

Ways to Promote Your
smartlab

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ANNOUNCING YOUR SMARTLAB



PROMOS DURING INSTALLATION



RIBBON CUTTING CEREMONY



PROMOS POST LAUNCH



SMARTLAB COMMUNITY ENGAGEMENT



Announcing Your SmartLab

Build a video, take pictures, publish a press release, and engage local media

Publish An Announcement Video (examples)



The Oakwood School, Greenville, NC



Saint Joseph's, Boynton Beach, FL

Capture Before Photos & Videos



The Oakwood School, Greenville, NC



St. Mark Episcopal, Palm Beach Gardens, FL

Publish A Press Release

Father Ryan to Introduce "STEAM" Program in Fall

1/26/2020 10:00 AM



It is a major addition to the already excellent offerings Father Ryan High School announced that it will be launching a STEAM (Science, Technology, Engineering, Arts, and Math) program for 6th-12th grade beginning this fall, according to Jim Robinson, president.

The excellent initiative provides hands-on, practical, career-based opportunities for students to explore their interests in STEAM – Science, Technology, Engineering, Arts, Math – by developing and practicing real-world skills such as problem-solving, collaboration, critical thinking, time management and communication. Parents might include:

Father Ryan HS, Nashville, TN

The Oakwood School Receives Donations to Open Upper School STEAM Lab



All News Releases

February 13, 2020

The Oakwood School has secured \$230,000 in funding to fully construct a new STEAM (Science, Technology, Engineering, Arts, and Math) lab complete with curriculum, teacher training, and ongoing support. Oakwood is extremely thankful to our generous donors Patricia and Artie Rawls, Linda Kuhn and Tim Clark, Jim and Anne Whitehurst, and Max Joyner, Sr. for their unwavering support.

Thanks to the generosity of these donors, The Oakwood School will have the STEAM lab constructed for the 2020-2021 school year and provide Levels 1, 2, 3, and 4 elective class offerings in grades 9-12 and enrichment opportunities in grades 6-8.

The STEAM lab will allow students to explore STEM and media arts through applied technology and project-based learning. It will be a fully integrated environment that supports hands-on, personalized learning – individualized, differentiated, and relevant to each student's interests and experiences.

Oakwood recognizes that success in higher education and the modern workplace also requires that students master next generation skills like communication, collaboration, critical thinking, problem solving, information literacy, and adaptability. Balancing traditional academics with the need to develop these skills is one of the most impactful ways Oakwood can make a difference for our students.

According to Dan Queenel, Head of School, "Heading into the 25th school year next fall, this is another visible example of the strength of the Oakwood community and donor support of the STEAM initiative to strengthen Oakwood's vision as a school that values and invests in experiential and innovative learning opportunities."

The Oakwood School is now accepting applications for rising Pre-K to 12th grade students for the 2020-21 school year. For more information, please contact Kelly Robbins, Director of Admissions, at (252) 931-0760 ext 1103, email krobbins@theoakwoodschool.org, and visit www.TheOakwoodSchool.org. Financial aid is available. The Oakwood School is conveniently located near the new Greenville Southwest Bypass and Vidant Hospital at 4000 McGregor Downs Road in Greenville.



The Oakwood School, Greenville, NC

Creative Learning Systems is also happy to work with you by writing and publishing a release you can share.

Engage Local Media



Immanuel Lutheran, Memphis, TN



Locust Grove Public Schools, Locust Grove, OK



Jefferson County Schools, Arvada, CO

Create A SmartLab Page On Your School's Site



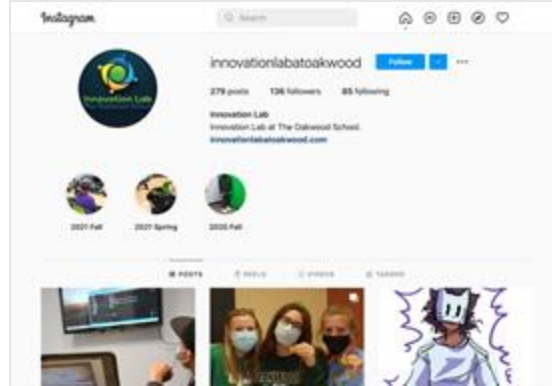
PAGE CONTENT SUGGESTIONS

- ✓ Before and after photos + videos
- ✓ Countdown clock
- ✓ Links to different social media platforms
- ✓ Local news coverage
- ✓ Press releases
- ✓ Time-lapse videos
- ✓ Student testimonials
- ✓ Hype videos

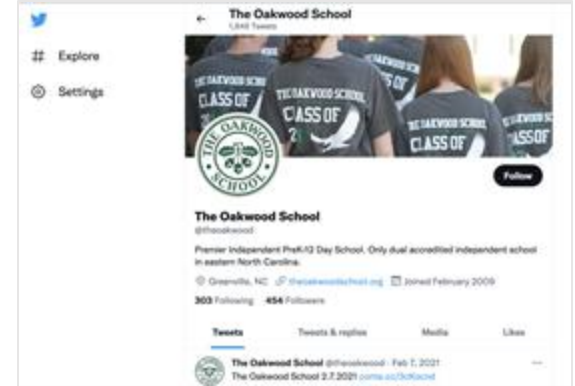
Use Different Social Media Platforms (Facebook, Instagram, Twitter, etc...)



Facebook



Instagram



Twitter

SOCIAL MEDIA POST SUGGESTIONS

- ✓ Before and after photos + videos
- ✓ Countdown clock
- ✓ Press Releases
- ✓ Time-lapse Videos
- ✓ Local News coverage
- ✓ Student Testimonials
- ✓ Hype Videos

Display A Coming Soon Banner Outside Of SmartLab Room or school



Creative Learning Systems can provide an image file for your **coming soon banner** upon request.



Promos During Installation

Create excitement, take before/after pictures, record a timelapse video

Time-lapse Videos Of Room Transformation During Installation



Lodi High School, Lodi, NJ



Holy Child Academy, Drexel Hill, PA

Update SmartLab Webpage, Facebook, Instagram and Twitter



Before Video



After Video

Update SmartLab Webpage, Facebook, Instagram and Twitter *(cont'd)*



Before



After



Before



After

OTHER SOCIAL MEDIA POST SUGGESTIONS

- ✓ Time-lapse video of transformation
- ✓ Highlight pictures of what's in the room
- ✓ Video Interview of key administrator about what is happening in the space



Ribbon Cutting Ceremony

Collaborate with our Marketing/PR Team to plan your ribbon cutting promotions and media engagement

Announce & Invite Participants To The Ceremony



HOW TO ANNOUNCE

- ✓ Social Media Sites
- ✓ Newsletters
- ✓ Local News coverage
- ✓ Press Releases
- ✓ School Website
- ✓ Board & PTA Meetings
- ✓ Hype Videos

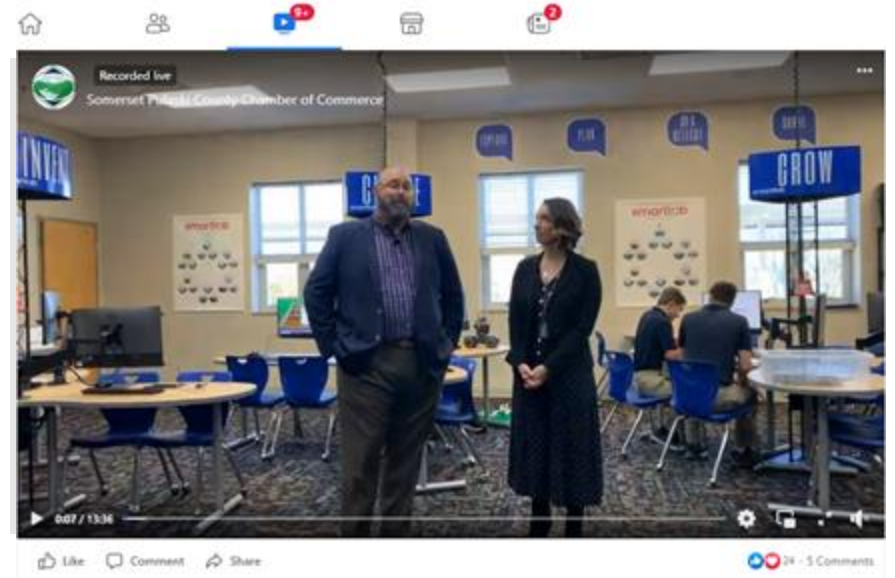
WHO TO INVITE

- ✓ State Governor & Representatives
- ✓ Mayor & City Council Members
- ✓ Chamber of Commerce
- ✓ Parents
- ✓ Diocese/Donor Dignitaries

Stream or Record the Ceremony



Frazier STEAM Innovation Center Ribbon Cutting



Somerset, KY Chamber of Commerce

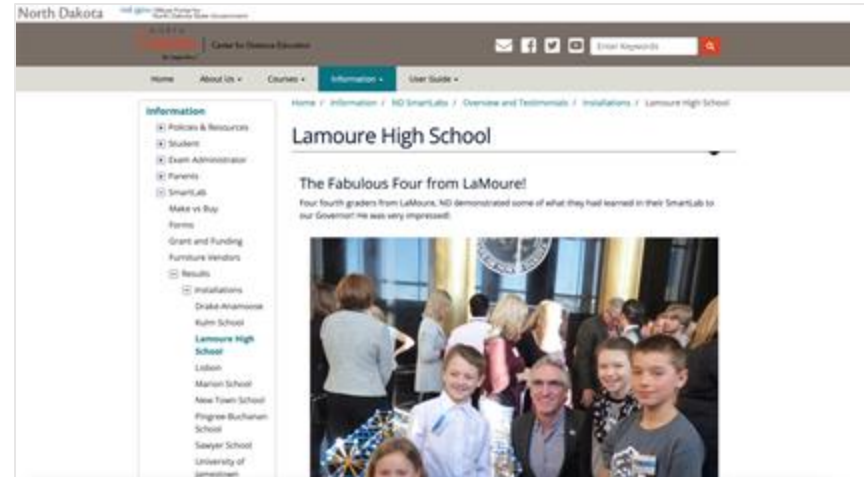
News Coverage Of Government Officials At Ribbon Cutting Ceremonies

California Elementary School unveils first STEM education SmartLab in Missouri

by Austin Hornbostel | September 10, 2020 at 4:31 a.m. | Updated September 10, 2020 at 1:01 p.m.



California Elementary School, California, MO



Lamoure High School, Lamoure, ND

Post Pictures of Ceremonies



Rejoice Christian School, Owasso, OK



Project HOME, PA



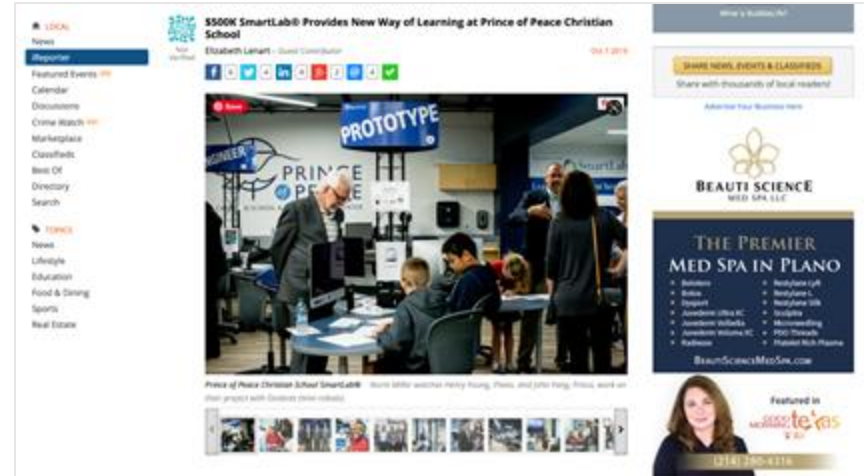
Post Launch Promos

Once students are in the SmartLab, share the impact on learner engagement and achievement

Post Launch News Articles



Ursuline Academy, New Orleans, LA



Prince Of Peace Christian School, Carrollton, TX

Post Launch Video Coverage



Holy Child Academy, Drexel Hill, PA

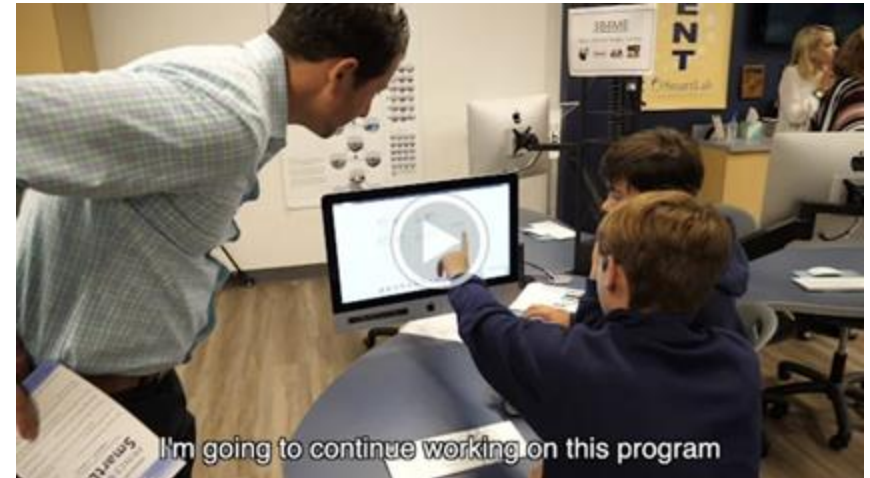


Lincoln Christian School, Tulsa, OK

Post Launch Commercial / Promotional Videos



St. Junipero Serra Catholic School, Rancho Santa Margarita, CA



Prince of Peace Catholic School, Carrollton, TX

Post Launch Commercial / Promotional Videos (cont'd)



STEM at JPS Video: Where Beginners Become Experts



Phenix City Schools: TV Commercials

SmartLab Virtual Walkthrough *(created by students)* + SmartLab Visits



Prince of Peace Catholic School, Carrollton, TX



The Oakwood School, Greenville, NC: Visitors drove 7.5 hours one way to see this school's Innovation Lab (SmartLab)

SmartLab Dedicated Website *(created by students)*



Prince of Peace Catholic School, Carrollton, TX



The Oakwood School, Greenville, NC



SmartLab Community Engagement

Connect with community members through family, business, and partner STEAM events

STEM Summer Camp



Many schools provide a STEM Summer Camp(s) for their own students and students from the community right in their SmartLab.

- This is a tremendous opportunity to showcase what your school has to offer.
- The STEM Summer Camp can be a great fundraiser. We have had schools raise as much as \$15,000 from their Summer Camps to reinvest into the school's STEM offerings for the school year.

Senior Citizen STEM Days



Schools have Senior Citizen Communities shuttle their residents to the school's SmartLab for Senior Citizen STEM Day.

- a. This is a wonderful way to share the SmartLab experience and foster multi-generational learning.
- b. This usually is scheduled right after school.
- c. Who are the Facilitators for senior SmartLab participants? Your students!

Parent/Guardian, Friends, and Family STEM Nights/Saturdays



Parents are invited in several nights/Saturdays a semester to experience the SmartLab Learning Environment.

- a. Who are the Facilitators for these SmartLab participants? Your students!
- b. Parents and Guardians have the chance to be the student exploring many different areas of STEM while enhancing their creativity, collaboration, and problem-solving skills.
- c. This is an easy way to share what is different at your school with the community.

Want to set time with our Marketing Team to discuss best practices for these promotional opportunities?

Please email us:

public.relations@creativelearningsystems.com