



In the COMPANY of IDEAS

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K-12 Math & Science Education Initiative



EDUCATE
The Next Generation



K-12 THEME Created theme, "Educate the Next Generation" to support the philosophy of this diversified chemical company that harnesses the power of science and technology to improve living daily.

K-12 I.D. PROGRAM

Developed and implemented visual standards for this theme, incorporating the message into a graphic symbol representing the broad-based philosophy of the national initiative. (Above)

MERCHANDISE & APPAREL Designed a variety of items using the symbol, including sweatshirts, caps, and book bags

K-12 PLANNING MEETINGS Helped organize and coordinate a three-day conference for North American staff developing measurable goals and objectives for the K-12 Initiative. Designed and produced print and visual support materials, and suggested specific team-building activities.

K-12 MASTER BINDER Suggested and produced a comprehensive "bible" of the Initiative. The final document contains materials for establishing and maintaining a K-12 program on a local level. Included are guidelines for assuring that Dow's investments of human and financial resources will be effective and a smooth transition of local site administrators will be possible through easy information transfers.

SPEECH WRITING Created a powerful script for use by local administrators to help increase public awareness of Dow's K-12 involvement. Prepared "keynote" speech to be used by Dow management use at national speaking engagements.

"HOW TO BUILD LOCAL FUNDING" KIT Created to help schools continue local support of "Hands-On" Science after Dow funding ends.

"HANDS-ON" VIDEO Wrote and edited a video overview of the benefits of the NSTA

"Hands-On" Science program. Used combination of 'point of view' and voice over. Visuals highlighted interaction among students and teacher.

NSTA NATIONAL CONFERENCE Created and produced program honoring teachers in Dow's summer programs. Display for NSTA Annual Conference used life-size drawings of each teacher. More visitors than ever requested information.

LESSON PLAN DISSEMINATION Through electronic files, distributed science and math lesson plans created by teachers in Dow's Summer Programs.

COALITION-BUILDING THEME ADAPTION Suggested an adaptation of the K-12 theme to ease transition to coalition-building. The visual symbol was changed to subtly incorporate the word 'Together'. The adjusted theme for the next phase is — "*Educate the Next Generation ... Together*"

COALITION DATABASE Recommended development of comprehensive database allowing companies to maximize their education efforts by "partnering" with similar programs.

COALITION-BUILDING Coordinated planning, preparation, meetings, and follow-up with potential coalition partners.