BCHA YOUTH ENGAGEMENT
Approaching Local School Districts to Introduce A BCH Youth Event/Project

GOAL: To develop successful strategy to approach and engage local school districts to present/conduct a BCH educational event/project.

OBJECTIVES:

DO YOUR HOMEWORK – FIRST!

1. Your project should be developed enough to explain its value to the district before meeting with anyone. It should have definable objectives that sell the district on its educational merit and value to students. In other words, is it worth the school's time and resource investment? Be ready to sell your Project.
   a. Give your Project a strong positive name.
   b. Target your audience. Be prepared to explain how students would benefit and what they could learn that would make a positive impact in their lives. Make it grade level specific. An elementary program and high school program have totally different objectives.
   c. Check to see if there are Field Day events already in place that one could join and attend. Many elementary schools have field days where different local businesses, city and county service groups, special interest groups come together to display and educate students.

SCHOOL HIERARCHY and ORGANIZATIONAL STRUCTURE

2. Know the organizational structure of your school district and who would be the best to first approach to measure the Program's value to the school curriculum.
   a. Elementary - if you personally know an elementary teacher, ask questions to get their perspective if your program would be favorably viewed by the administration and students.
   b. High School – Seek out the sponsors of clubs or organizations within the school. E.g. FFA sponsor; Outdoor club sponsor; hiking clubs; horsemanship clubs. If clubs/organizations are already in place, it presents an avenue.
   c. Superintendent/Principal – Once you have gathered all you need it is time to approach the decision makers. Most generally, the principal is where you might want to start. The two administrators will work together to make decisions; however, the principal is more involved in curriculum. Now is the time to put it together to SELL your program/event. It must have the strong element of being educational, beneficial, productive for students to know and understand what you want them to learn. If cost is involved in any way, have an explanation and a justification. The decision makers are there to provide a safe environment for students to learn that which will benefit them in becoming confident, skilled, productive, and hopefully happy adults.
      The BCH Educational Program needs to provide these benchmarks for students.