

EDUCATOR OUTREACH

“A good teacher is like a candle – it consumes itself to light the way for others.”

~Author Unknown

COMMUNICATION IS KEY!

Who's in your 'food chain' of support?

- State/Territory Departments of Education (contact for state-wide superintendent contacts)
- School Counselors Association
- State Education Agencies (often teachers unions)
- Area/Local Education Agencies
- Department of Human Services (DHS)
- Department of Public Health
- School Nurses Association
- Colleges/Universities (specifically education, counseling, social work and health education departments)
- State School Library Association
- State School Board Association
- Safe Schools Initiatives (example: Iowa Safe Schools)
- National/State Association of Social Workers
- School Administrators Association
- Extension Services
- Partners (Red Cross, VA, VISTA, Americorps, GYDS, OMK, BGCA, YMCA, etc.)
- Child and Youth Program Volunteers
- Current Staff and Contractors (encourage them to attend a training for MCEC Institute)
- Past Training Attendees

SHOW 'EM WHAT YOU'VE GOT!

Marketing is key to increasing awareness of your services...

- Create/utilize a standardized logo and get it out there!
- Develop one-page documents outlining services provided by the C&Y Program
- Develop marketing flyers on events and activities (i.e. MOMC)
- Practice your elevator speeches (learn to sell your program in 15-30 seconds)
- Request display space (or do a presentation) at state education-related conferences
- Be able to provide them with answers/resources in a timely manner
- Post information on Social Media sites
- Make your emails sizzle and excite!

IT'S NEVER TOO EARLY TO GET STARTED!

While training educators in the field is great, work to provide trainings before they enter the field.

- Pre-Service Educators, Social Workers, Counselors and Health Sciences majors
- Contact state college/university department chairs directly, making them aware of challenges facing military-connected youth and services you can provide
- When asked, show them the flexibility in your training and all the resources you will make available to students (for free, of course!)

UTILIZE THE MILITARY CHILD EDUCATION COALITION

Here are some tips for a successful MCEC training:

- If possible, try to host the event at a location where you can be the logistical POC
- Arrive before your trainers to do room set up and arranging
- Request a materials list from the lead trainer ahead of time, stating which books get placed on tables each day – then have the tables set ahead of their arrival
- Request arrival information on trainers along with hotel name in case of issues and/or emergencies
- Try to email the lead trainer before the event to introduce yourself
- During the event, be present to deal with logistical issues (arrival and set up of food, unique needs of attendees, introductions of any guest speakers, etc.)
- Following the 'Resource Fair'...offer to type up and email out the collective resource lists generated by the attendees
- Following the event, email attendees to thank them for their attendance and for supporting military-connected youth

BRINGING IT ALL HOME...

An often overlooked key to supporting educators are our military families...

- Educate parents/guardians on the importance of creating a team for support
- Create posters/flyers to hang in armories, community buildings, etc. encouraging parents/guardians to communicate with their student's teacher(s)
- Equip parents/guardians with knowledge on trainings provided so they can pass it along to educators in their communities
- Invite parents/guardians to participate in your trainings (especially helpful for FRG members)
- Provide other staff with information on trainings and overviews of the C&Y Program for distribution during events (YRRP, Strong Bonds, FRG Trainings, State/Territory Conferences, etc.)

A great education network of support can dramatically increase the resiliency of military-connected youth!