

Academic Potential Action Team Agenda

All learners will be challenged to achieve their academic potential.

Empowering all individuals to become self-directed learners through authentic experiences that take into account each individual's unique academic, emotional, and social needs.

February 1, 2018

12:00 @ Aspires Office

Purpose

To have common understanding of sparks before we launch a community campaign

Agenda

Time	Task/Result	Completed	Some Progress	Not addressed	Notes
12:00	Task: Check In EQ: How old were you when you knew your spark? Result: Ready to work together	X			Team members noted that they were exhibiting signs of sparks as early as their toddler years and continuing to develop through childhood.
12:10	Task: Final approval of Sparks definitions Result: Decision made	X			See page 2
12:30	Task: Modify and approve icons Result: Decision made	X			See page 2
12:45	Task: Determine beginning steps of "Sparks Campaign" Result: Decision made	X			See page 2

Action Commitments

Who?	What?	When?	Why?
Jen	Edit Sparks chart	February 2	Reflect decisions
Jen	Draft article	February 5	Kick off campaign
Jen	Facebook posts	Weekly starting February 5	Highlight each spark
Sue	Twitter posts	Weekly starting February 5	Highlight each spark
Sue	Post Sparks chart	February 6	Educate community
Team	Provide article feedback	February 12	Editing
Team	Identify "Sparks Ambassadors" in Austin	March 1	Educate community and personalize campaign
Team	Create 5 questions for each ambassador	March 1	Create format to highlight each spark
Team	Recruit, create and post Ambassador campaign	April	Grow the campaign

Austin will be recognized as a leader in education with a culture of educational excellence, cradle to career, embraced in every aspect of our community.

Austin Sparks

Spark	Definition	Icon
Creative Arts	Expressing creativity and imagination through literature, and performing and visual arts	
Athletics	Participating in recreational or competitive physical activity as individuals, small groups, or teams	
Subject matter	Having a passionate interest in a topic or issue	
Reading	Exploring the written word for enjoyment, information and/or understanding	
Serving	Making an impact for the greater good	
Leading	influencing, empowering, and inspiring others	
Caring for Animals	Providing maintenance, compassion and companionship	
Nature	Loving, caring for and exploring the natural world.	
Spirituality	Cultivating relationships with inner self and/or a higher power as part of a search for meaning	

Sparks Campaign Timeline

When	First	Next	Then	Finally
Why	Kick off campaign	Community education – nurture your own spark and in young people	Increase knowledge of sparks	
What	Newspaper article	Service group presentations	Business posters at schools with spark icons	Sparks booths at existing events
	Social media campaign	Teacher education	Poster campaign with adults	Local activities advertise with icons
			Libraries create spark displays	Visual activity at local schools about sparks
			Billboards and commercials	Courses for spark exploration
	Sparks Ambassadors			