Educator Resources and Best Practices

Utilize these tips and best practices from other IGNITE Educators to effectively recruit students from around your school, build school-wide support, and make the most of your IGNITE events.

School-Wide Recruiting

- Post flyers in high-traffic areas around your school at least two (2) weeks prior to your IGNITE event. IGNITE will share a template flyer (and participating company's logo, when available) when you sign up for an event.
- Utilize online communication platforms to advertise IGNITE events, like email listservs, social media, and learning management software like Canvas, Schoology, and Google Classroom.
- Look for advocates at your school! Engage teachers, counselors, sports coaches, club advisors, and others to share the event with students.
- Enlist educators who teach subjects where they see all students (e.g. homeroom or core subjects like science or English), and ask them to share about IGNITE events.
    - Provide event information (slide or flyer) and sign-up sheets (including students' room number in the period before the event); have educators return the sign-up sheet to you a few days before the event.
    - Engage with supporting educators! Ask them to make an announcement and pass out the sign-up sheet.
- Leverage educator support district-wide. Spread the word to other schools in your district and encourage joint participation in IGNITE events.
- Offer extra credit or community service credit to students who attend.
- Schedule events during lunch or a free period. IGNITE offers many events with On-Demand scheduling, where you have the flexibility to choose your own date and time to fit your school's schedule.
- Provide lunch or snacks during the event, and advertise this in advance—food is a big incentive!
    - *Note: Host companies provide lunch during In-Person Field Trips. For at-school events, including virtual events, IGNITE staff or volunteers are not able to provide food.*

Logistical Tips/Guidance:

- Ask another educator to cover 1-2 of your class periods so you are available to host an IGNITE Event.
- Use TA support to remind students who have signed up during the class period before the event.
- Start small when signing up for your first event. Increase your number of sign-ups for events as more students express interest and learn about IGNITE through word-of-mouth at school.
- Utilize IGNITE as a program that builds from event to event, and schedule events before course registration to encourage enrollment in CTE courses. Plan your year with the Annual Event Planning Template.
- Share information about future IGNITE events at each event. You can take student sign-ups and pass out permission slips for the next event, and even incentivize attendance by offering spots at an upcoming event!
- Schedule an event open to your feeder elementary or middle schools, and utilize your internal CTE connections to get the word out among educators at those schools.

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- Use IGNITE's Template Sign-Up Form to track the emails of student attendees and send IGNITE-supplied event reminders.
- Create a waitlist to fill any extra spots due to last minute student cancellations.
    - Ask all students, registered and waitlisted, to show up for the event. Those on the waitlist can fill vacant spots. Those on the waitlist who cannot attend may need a pass to be tardy to class.
- Get support from other educators for the day-of:
    - Excusing students from class.
    - Supporting as event chaperones.
        - *NOTE: IGNITE requires only one of the educators serving as event chaperone to have taken the IGNITE Educator Training. Additional chaperones do not need to take the IGNITE Educator Training or sign up for the event on IGNITE's website.*

Building Educator and Administrator Support

- Share your IGNITE event at least one (1) month in advance during Faculty and Department Meetings.
- Schedule a meeting to ask for support for IGNITE events. Administrative staff can support by:
    - Encouraging educators to allow their students to attend.
    - Locating funding for food or snacks for students who attend.
    - Showing enthusiasm for IGNITE when you make announcements during Faculty Meetings.
    - Offering substitutes and buses to support IGNITE events.
    - Attending an IGNITE event, even just for a short while.
- Encourage colleagues to attend as an event chaperone so they can experience an event for themselves.
- IGNITE will share a post-event report with student feedback after every event. This is a great resource to share with your colleagues and administrators so they can see the impact that the IGNITE Program has on students!

Making the Most of Your Event

- If possible, encourage students to research Panelists and Companies ahead of time.
- Have a plan for completing student surveys during the event.
    - Even students who do not have devices day-of need to complete the survey during the event. IGNITE provides the survey in both digital and printable PDF form.
- In the case of early arrival at a Field Trip, please take a group photo in a cool location. Otherwise, you know your students best. Take care of their, and your, needs. Some suggestions, if needed:
    - Ask students what they know about the company, or a specific job title you know they'll learn about from the Agenda.
    - Ask students to think about/write down something they already know about the company or something they would like to know.

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Additional Resources

- IGNITE Educator Flyers:
    - In-Person Regions (Washington State, San Francisco Bay Area (CA))
    - Nationwide
- IGNITE Educator Guide - An overview of the IGNITE Program
- ACTE Webinar and article featuring IGNITE (summary here)
- Video Recordings of past IGNITE Virtual Panels - See what IGNITE events are all about!
- Why Teachers Choose IGNITE (video)
- 3-min IGNITE Worldwide Documentary Short - Follow a 13-year-old Latina IGNITE student in San Francisco, and hear about the powerful impact IGNITE had on her future outlook
- Video Testimonials:
    - Colette, IGNITE Middle School Teacher
    - Demetric, IGNITE Middle School Teacher
    - Praises, IGNITE Alumna
    - Marcella, IGNITE Alumna

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