
Schools

FOCUS ON STUDENT DREAMS

National GEAR UP Week is a great opportunity to ask students to articulate and share their college and career aspirations. This creates momentum for our work and creates many formal and informal teachable moments. Create a **DREAM WALL** where students post their dreams or create a **DREAM CHAIN** in classrooms that create connections between students.

LEVERAGE SCHOOL-WIDE ACTIVITIES

Have a big, annual school-wide event planned? Implement it during GEAR UP week and get extra bang for your buck. Host a **COLLEGE PEP RALLY**; have a college **SCAVENGER HUNT**; or host a **COLLEGE TRIVIA** competition. Get teachers and administrators telling their stories and sharing their experiences!

EMPOWER THE STUDENT VOICE

Help students find the power in their stories. Create a school-wide **#IHeartGEARUP** or **#GEARUPworks CAMPAIGN** on social media; create a **VIDEO COMPETITION** about why college matters; have students write **LETTERS TO THEIR FUTURE-SELVES** about what they hope to achieve in school, college and beyond! Share all of it on social media!

Communities

ENGAGE THE COMMUNITY

Consider how your local and regional GEAR UP outreach and partnership work can be timed to coincide with National GEAR UP Week. Use the week to **REACH OUT TO PARENTS** through workshops, dinners, and weekend programs; engage the **FAITH-BASED COMMUNITY** to provide workshops after service; or create a forum for **BUSINESS LEADERS** to discuss the importance of education.

SPREAD THE WORD ABOUT GEAR UP

It's imperative that the public understand the why and how we do what we do. Create a poster for **ORGANIZATIONS AND BUSINESSES** to show their support; work with your public relations office in your district or institution to **INVITE MEDIA COVERAGE** for your events; and **WRITE AN OP-ED** in your local paper.

GET PEOPLE TALKING

Too often we talk about education in abstract terms or in a national context. Help people get the local conversation by sharing research or hosting a **DID YOU KNOW?** campaign on social media; have your students **CREATE A DOCUMENTARY**; and engage your **PUBLIC BROADCASTING** to illustrate local stories.

Governments

SHOWCASE LOCAL ISSUES & LEADERS

As they say, all politics are local. GEAR UP week is a great time to highlight your local needs, and efforts, and position your leaders in visible ways to address issues of college readiness. Get GEAR UP on your **SCHOOL BOARD'S AGENDA**; host a forum between local **K12 & HIGHER EDUCATION** leaders to discuss shared challenges and opportunities; **INVITE YOUR MAYOR** to speak at your school events.

GET A CITY OR STATE PROCLAMATION

While there will be a national proclamation from the U.S. Congress and the Secretary of Education, get your local leaders involved and ask them to formally **PROCLAIM SEPTEMBER 19-23, 2016 GEAR UP WEEK** in your city or county.

REACH OUT TO YOUR REPRESENTATIVES

Since your House and Senate members are the ones responsible for GEAR UP, we can't leave them out of the fun. Work with students, families, educators, and community members to complete **SPEAK UP ABOUT GEAR UP CARDS** and encourage political reps to **SHARE SUPPORT OF GEAR UP ON SOCIAL MEDIA**.



When is National GEAR UP Week? September 19-23, 2016

Where Can I Find More Resources? You can find toolkits, planning guides, and inspiration at www.gearup.wa.org **What Hashtags**

Should we be Using? #GEARUPWorks | #IheartGEARUP | #MyGEARUPstory

GEAR UP Week Planning Sheet: Walk Through One Potential Activity

Goals (Your Desired Outcomes)	Audience (Who You Want to Affect)	Our Capacity (Your Known Assets, Partners, Strengths)
Activities (How You'll Achieve the Goal)		Milestones & Timeline (Key Requirements & When You'll Get It Done)