

American Education Week

American Education Week, sponsored in cooperation with the U.S. Department of Education, is an opportunity for MSTA/CTAs to build new alliances with the community. The next celebration will be Nov. 18-22. The goal is to emphasize the important role educators play in helping today's students succeed.

You and your CTA can use American Education Week to:

- Acquaint the public with successful programs, activities and teaching techniques in your school.
- Increase public understanding of the needs and problems of American education.
- Secure community support for measures that will improve public schools.
- Help students recognize the importance of American education.
- Improve staff morale and enthusiasm.
- Increase parental involvement.

These are lofty goals for a week's worth of activities, but think of American Education Week as a place to start.

To get everyone involved, form a planning committee with school administrators, parent groups and student councils. If your CTA has a public relations committee, American Education Week would be a visible and positive project for that group to tackle.

MSTA provides many tools to help CTAs make American Education Week an effective community observance. You'll find many of these aids, including a news release and sample proclamation in the following pages.

The MSTA Communication Awards Committee sponsors an American Education Week contest designed to recognize both the level of overall effort and exceptional examples of creativity.

Incentive contest

This contest is structured so that CTAs get points for each time they engage in a recommended activity during the week. All CTAs that participate will be recognized and rewarded with a certificate according to the level of their effort, as measured by their total number of points. The suggested activities and corresponding points are outlined on the "American Education Week CTA incentive" on our website at www.msta.org/aew. The three award categories are as follows:

Highlighter 5-50 points
Spotlighter 55-150 points
Headliner 155+ points

The CTA achieving the highest point total will be recognized at an MSTA regional event.

Entries must be postmarked no later than Dec. 31. Activities should be clearly related to American Education Week or the theme. Only activities that take place during the period Nov. 1-30, are eligible.



American Education Week CTA incentives

MAIL TO:

American Education Week takes place during one week in November, but activities that occur throughout the month may be used in the contest providing they are clearly related to AEW.

MSTA AEW CONTEST

P.O. Box 458
Columbia, MO 65205
Fax: 866-470-9263.
Email: jbacon@msta.org
Look for forms and more resources online at www.msta.org/aww.

Instructions: Indicate activities engaged in by CTA. List additional activities in the same category separately. Do not multiply any activity by the number of individuals participating. (e.g. count the number of parent-visitation events, not the number of parents attending a parent visitation event.) Completed forms must be postmarked by Dec. 31.

ACTIVITY	POINTS		NO.	=	TOTAL
Community service activities.....	25	x	_____	=	_____
Radio, TV or newspaper interviews.....	20	x	_____	=	_____
Presentations before clubs and civic organizations	20	x	_____	=	_____
Invite local legislator to address assembly or class.....	20	x	_____	=	_____
Purchase an ad in the local paper/cable/TV/radio.....	15	x	_____	=	_____
Proclamation by local official.....	5	x	_____	=	_____
A school open house (participating classrooms)	5	x	_____	=	_____
Appreciation expressed to teacher/support personnel.....	5	x	_____	=	_____
A special school assembly.....	5	x	_____	=	_____
A billboard	5	x	_____	=	_____
An exhibit of student work	5	x	_____	=	_____
A slogan day.....	5	x	_____	=	_____
Distribution of materials about your school district.....	5	x	_____	=	_____
A display in a store window.....	5	x	_____	=	_____
Signs displayed (business marquee and yard signs)	5	x	_____	=	_____
A student forum.....	5	x	_____	=	_____
Number of published photos	5	x	_____	=	_____
Number of days newspaper articles published.....	5	x	_____	=	_____
Parent visitations (number of classrooms participating)	5	x	_____	=	_____
Distribute MST A promotional items	5	x	_____	=	_____
Distribute PSA to local radio stations.....	5	x	_____	=	_____
Other (please attach a list of these activities)	5	x	_____	=	_____
Total Points					_____

AWARD CATEGORIES: HIGHLIGHTER (5-50 POINTS); SPOTLIGHTER (55-150 POINTS); HEADLINER (155+ POINTS).

The CTA obtaining the highest point total will be recognized at an MST A regional event. Certificates will be awarded to CTAs in each category.

CTA _____ MSHSAA CLASS (CIRCLE) 1 • 2 • 3 • 4 • 5 • K-8

ENTRY SUBMITTED BY _____ ADDRESS _____

PHONE NUMBER _____ E-MAIL _____