



10-Minute Supervisor Trainings

Kentucky Soil and Water Conservation Commission

SEPTEMBER 2012

PROMOTING THE ART AND WRITING CONTEST IN YOUR COUNTY

The days of taking the information to the Board or front office and hoping they reach the right teachers are over. You have to work for it – especially with everything else teachers have going on. Here a list of things that may or may not help your participation in the Art & Writing contest.

- The theme for the 2012 Jim Claypool Art and Conservation Writing is "Kentucky's Forests: Branching Out." Information will be available on September 1st on the Kentucky Division of Conservation Website as well as the Kentucky Farm Bureau Federation website.
- Contact the Board of Education and/or each School in your county (private, home schools and public) and gather a contact sheet for Principals and teachers (English, Ag, science, art, environmental, biology).
- Meet with your local Farm Bureau and see what ideas they have and what they are willing to do to help.
- Go over all awards criteria and review with your Board. The better the prizes the more incentive. Try cash, classroom supplies or tree of their choice for the winning teacher and or all teachers that participate.
- Change things up a bit, change the prizes (T-shirts, ribbons, plaques, framed certificates, cash awards, gift certificates, 100% award etc.) Cash always works better but some give savings bonds or gift certificates.
- If your District is short on money – reach out to your community: Banks, Farm Supply Stores, Farm Bureau, Cattleman's, Pork Producers, Ag Credit, contractors, local commodity groups, etc. and recognize them in some way and have them present the sponsored awards.
- Approach your board about sponsoring a luncheon, meeting or dinner for representatives from each school. Attend a staff meeting at the school.
- Keep in mind that teachers often have to have their planning done a month ahead so they will need to be prepared to do this program ahead of time.

- Have general information and prize information ready to go and make it appealing. Let them know that it fits into the Core requirements and state all prizes for teachers and students. State the sponsors and how important this is to kids and to the District. Let them know the theme and how important that is to your community.
- Send it out – e-mail, mail, put it in teacher mailboxes or take it to the Board of Education, principals and superintendant.
- Publish an article in the local paper requesting participation from teachers. Also promote past winners material by printing their essay in newsletters or use winning art work on billboards, stickers on mailings or in displays in community businesses that help sponsor the contest.
- Make sure and state the rules and judging criteria clearly.
- Talk to your Board about printing the needed information, providing poster board and art supplies, paper, copying the information to CD's etc. and distributing it to the schools.
- Go to the schools and present the information yourself or get a guest speaker to speak about forestry issues.
- If you order shirts, you can get them from KACD, consider local printers or going in with multiple counties for a group rate. Make sure you contact the winner's teachers and ask for the sizes.
- Have a banquet with a speaker, pizza party, go to the awards day at school or honor the winners at a local event. Have food – pizza, burgers, chicken tenders, hot dogs, French fries – doesn't have to be big and elaborate, make it kid friendly. Decorate (use soil stewardship materials, give aways (pens, pencils, magnets etc.) make your own activity sheets or placemats, or balloons (remember kid friendly).
- Awards Dinners are a time for the District to shine. Why not have a Power Point Presentation of tons of pictures rolling. Have a District Display set up that shows what you offer – tell them about other programs such as the Envirothon, Soil Stewardship, Tree Giveaway etc.
- Recognize a Master Conservationist, Soils Judging team, Conservation Person of the year while you are there.
- Invite local officials, sponsors, Superintendent and principals. Must have the newspaper there – if they won't come – take pictures yourself and write a good article.
- After it is all said and done – take suggestions from the teachers.
- Change it up again next year!