



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.