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**Thursday, April 11<sup>th</sup> from 3 – 4 PM EST**

**AGENDA**

**Welcome – Dr. Rebecca Corbin, NACCE**

**Verizon Updates - Sara Link, Verizon Foundation**

**Survey Updates – Cindy Ziker, SRI**

**Marketing Updates – Anne Tsang, Verizon**

**Program Updates – Katie Calabrese, NACCE**

**Camp Director Highlight – Clark Atlanta University & Shawnee State**

**Q&A**

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# Marketing Updates – Anne Tsang, Verizon

- Review updated Playbook
- Updates on signage and collateral
- Virtual Speakers (general outline, full info forthcoming on May 9th)

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# **Verizon Innovative Learning 2019 Playbook – Outside School Programs**

Updated April, 2019

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# Verizon Innovative Learning Narrative

At Verizon, our mission is to deliver the promise of the digital world by giving people the ability to do more, innovate and drive positive change. Right now, millions of under-resourced, American students are lacking the technology and skills required for success in today's digital economy. That's why since 2012, we have been working to help close the digital divide through **a transformative program called Verizon Innovative Learning.**

Our program provides free technology, free internet access and a **next-gen, technology-infused curriculum** that **changes the way teachers teach and students learn.** We work hand in hand with nonprofit partners and our team of education and technology experts to **build and administer STEM-focused programs from the ground up.** We **carefully measure** and **refine** our programs to ensure we're making a difference – and we have. Our programs drive real academic improvements such as **increased proficiency in STEM and student engagement** as compared to non-Verizon Innovative Learning schools.\*

Additionally, we are committed to being the **first to bring 5G technology to the classroom**, where our students and teachers will be at the forefront of the transformative technology that will drive the fourth industrial revolution. Things like virtual and augmented reality; advanced, low-latency robotics; and more immersive collaboration experiences will further **prepare the next generation for tomorrow's digital world.**

Since 2012, we have committed a total of \$400 million in helping under-resourced communities bridge the digital divide. We have **helped over a million kids to date and will help 2 million more by 2021.**

\*Source: Westat (2018). Verizon Innovative Learning Schools – First Analysis of Student Administrative Data From Cohort 3 Schools



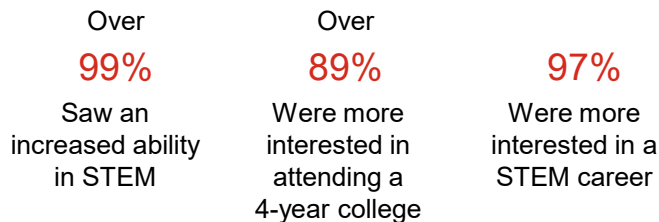
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# Out-of-School Program Messaging

**We are giving millions of kids the tech education they deserve.**

In support of underrepresented populations in STEM fields, we work with middle-school aged young men of color, and rural young women on college campuses across the country to teach next-gen technology skills and entrepreneurship. Each student is offered an immersive STEM experience during our 3-week summer camp and paired with a mentor for the duration of camp and into the next academic year.

After participating in our 2018 summer programs...



*Source: All Verizon Innovative Learning data reported through Q3 2018*

# Verizon Innovative Learning Logo Use

\*\*\*PLEASE NOTE: All creative requires Foundation/Verizon Legal review before publishing.

# Verizon Innovative Learning Logo Overview

- Verizon Innovative Learning logo should be used when addressing any program specific creative. This includes any creative in schools, Basking Ridge, partner properties and partner communications as well as any Verizon Innovative Learning student-related event.
- When using the Verizon Innovative Learning logo on black, every character should be white except the check mark. When using the logo on picture, the “Verizon” type can be white or black, but “Innovative Learning” must be in brand gray.





## Verizon logo clear space

The logo clear space is dictated by the x-height of the Verizon wordmark.



Verizon logo  
black background

When using the Verizon logo or VIL logo  
on black, every character should be white  
except the check mark.

**verizon**✓

**verizon**✓  
innovative  
learning

## Preferred



## Partnership state

When partnering the Verizon logo and the VIL logo with other brands, use a 1pt or 1px line to the right.

**verizon**✓

**verizon**✓  
innovative  
learning

## Partnership lockups

When pairing partnership logos with the standard Verizon logo, both should share the same height and spacing distance from the center divider as indicated on the right.

Partnership logos paired with the VIL logo should be centered vertically. Follow the graphic to the right that sets the restraint on logo height.



# Source Links

\*\*\*PLEASE NOTE: All creative requires Foundation/Verizon Legal review before publishing.

## Logo



Font VI\_Logos



Photography – Please only use photos from these photobanks:

<https://wdrv.it/present-project-gallery/folderId/59214424/token/ff40445fb>

<https://wdrv.it/present-project-gallery/folderId/58458532/token/ff40445fb>

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# Social Media Guidelines

Want to share photos or posts about your program and the amazing kids you're working with?

Here are a few ideas to get you started:

- Use commonly used hashtags like #education, #students, #kids and #STEM. This will help raise the profile of your posts.
- Use candid action photos of kids working. These demonstrate the hands-on nature of their experiences.
- Try making quick videos of the kids explaining their projects or what they are working on. People love to hear directly from kids.
- Tag **@Verizon** and **#VerizonInnovativeLearning** in posts to tie them to the program.

# Thank you.

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# Program Updates – Katie Calabrese, NACCE

- **Registrations – Beginning and reiterate communication on registration numbers**
  - Communication on registration numbers will begin next week
- **Website – Supplies, recruitment forms, certificates, registration link, etc**
- **Director Calls – Finally Launching in Beginning of May, look out for your email for call times**
- **Virtual Speakers – Explanation of Virtual Speaking Engagement**
  - Upcoming training
  - Emailed communication on getting started
  - Assigned Schedule
  - In addition to in person speakers if any are scheduled





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# Camp Director Highlights

- Clark Atlanta University
- Shawnee State





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# Thank you!

