AVID GLOBAL ACHIEVEMENT AWARDS

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Global Achievement Awards

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INTRODUCTION

Community outreach plays a pivotal role in the success of the AVID Global Achievement Awards. These awards are designed to recognize and celebrate the remarkable contributions of individuals within the AVID community. However, the identification and nomination of these deserving individuals often rely heavily on the active participation of the wider community.

Each member of our community provides a unique perspective, helping us to identify those who have made significant impacts, often behind the scenes. It's about fostering a sense of shared pride and ownership in our educational successes. It's about strengthening the ties between our schools and our communities, and working together to celebrate and promote educational achievement.

Please use this toolkit to support your outreach and conversations about the awards, we are so excited to celebrate our amazing community with you. Thank you for amplifying this opportunity!

INFORMATION

Important Milestones and Dates

December 14, 2024:
Nomination period opens.

March 28, 2025:
Deadline for nominees to submit applications through the online platform.

April 25, 2025:
Finalists announced.

May 2025:
Announcement of individual site visits where finalists will be celebrated.

June – August 2025:
Finalists celebrated at local Summer Institutes.

December 2025:
Recipients announced and honored at the AVID National Conference.

INFORMATION

Nomination Categories

There are seven categories that will be highlighted in the 2025 AVID Global Achievement Awards. One individual will be selected from each category and honored at National Conference 2025. Please click on a category below to view the corresponding criteria.

The categories are as follows:

- District Leader of the Year
- Staff Developer of the Year
- Counselor of the Year
- Elementary Principal of the Year
- Secondary Principal of the Year
- Elementary Teacher of the Year
- Secondary Teacher of the Year

CONTENT CREATION GUIDE

Content Suggestions

- **Awards Information:** Create posts that provide information about the awards, such as the nomination process, eligibility criteria, deadlines, etc.

- **Call for Nominations:** Regularly remind your community to submit their nominations before the deadline. You can create a series of posts counting down to the nomination deadline!

- **AVID Success Stories:** Highlight how AVID has made a difference in your school and for your students. This can help your community understand the impact of AVID and the significance of the awards.

- **Nominee Profiles:** If possible, share profiles of the nominees. Highlight their achievements and contributions to the AVID program. This can help your community feel more connected to the awards and the nominees.

CONTENT CREATION GUIDE

Tips for Creating Engaging Posts

- **Use High-Quality Images:** Clear, well-lit photos and videos are more likely to catch the eye of your audience. If possible, use a good camera and ensure your subjects are well-lit.

- **Write Compelling Captions:** Your captions should provide context to your images or videos. Make them engaging by asking questions, sharing interesting facts, or using a storytelling approach.

- **Include Calls to Action:** Encourage your audience to engage with your posts by asking them to like, share, comment, or visit your website for more information.

- **Use Hashtags and Tags:** Use relevant hashtags and tag people or organizations involved in your posts. This can increase the visibility of your posts.

CONTENT CREATION GUIDE

Social Media Graphic

Feel free to use the graphic below to support your conversations on social media! Simply click the image, select download, and post alongside your caption.

Be sure to include the URL in your caption to drive participants to the nomination form:

https://info.avid.org/global-achievement-awards?hs_preview=esVkTEFV-182774352733

DOWNLOAD

CONTENT CREATION GUIDE

Hashtags

When creating your own hashtags, it's important to keep them relevant, simple, and easy to remember. Also, before using a hashtag, it's a good idea to check if it's already being used and if so, what kind of content it's associated with. Here are some possible hashtags you could leverage with your social media posts:

- #AVIDGlobalAchievementAwards
- #AVIDAwards
- #AVID45th
- #AVIDSuccess
- #AVIDLearning
- #AVIDAchievement
- #AVIDProud
- #AVIDInspires
- #[YourSchoolName]AVID
- #AVID4Possibility
- #AVIDImpact
- #AVIDLeaders

CONTENT CREATION GUIDE

Profile Tags

Tagging profiles in your social media posts is a great way to increase visibility and engagement. Here's how you can do it:

- **Identify Relevant Profiles:** Before you start tagging, identify the profiles that are relevant to your post. This could include your school's official profile, the AVID official profile, profiles of teachers, students (with their consent), community leaders, or local education departments.

- **How to Tag:** On most social media platforms, you can tag a profile by typing the '@' symbol followed by the username of the profile you want to tag. For example, '@AVID4College'.

- **When to Tag:** Tag profiles when they are directly involved or associated with your post. For example, if a particular teacher has organized an event, or if students are featured in a photo.

CONTENT CREATION GUIDE

Profile Tags

- **Why to Tag:** Tagging increases the visibility of your post as it shows up in the feed of the tagged profile. It also notifies the tagged profile about your post, encouraging them to engage with it, for example by liking, commenting, or sharing your post.

- **Respect Privacy:** Always respect privacy when tagging. Don't tag students without their or their parents' consent. Also, avoid tagging personal profiles of staff or community leaders without their permission.

- Remember, the goal of tagging is to increase engagement and visibility, but it should be done respectfully and appropriately.

FOLLOW US

COMMUNITY OUTREACH

Sample Outreach Language:

Dear [Name],

I hope this message finds you well. My name is [Your Name], and I am [Your Role] at [School Name]. We are proud to be a part of the AVID community and are excited about the AVID Global Achievement Awards.

These awards recognize outstanding individuals who have made significant contributions to AVID, and to their community. We believe that our network is full of potential nominees who deserve recognition, and we need your help to identify them. Please consider nominating an individual who has made a difference in our schools. Your nomination could help highlight the positive impact of AVID and celebrate the achievements of a deserving individual.

Thank you for considering this invitation to engage, we look forward to your participation in the AVID Global Achievement Awards nomination process.

Best regards, [Your Name]