### **MOBILE FAB LAB**

- Use Mobile Fab Lab as a way to recruit students for the following school year

### **COLLATERAL MATERIALS**

- Use FAQs, brochures, fact sheets, recruitment flyers and other communications materials provided to district as part of meetings and outreach