

## **TEF Grant Final Report**

All Thompson Education Foundation (TEF) grant recipients must submit a final report to TEF by **May 31, 2025**. The final report is required. If you do not submit a final report for this grant by the due date, you will not be allowed to apply for future TEF grants.

**Name:** Susan Scott

**Department:** TSD Career & College Readiness

**Grant Type:** Great Idea Grant

**Project Name:** Do the Kids Still Say That?

### **Objective of project as stated in the grant application:**

The purpose of this grant project is to increase awareness and utilization of opportunities within Career & College Readiness by high school students through increased social media marketing with content developed by high school student interns. Our ultimate goal is to increase enrollment in Career & Technical Education courses and CTE Student Organizations (CTSO's), concurrent enrollment college programs, and increase participation in work-based learning opportunities posted in the Xello software platform. In the world of postsecondary workforce readiness (PWR), student skills or soft skills are often referred to as "essential skills." These essential skills are not only in alignment with TSD's Portrait of a Graduate competencies and work habits, they are the skills that employers are seeking in employees at all levels. The skills the student interns will develop are also the same as the skills that the general student population are able to develop within CTE classes and CTSOs, college coursework, and work-based learning. These skills include:

--Entrepreneurial Skills: critical thinking/problem solving, creativity/innovation, risk taking

--Personal Skills: self-awareness, initiative/self-direction, adaptability/flexibility, perseverance/resilience

--Civic/Interpersonal Skills: collaboration/teamwork, communication (using information and communications technologies), global/cultural awareness, civic engagement, character/ethics

### **1. Describe how you implemented your project.**

Working with TSD's Social Media Marketing Manager (Mary Iliff) and our Work-Based Learning Specialists, I developed an internship position description and interview questions. Mary assisted me with the set-up of multiple accounts in the Sendible platform so that each intern could upload and schedule their posts and I could edit and approve them for posting. I posted the position in Xello and we had 10 applicants. We selected 6 students representing LHS, MVHS, TVHS, and TCC. We had no applicants from BHS. We conducted an orientation session which covered the basics of WHAT they would be developing content for: CTE, WBL, Concurrent Enrollment, etc and the HOW of the processes they would use to fulfill their role: Canva, Sendible, videos, contests, connecting with teachers and students, etc. We had 2 interns that were not able to

complete the internship, but the remaining interns stepped up to cover events and activities at the other schools.

**2. Please provide the results of your project. This information needs to correlate to the "measurements" provided on your original grant application. If you changed your measurements of success, please detail the reason for the change with your results.**

	Feb 6 - Internship start date	May 31 - End of semester
Facebook	190 followers	225 followers
Instagram	8 followers	194 followers

Our goal was to increase marketing to and awareness by students, so our main focus was on the Instagram page as the majority of students utilize Instagram, rather than Facebook. Our Facebook page followers are a mix of parents, businesses and organizations, community members, and a small number of students.

Instagram stats from the last 90 days (March, April, May):

Views:

- 26,411 views: 43.4% followers, 56.6% non-followers
- Reels received the most views
- Profile visits increased 63%

Interactions:

- 952 interactions: 75.7% followers, 24.3% non-followers
- Reels and posts received approximately the same amount of interactions, with reels increasing the number of interactions by non-followers significantly

Follower demographics:

- 23.7% Age 13-17
- 35.6% Age 18-24
- 13.6% Age 25-34
- 9.3% Age 35-44
- 15.3% Age 45-54
- .8% Age 55-64
- 1.7% Age 65+
  
- 76.3% female
- 23.7% male

Through a final feedback session and a self-evaluation form, interns provided valuable input on their experience including changes needed to engage more of our target audience, which marketing channels engage students vs. parents, accountability of interns, and course requirements for credit.

This program has been very successful with minor changes needed. Our department will move forward next year with funding these internships and we look forward to promoting one returning intern to a higher level position with more responsibility related to approving and scheduling posts, and pushing content as reels and stories.

**3. Did anything surprise you or your students during the implementation of your project?**

As someone who works with business partners to develop internships for students, including an increasing number of requests from businesses for social media interns, I learned a lot about the time and care it takes to hire a student intern and that selecting the right students with the time, passion, and experience is key to a successful program operating at multiple schools. The interns had incredible creativity and provided us with so much insight into how students become aware and engage with the many opportunities they are inundated with at school.

**4. Please provide a copy of the final budget for the grant (you may attach a separate sheet of paper). All copies of receipts must be submitted.**

[Budget](#)

[Canva receipt](#)

[Sendible receipt](#)

Wrap-up meeting food receipt - Eowyn - I have misplaced this receipt. Do you recall the total amount? (\$60?)

**5. Do you feel the project can be easily replicated in additional classrooms in Thompson School District, and, if so, is there any advice you can share?**

While not easily replicable, staff members with knowledge of social media marketing time to dedicate to supervising an intern, could definitely benefit from utilizing student interns for marketing purposes. I would encourage others to select students with actual social media marketing experience (evidenced through samples of work) and outstanding references. Be aware of the time you have to devote to having interns and set clear expectations regarding communication and timeframes.

**Optional:**

**6. Comments for the grant committee or TEF board.**

Thank you for this great opportunity to try something I've always wanted to try. I presented about these internships at a national Work-Based Learning conference and

received lots of positive feedback from attendees including requests for more information after the conference. We did not utilize the full amount that we requested due to 2 of the interns not completing the internship and thus not receiving the second half of their stipend. Our department has decided to fund this program for 25-26 and with your permission, we would like to use the remaining funds to carry this forward. Thank you again for this opportunity.