



How to Use the Contest at your School

- **College Prep / College Counseling** - College counselors and other faculty may inform students via workshops and meetings. **AVID** and other College Prep Programs (e.g. Puente, Gear Up, MESA, Upward Bound) can easily incorporate this into their college-going curriculum.
- **Writing Standards** - English teachers (or others) may use the written word entry format as a writing assignment tied to the state's academic standards.
- **Art / Computer Graphics** - Art / Computer teachers may incorporate the poster entry format as an assignment to demonstrate how art is used to communicate ideas. (FREE posters for student entries are available upon request.)
- **Animation / Film** - Animation / Film teachers may use the radio/TV ad entry format as a class assignment, while providing the technical support for this process.
- **Media / Communications** - Classes that focus on the media may use the written word, radio/ TV ad entry formats as a class assignment for students to create their own news story or commercial about this important issue. The poster entry format can be used to demonstrate the use of advertising.
- **Data / Statistics** - Science, Math, Social Science, Economics and other teachers may encourage students to gather research on the Campaign for College Opportunity's website (www.collegecampaign.org), and others, to use the research data and statistics as a way to understand college-access issues.
- **History & Social Studies** - These classes may use this scholarship contest as an opportunity to learn about California history, including the founding of our higher education system and the historic period in the late 1950's and 1960's when the Master Plan for Higher Education and much of California's college infrastructure was developed.
- **Clubs** - This contest can be promoted in any club as a fun activity to work on during students' free time (e.g. nutrition, lunch-time, after-school, etc). This contest can be a relevant activity for clubs/groups on campus with a focus on public service: community issues, art, writing, media, animation and/or video/film.
- **Student Newspaper** - Student newspapers may write an article about college access in California, the growing demand for educated workers and/or the contest.
- **Leadership Classes / Student Government** - Student leaders may set a goal of getting a certain number of students to enter the contest to encourage a college-going culture on campus.

SUGGESTIONS – HOW TO PUBLICIZE THE CONTEST

- Using the Partnership Form, order promotional materials.
- Provide every teacher, academic advisor, college counselor, and administrator with a contest poster to post up in their classroom or office.
- Give all students a contest postcard.
- Post a contest poster/postcard in common areas (i.e. bulletin boards, library, gym, cafeteria, etc.).
- Provide faculty and student leaders with postcards to disseminate to interested students.
- Include a link to the "Save Me a Spot in College" website (www.collegecampaign.org/contest) on your school's homepage

ANY QUESTIONS?

Please email Elizabeth Robles, Program Associate, at elizabeth@collegecampaign.org or (800) 459-9586