AMP'D UP
EAST SEMINAR 2024

2024-2025
EAST Facilitator Journal

We Believe:

- You should, can and will take responsibility for your own learning when given the opportunity.

- You should be actively engaged in solving problems in your communities.

- You should be given access to relevant resources and tools to use in solving problems.

- You should be encouraged to collaborate with others to grow and become positive agents of change.

EAST
INITIATIVE

YEAR AT A GLANCE

August
8	In-Person & Virtual Student Training Sessions Available for Viewing
21	WEI On-Boarding: Creating Your Roster
22	Registration Opens for In-Person & Virtual Student Training Sessions
	On-Demand Student Training Available
26-29	Phase I: In-School Session
27	Upgrade Grant Announcement

September
3	Upgrade Grant Application Opens
6	WEI Roster Deadline
10	EAST Administrator & Stakeholder Introductory Training
11	WEI On-Boarding: Student Introduction & Access
17	EAST Administrator & Stakeholder Introductory Training
19	Student Champion Registration Deadline
23-27	WEI Dot Collection Week
24	EAST Administrator & Stakeholder Continuing Training
25-26	Phase II: Session 1
30-Oct 1	Phase II: Session 2

October
2-3	Phase II: Session 3
3	Upgrade Grant Submission Deadline
8	EAST Administrator & Stakeholder Continuing Training
9	WEI PLC Meetings (Zoom)
15	EAST Administrator & Stakeholder Introductory Training
22	EAST Administrator & Stakeholder Introductory Training
	EASTcon25 Leadership Team Applications Open

November
4-8	WEI Dot Collection Week
12	EAST Administrator & Stakeholder Continuing Training
	Upgrade Grant Award Announcement
14	WEI PLC Meeting (In-Person)
15	EASTcon25 Leadership Team Application Deadline
20-21	Phase III: Session 1

December
2-3	Phase III: Session 2
3	EAST Giving Tuesday
4-5	Phase III: Session 3
5	EAST's Birthday
9-13	WEI Dot Collection Week
10	EASTcon25 Competition List Unveiled

December
10	EASTcon25 Founder's & Cornerstone Competition Letter of Intent Open
11	EASTcon25 Leadership Team Announcement
13	Program of Influence: Deadline to submit Student Enrollment, Inventory & Acknowledge Assurances

January
2	EAST Student Scholarship Application Link Opens
7	EASTcon25 Competitions Open
8	WEI PLC Meetings (Zoom)
16	EASTcon25 Founder's & Cornerstone Competition Letter of Intent Deadline
23	Student Champion Replacement Deadline
24	WEI Roster Deadline

February
6	EASTcon25 Founder's & Cornerstone and EAST Competitions Deadline
10-14	WEI Dot Collection Week
13	EAST Student Scholarship Application Deadline
26	WEI PLC Meetings (Zoom)

March
18-20	EASTcon25
31-Apr 4	WEI Dot Collection Week

April
15	EAST Administrator & Stakeholder Training
16	WEI PLC Meetings (Zoom)
24	Upgrade Grant Purchase Deadline

May
5-9	WEI Dot Collection Week
14	WEI PLC Meetings (Zoom)
16	Final Day to Earn Student Training Credits
22	Upgrade Grant EAST Audit Deadline
31	Program of Influence: Deadline to Register & Host an EAST Night Out and Project Profile

June
17	EAST Administrator & Stakeholder Introductory Training
TBA	Phase I: Session 1

July
TBA	Phase I: Session 2
TBA	Phase I: Session 3
TBA	WEI PLC Meeting (In-Person)
TBA	EAST Seminar

ARKANSAS COMMUNITY SERVICE LEARNING

Community Service refers to activities carried out by individual students or groups of students to enhance and contribute to their local community. This approach includes:

- Teaching and learning in which students use academic knowledge and skills to address needs in their community
- Providing a way to help foster civic participation and personal responsibility
- More than just "volunteerism"; community service activities benefit members of their local community and should include the following components: preparation, action, and reflection

Community Service in Arkansas combines service to the community with student learning in a way that improves both the student and the community.

Source: https://dese.ade.arkansas.gov/Offices/learning-services/curriculum-support/community-service-learning.

COMMUNITY SERVICE GUIDELINES

To aid students in fulfilling this requirement, it is recommended that local school boards with administration establish endorsed volunteer sites and partnerships within the community. The school or district can also arrange service-learning projects that count towards community service hours.

However, in cases where a community service project is not approved by the local board or organized by the district, the decision for approval lies with the school's Community Service coordinator or administration.

Work-based opportunities for community service may be granted by a district for a student, if determined to meet the needs of individual circumstances.

Students are also required to provide details about their community service projects, including their preparation, actions, and reflections. The process for collecting and verifying this information may vary depending on the district and could be incorporated into the Student Success Plan.

Source: https://dese.ade.arkansas.gov/Offices/learning-services/curriculum-support/community-service-learning

HOW EAST SATISFIES THESE REQUIREMENTS

EAST is a dynamic educational approach, blending technology, community partnerships, and self-directed learning to address real-world challenges. Students explore diverse interests and utilize advanced technology tools to tackle community service learning projects, fostering problem-solving and collaboration. With a focus on mentorship, project sophistication, and community impact, EAST prepares students for STEM careers and lifelong learning. Supported by community collaborations, EAST emphasizes student-centered, project-based learning with technology to empower students as proactive problem solvers in their communities. EAST facilitators are responsible for the supervision of student community service learning projects and the documentation and verification of the hours associated with these activities.

The EAST website provides tracking capabilities for:
- Student Community Service Hours
- Local Program Community Partner Database

ARKANSAS COMMUNITY SERVICE LEARNING

DEFINITIONS

Stage of Service
- **Preparation:** The time students spend identifying needs in the community, determining a plan for service, and getting ready to perform the service are all necessary elements of CSL prior to the actual service.
- **Action:** The service done by the student through school programs or at nonprofit/community organizations.
- **Reflection:** A conscious examination of what was learned or experienced during the community service learning activity. There should be a variety of ways students can reflect throughout their CSL programs and projects (e.g., journal entries, discussions, letters).

Types of Service
- **Direct Service:** Hands-on opportunities for students to work with those impacted by the service (ex., working with the local food bank to create a promotional video to be used to obtain grants).
- **Indirect Service:** Developing resources and building capacity to solve local issues (ex., learning to use Adobe Illustrator to make posters for your local food bank).
- **Advocacy:** Supporting or participating in a cause to effect change in your community (ex., making posters for your local food bank).

Source: An Approach to Implementing Community Service Learning

Additional Recommended Resource: High School Service-Learning in Arkansas: A primer, toolkit, and resource directory

EAST Students from Cossatot River High School help establish branding and marketing materials for Fresh Start Pregnancy Center including website production, brochure design as well as diaper drives and English to Spanish translation of materials.

315,000
hours of Community Service were completed by EAST students last year.

18,000
hours that Community Partners volunteered during the 23-24 school year to work with these exceptional kids.

$460,000+
in economic impact was realized through these hours volunteered by EAST's community partners.

EAST COURSE CODES

EAST is a project-based, service-focused course that blends advanced applications, innovative technology, and community partnerships to solve real-world problems. EAST program facilitators must participate in the required and ongoing professional development provided by EAST in order to maintain program accreditation with the state and must meet state licensure requirements for educators.

560010 – EAST Initiative I Students will primarily dedicate their time to delving into their unique interests and acquainting themselves with the technology accessible in the EAST classroom, including programming, geographic information systems, computer-aided modeling and design, animation, graphic design, digital filmmaking, network design, and maintenance, among others. The course will emphasize self-directed project-based learning, problem-solving, teamwork, collaboration, and establishing partnerships within the community. These efforts will ultimately lead to the creation and execution of community service projects.

560020 – EAST Initiative II builds upon the EAST methodology, emphasizing enhanced project sophistication and refining self-directed learning abilities. Students in EAST II will serve as mentors, sharing their expertise in advanced applications and other skills acquired during EAST I with their peers. Students will utilize technology to solve problems and complete community service projects.

COURSE CODES	COURSE TITLE	GRADE LEVEL
200620	EAST K	Kindergarten
211620	EAST Grade 1	First
222620	EAST Grade 2	Second
233620	EAST Grade 3	Third
244620	EAST Grade 4	Fourth
355620	EAST Grade 5	Fifth
366620	EAST Grade 6	Sixth
377620	EAST Grade 7	Seventh
388620	EAST Grade 8	Eighth
560010	EAST I	Grades 9-12
560020	EAST II	Grades 9-12
560030	EAST III	Grades 9-12
560040	EAST IV	Grades 9-12
560110	EAST V	Grades 9-12

560030 – EAST Initiative III extends the EAST methodology by prioritizing project outreach, achieved through collaborative teamwork among students and community clients. This stage emphasizes utilizing acquired knowledge to engage in collaborative projects, where students will leverage technology to solve problems and complete community service projects. Additionally, students continue to serve as mentors, sharing their expertise in advanced applications and skills obtained throughout EAST I and II with their peers.

560040 – EAST Initiative IV continues on the EAST methodology, emphasizing mentoring fellow students in advanced applications and skills acquired throughout EAST I, II, and III. This stage also places heightened importance on archiving projects to sustain the success of their local program. Additionally, students will engage in self-assessment, reflecting on their personal educational and vocational goals to support individual growth and capacity to contribute meaningfully to community service projects.

560110 – EAST V continues the EAST methodology, emphasizing mentoring fellow students in advanced applications and skills acquired throughout EAST I, II, III, and IV. Additionally, there is an increased focus on archiving projects to ensure the sustained success of the local program. Furthermore, students will continue engaging in self-assessment to reflect on their educational and vocational goals, fostering their individual growth and ability to contribute meaningfully to their communities through community service projects.

EAST STUDENT STANDARDS

Take responsibility for self-directed learning

Students identify that they are responsible for determining the steps they need to take to complete a task

Students are able to accurately explain the steps they need to take to acquire the knowledge necessary to complete the task

Students are able to access a variety of resources and apply new knowledge to successfully complete the selected task

Students are able to analyze the situation and redefine strategies to address the increasing complex tasks

Students are able to design original creative approaches to various tasks by developing additional strategies or skills

Students are able to evaluate the appropriateness of action taken

Ethically apply resources and problem-solving strategies to real-world problems

Students are able to identify real-world problems

Students are able to describe resources and strategies to address a specific problem

Students are able to apply a variety of resources to real-world problems

Students are able to analyze the situation and determine how to use problem-solving strategies without violating laws or the rights/needs of others

Students make significant progress toward addressing real-world problems within ethical standards

Students are able to evaluate the appropriateness of action taken

Collaborate as a productive team member

Students can recognize the value of participating in a team

Students can understand and appreciate the skills of diverse team members

Students can participate as an active team member in various roles

Students can analyze the group process and draw from team members to enhance utilization of team members' skills

Students actively support the creation of a team environment that values collaboration and interdependency while respecting the opinions and contributions of others

Students can judge their contribution to the progress and accomplishments of the team and adjust their behavior accordingly

Research and evaluate resources to determine their validity and relevance

Students understand the importance of valid and relevant resources

Students describe the research process, including how to determine validity and relevance

Students use an adequate number and variety of research sources

Students analyze resources tot determine their validity and relevance

Students will use research to address real-world problems with original solutions without plagiarizing

Students evaluate the effectiveness, validity, and relevance of their research

Communicate with a variety of audiences using multiple modes

Students are able to identify appropriate communication modes based on the audience

Students are able to explain the communication issues accurately for the specific audience

Students are able to communicate with the specific audience using appropriate technology

Students are able to receive feedback and modify their communication based upon responses from various audiences

Students are able to design and create original responses based upon the goals of the communication

Students are able to evaluate their communication efforts to determine if the communication was effective and if modifications are needed

Develop solutions to community-based problems using emerging technology within the context of service-learning projects

Students will be able to identify community problems

Students will be able to collect data and explain the problem accurately and concisely

Students will be able to interpret and use relevant data and technologies to construct a solution

Students will be able to compare and illustrate multiple solutions using various technologies

Students will be able to design original solutions using increasingly complex technologies

Students will be able to evaluate and recommend the best solution

Demonstrate confidence in their own abilities to meet the challenges of the 21st century

Students recognize their abilities

Students have confidence in their perceived ability to contribute to challenges

Students contribute to the community without regard to personal gain

Students demonstrate new confidence in their ability to meet challenges in an ambiguous environment

Students have an increasing willingness to accept risks for personal improvement

Students will reflect on their abilities and set new goals for continuous personal improvement and contributions to society

PROGRAM OF INFLUENCE

Requirements

- [ ] **Required Facilitator Training**
  (Phase or Seminar)
  - Returning Facilitator Seminar-meet the minimum requirement of 12 hours earned
  - New Facilitator Phase- attend Phase I, II, and III
- [ ] **Required Student Training**
  - 12 hours minimum per program
    - 6 hours must be in-person training
  - **Deadline: May 16, 2025**
- [ ] **Full Conference Participation**
  - Have a booth, participate in Conference Showcase Judging
  - Stay for the duration of the Conference
    - No booth breakdown before the designated time
  - Attend Opening and Closing Sessions
- [ ] **Administrator and Stakeholder Training Up to Date**
  - Each program should have at least one current Administrator trained in the last 3 years
    - This can be viewed on the EAST website
    - Training available in the Fall of 2024
- [ ] **Assurances Acknowledged**
  - Completed annually on the EAST website by an Administrator
    - Available each fall, and directions are sent from EAST to Administrators
    - **Deadline: December 13, 2024**
- [ ] **Student Enrollment Numbers Submitted**
  - Submitted annually on the EAST website
  - **Deadline: December 13, 2024**
- [ ] **Current Inventory Uploaded on EAST Website**
  - Submitted annually on the EAST website
  - **Deadline: December 13, 2024**
- [ ] **Current as to all EAST financial obligations**
  - This can include Seminar registration and additional EAST Conference fees

Level Up

- [ ] **Register and Host an EAST Night Out (ENO)**
  - Registration on EAST website
  - **Deadline: May 31, 2025**
- [ ] **Register Student Champion(s)**
  - Registration information sent to all Facilitators
  - **Deadline: September 19, 2024**
- [ ] **One Submitted/Accepted Project Profile on the EAST website**
  - Submitted annually by the Facilitator or Student Champion
  - **Deadline: May 31, 2025**

STUDENT CHAMPIONS

To register or replace your Champion
Log into eastinitiative.org.
Then go to EAST Classroom > Manage Accounts > Manage Student
Champions. You may register up to two Champions. Be sure to
check the box by Manage Projects and Community Partners.
The deadline for initial registration is **Thursday, September 19, 2024** - No new Champion registrations will be accepted after this deadline.

To replace your Champion after the initial registration period
Contact Troy@EASTstaff.org or Fred@EASTstaff.org with the new Champion's name and the name of the Champion being replaced. The deadline to replace a Champion is **January 23, 2025.**

Summary
EAST Champions assist the program facilitator, gaining academic and social growth through community service. The Student Champion will bridge EAST and their program, sharing vital information and receiving exclusive benefits.

Qualifications and Requirements
The Student Champion should have:
- Leadership & time management skills
- Interpersonal, verbal, and written communication skills
- Enthusiasm for the mission of EAST
- Access to an email account to communicate with EAST and other parties outside of their school
- (Approved) access to social media to view EAST posts and manage their program's posts
- Access to a Zoom account for meetings

Responsibilities
- Assist their facilitator with daily tasks and special activities as needed
- Review all EAST publications, including the EAST website, the Facilitator Newsletter, EAST Insight, and EAST social media accounts
- Share information from EAST and their program with their school
- Maintain and monitor the program's @eastschools.org email account
- Manage EAST deadlines, including student training, Conference, etc.
- Help update essential information to the Digital File Cabinet and/or the program's Google Drive
- Submit at least one EAST Project Profile annually
- Submit client and community partner information
- Manage EAST projects for their program
- Manage the program's EAST Night Out
- Recruit potential EAST students

Opportunities and Benefits
- Champions will be our go-to group for media interviews, presentations, events, etc.
- Special recognition will be given at Conference
- Special recognition will be given in EAST publications and events
- Exclusive training will be provided, both in-person and online

EAST CONFERENCE CHECKLIST

Use the details below and the EAST Conference 2025 website to help your team prepare.
This list is not exhaustive but rather is meant to act as a guide.

ACTION ITEM	DEADLINE	COMPLETED
Put the Conference dates on your school admin calendars. This year's event will be held on March 18-20, 2025.	August	
Remind your Student Champion about their responsibility to assist with the planning of your program's EAST Conference experience.	September	
Create a Conference budget and get it approved.	Fall	
Determine a project documentation method (e.g. digital folder, binder, etc.), which will help your team prepare for the Conference Showcase.	Fall	
Create a digital folder to store photos of your program to use at EAST Conference.	Fall	
Check the EAST Conference website deadline list (coming soon) and add the dates to your EAST calendar. The EAST Conference website will be released in the Fall.	Weekly	
Check the EAST Conference website for updates, notifications, reminders, etc.	Weekly	
Book hotel rooms (remember facilitator, students - males & females, chaperones, bus driver, admin, etc.). *Remember to tell hotels how many people will stay in each room to secure the correct number of beds.*	Late Fall	
Brainstorm booth design ideas.	Late Fall	
Remind qualified students to apply for Leadership Team positions AND submit Facilitator Nomination Forms for them.	Late Fall	
Determine your EAST Conference team selection process.	December	
Determine your travel plan (e.g., vehicle, driver, pick a chaperone, etc.).	December	
Encourage students to review and particiapte in Conference competitions.	January	
Have students review the list of breakout sessions for Conference & note any topics of interest in order to help you build your schedules.	February	
Create a team schedule and/or individual team member schedules.	February	
Create & update packing list.	March	
EAST Conference 2025 at Hot Springs Convention Center.	March 18-20	

BEGINNING OF THE YEAR BEST PRACTICES

Classroom Management
- Organize your room
- Inventory all items in your classroom (include purchased/received and warranty dates)
- Access the Facilitator Toolkit / In The Trenches Phase slides for resources like:
  - EAST posters
  - Classroom jobs
  - Sample lesson plans
  - Forms / permission slips
  - Rubrics / grading
  - Project progress/documentation

Topics to Discuss with Administration
- Program of Influence
  - Acknowledgment of the Statement of Assurances
  - Plans to attend EAST Administrator & Stakeholder Training
- Budget
  - Tech reinvestment
  - Consumables
  - Travel
- Upgrade Grant application
- Procedures for attending Student Training
- EASTcon25
  - Hotel
  - Meals
  - Booth needs
  - Team selection and size

Creating Community Connections
- Cash in My Pocket
  - Students
  - Parents
  - Faculty
- Guest speakers
- Student research
- Social media plan
- EAST Night Out
- Meet with your Community Advisory Board

Tech Tips
- Check anything that plugs in anywhere for a solid connection
- Run Windows update, defrag, and security scan on all Windows machines
- Disable and delete all old user accounts
- Ensure all software is up to date (including MacOS and tablets)
- Create/update a record of all passwords
- Document troubleshooting steps (as incidents occur)

Introducing EAST to your Students
- Apples - demonstrate the difference between EAST and a "regular" class
- EAST Pedagogy / We Believe
- EAST Growth Process
- EAST Student Standards
- Project vs Activity
- Introduce CART
- Provide an opportunity for "positive failure"
- Team Development
- Team building activities for:
  - Getting to know each other (ex. Who Am I?)
  - Student interests/personality types (ex. True Colors)
  - Collaboration (ex. Lava River)
  - Communication (ex. Back-to-Back Drawing)
- Brainstorming activities for:
  - Community identification
  - Available resources
  - Problem identification
- EAST elevator pitch
- Introduce hardware/software
- Create a WIN column to celebrate even the smallest of Wins

eastlink.me/Phase2024
Use this link to access the Phase slide deck. Here, you will find links to the EAST Phase Facilitator Binder and session materials you can use in your classroom as you introduce your students to EAST.

AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
	Phase I : Session 3		
4	**5**	**6**	**7**
11	**12**	**13**	**14**
18	**19**	**20**	**21** WEI On-Boarding: Creating your Roster
25	**26** Phase I : In-School Session	**27** Upgrade Grant Announcement	**28**

AUGUST

THURSDAY	FRIDAY	SATURDAY	TO DO LIST
1	**2**	**3**	☐ Clean up inactive student accounts before school begins
			☐ Invite Guest Speakers to visit your program
8 In-person & virtual student training sessions available for viewing	**9**	**10**	☐ Schedule speaking engage-ments with civic and public organizations
			☐ Set up new student accounts *Best practice for usernames: first.last.gradYR
			☐ Are you eligible for an Upgrade Grant?
			☐ Create a Wish List
15	**16**	**17**	☐ Secure matching funds from your school or district
			☐ Gather information to complete your application
22 Registration opens for In-Person & Virtual Student Training Sessions On demand student training available	**23**	**24**	
29	**30**	**31**	

SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
1	**2** Labor Day	**3** Upgrade Grant Application Opens	**4**
8	**9** LIVE In-Person & Virtual Student Training Sessions Available	**10** EAST Administrator & Stakeholder Introductory Training	**11** WEI On-Boarding: Student Introduction & Access
15	**16** LIVE In-Person & Virtual Student Training Sessions Available	**17** EAST Administrator & Stakeholder Introductory Training	**18**
22	**23** WEI Dot Collection Week	**24** EAST Administrator & Stakeholder Continuing Training	**25** Phase II: Session 1 / WEI On-Boarding: Facilitator Access
29	**30** Phase II: Session 2		

SEPTEMBER

THURSDAY	FRIDAY	SATURDAY	TO DO LIST
5	**6** WEI Roster Deadline	**7**	☐ Document projects as they begin (this is great for reflection later!) ☐ Start recruitment conversations with your counselor. Get out of the building! ☐ Visit potential clients and community partners
12	**13**	**14**	
19 Student Champion Registration Deadline	**20**	**21**	
26	**27**	**28**	

OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
		1	**2**
	Phase II : Session 2		Phase II : Session 3
6	**7**	**8**	**9**
	LIVE In-Person & Virtual Student Training Sessions Available		
		EAST Administrator & Stakeholder Continuing Training	WEI PLC Meetings (Zoom)
13	**14**	**15**	**16**
	LIVE In-Person & Virtual Student Training Sessions Available		
		EAST Administrator & Stakeholder Introductory Training	
20	**21**	**22**	**23**
		EAST Administrator & Stakeholder Introductory Training	
		EASTcon25 Leadership Team Applications Open	
27	**28**	**29**	**30**

OCTOBER

THURSDAY	FRIDAY	SATURDAY	TO DO LIST
3 Upgrade Grant Submission Deadline	**4**	**5**	☐ Introduce EAST to your community - host an EAST Night Out! ☐ Get out of the building! Visit potential clients and community partners ☐ Begin student recruitment ☐ Meet with your feeder school(s) ☐ Attend Student Champion Gathering
10	**11**	**12**	
17	**18**	**19**	
24	**25**	**26**	
31 Halloween			

STUDENT TRAINING

Student Training gives students hands-on and virtual opportunities to learn from industry professionals so they can take that knowledge and impact their communities!

Student Training annual commitment: 12 credit hours - 6 must come from in-person training.

In-Person*

- Start and end times vary (3-6 hours)
- Location varies**
- 3-6 credit hours
- Limit of 2 students per EAST program may attend
- Course enrollment closes 7 days before the class starts

Virtual

- Start and end times vary (1- 2 hours)
- 2 credit hours
- Short, tutorial-style training to be completed in one sitting
- Students must attend the full session to receive credit

On-Demand

- 2 credit hours
- Recorded virtual student training sessions that are 1-2 hours long and are viewable on the training platform
- Students must pass a short quiz after watching the video to earn credit

At Home

- Max 6 credit hours available
- Must receive approval from EAST Training team before the class to earn credit
- Coordinated by an EAST program with a real-world professional as their class trainer Organizers are encouraged to invite other area EAST programs to participate

*In-person and Virtual courses with fewer than 6 students enrolled one week beforehand will be canceled or rescheduled for a later date.
** EAST Student Training locations include Little Rock, Hope, Monticello, Fayetteville, and Jonesboro. Specific location details are provided with course descriptions.

Withdrawing from Training and Penalties

- You must unenroll from training at least 7 days beforehand
- Noncompliance will result in you and your principal receiving a penalty letter for the first warning
- Any following infractions will result in a penalty letter and your program losing seats in upcoming live training. While you may re-enroll in those classes, there is no guarantee that seats will be available
- Failure to attend a class you're registered for will result in your program being penalized

COMMUNICATIONS

Just like fans cheer for their favorite team, your program has fans and followers, too! A well-developed strategy can help grow the visibility of your program and all the work your students are doing.

WHY

Documenting what happens in your EAST program is important for many reasons:
- Tangible content to share with community partners, your school district and administration, local media members, and even members of your family
- More pictures and videos to choose from when completing EAST Conference competition applications
- Cementing memories and creating a culture within your program

HOW

How should you document your program?
- Take pictures and videos using the cameras supplied to your program or even a high-quality phone
- Interview your community partners and students about their projects and growth in EAST
- Ask your community partners for permission to use their company logo on EAST materials created by your program and on social media - make sure you tag them on your posts too!
- Put students to the task! Have designated photographers, videographers, and social media reporters within your program. Make sure they are submitting content and updates about the amazing work happening in your program to communications@eaststaff.org. We want to brag on you too!

WHAT

You know why, you know how, but WHAT should you document?
- Teambuilding activities
- Students working on projects
- Students attending events (student training, Conference, luncheons, award shows, etc.)
- Fun moments in your program

WHERE

Where should you share your content?
- Your program's social media page(s)
- With your school district's communications person/team
- To local media (newspapers, radio, TV stations) in the form of press releases
- With faculty and staff
- With EAST Communications (communications@eaststaff.org)
- With EAST Student Contributors - send us your news (esc@eastproject.org)

Check out the Brand Center on the EAST website for more direction on the best ways to package your content.

DEVELOPMENT

Do you need more resources for your program? There are grants available to help you fund projects and ways to get sponsors' support! Contact at Development@EASTstaff.org for more information and assistance.

Grant Writing Tips

- Start small, research local foundations and corporate giving programs
- Find the right grant that fits your project or program
- Involve your students! Research and technical writing is a valuable skill, and grant writing is good practice
- Get to know your school district's grant writer. Use them and your English teachers to review your grants before submitting
- Start a spreadsheet of grant details and a folder with all your most used documents, success stories, pictures/videos budget templates, and standard answers
- Always complete the grant application before the due date to allow for feedback from the funder

Sponsor Tips

- Give individuals or businesses a chance to volunteer, before asking for a contribution

Grant Resources

- getedfunding.com
- edutopia.org/grants-and-resources
- neafoundation.org/pages/grants-to-educators
- adoptaclassroom.org/register
- donorschoose.org
- teach.com/what/grants-for-teachers
- arcf.org
- dese.ade.arkansas.gov/Offices/communications/grant-opportunities

GROWTH: BUILDING AN EAST PIPELINE

Why?

- Feeder for your program
- You create more opportunities for kids to take EAST
- Your own PLC

How?

- Share your EAST at school board meetings
- Have your kids present EAST to admin at other campuses
- Have your kids present to grades that don't have EAST

Process:

- Step 1: Reach out to tami@EASTstaff.org or complete the JoinEAST form
- Step 2: Schedule a Site Tour with Tami
- Step 3: Complete the grant application (AR DESE schools)

Cost

- Arkansas DESE Schools - Grant information
  - Value: ~$115,000
  - Cost to schools: $25,000 (one time only)
- Non-Arkansas DESE Schools
  - Year 1: $102,000 (procurement + service)
  - Year 2: $12,500 (service)
  - Annually after year 2: $9,500 (includes all training, Conference, Seminar, web resources...)

MIDDLE OF THE YEAR BEST PRACTICES

Growing Students

- ☐ Team Building Activities:
  - ☐ Brainstorming (ex. Brainstorming Goes Bananas)
  - ☐ Soft Skill Building (ex. EAST Speed Dating)
  - ☐ Connected Communities (ex. Museum on Main Street)
  - ☐ Culture over Content (ex. Sneak-a-Peek)
- ☐ Essential Soft Skills: Client and community partner communication etiquette
  - ☐ Making phone calls
  - ☐ Sending emails
  - ☐ Preparing for meetings
- ☐ Projects and Management
  - ☐ GADIE It
  - ☐ Growing the "not so" Magic Beans
  - ☐ 20 Hours video
  - ☐ 5 Why's
  - ☐ Gantt Chart
  - ☐ Accountability - Connect with a client and community partner
  - ☐ Be sure to document project progress!
- ☐ What Software When?
- ☐ Building Skills and Confidence
  - ☐ Attend Student Training sessions (in-person, virtual, and on-demand)
  - ☐ Museum on Main Street
  - ☐ Utilize certification curriculum
  - ☐ ESRI resources
- ☐ Grants: Real Cash in Your Pocket
- ☐ Get out of the classroom and into the Community
  - ☐ Be a guest speaker for a civic organization
  - ☐ Begin client and community partner meetings
- ☐ Recruitment - Growing your Program
  - ☐ SWOT analysis
- ☐ Social Media
  - ☐ Share your story
  - ☐ Connect with other programs
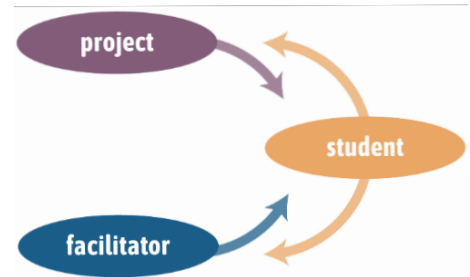
Tech Tips

- ☐ Ensure all equipment with batteries is partially charged (30-80%), remove batteries, and store somewhere cool and dry away from direct sunlight
- ☐ Check the ink levels of the plotter/printers (do NOT unplug the plotter)

Growing Professionally

- ☐ TESS/ESSA - documenting EAST
- ☐ Engage with your Networking Group
- ☐ Become involved with an EAST-based PLC

EAST Conference

- ☐ Conference team
  - ☐ Selection process
  - ☐ Team meetings and preparations
  - ☐ Get registered!
  - ☐ Create your team t-shirts
  - ☐ Create handouts or other materials to share
- ☐ Planning your budget
  - ☐ Accommodations
  - ☐ Transportation
  - ☐ Meals
  - ☐ Supplementing school funding/sponsors
- ☐ Conference booth - Showcasing your program
  - ☐ Choosing projects to Showcase
  - ☐ Preparing your Showcase Pitch
  - ☐ Overall booth design
- ☐ Other things to think about
  - ☐ Do you want to give away any swag?
  - ☐ Have you looked at the Breakout Sessions?
  - ☐ What other opportunities will you participate in?

eastlink.me/Phase2024
Use this link to access the Phase slide deck. Here, you will find links to the EAST Phase Facilitator Binder and session materials you can use in your classroom as you dive into projects and reach out to clients and community partners.

NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
3	**4**	**5** Election Day	**6**
	LIVE In-Person & Virtual Student Training Sessions Available		
	WEI Dot Collection Week		
10	**11** Veterans Day	**12**	**13**
	LIVE In-Person & Virtual Student Training Sessions Available		
		EAST Administrator & Stakeholder Continuing Training	
		Upgrade Grant Award Announcement	
17	**18**	**19**	**20**
			Phase III : Session 1
24	**25**	**26**	**27**

NOVEMBER

THURSDAY	FRIDAY	SATURDAY	TO DO LIST

	1	**2**	□ Attend Student Champion Gathering
			
			□ EASTcon25:
			  □ Encourage students to apply for Conference Leadership Team positions
			
			  □ Decide how you will select your Conference team

7	**8**	**9**	
14	**15**	**16**	
WEI PLC Meeting (In-Person)	**EASTcon25 Leadership Team Application Deadline**		
21	**22**	**23**	
28 Thanksgiving Day	**29**	**30**	

DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
1	**2** Phase III : Session 2	**3** EAST Giving Tuesday	**4** Phase III : Session 3
8	**9** WEI Dot Collection Week LIVE In-Person & Virtual Student Training Sessions Available	**10** EASTcon25: Competition List Unveiled, Founder's & Cornerstone Letter of Intent Open	**11** EASTcon25: Leadership Team Announcement
15	**16** LIVE In-Person & Virtual Student Training Sessions Available	**17**	**18**
22	**23**	**24**	**25** Christmas Day
29	**30**	**31** New Year's Eve	

DECEMBER

THURSDAY	FRIDAY	SATURDAY	TO DO LIST
5 EAST's Birthday	**6**	**7**	☐ Encourage Seniors to prepare for EAST Student Scholarship applications ☐ Schedule spring speaking engagements with civic and public organizations ☐ Perform a tech checkup: ☐ Clean up files ☐ Blow the dust out ☐ Prepare for storage over the holiday break ☐ EASTcon25: ☐ Register for Conference
12 Program of Influence: Deadline to submit Student Enrollment, Inventory & Acknowledge Assurances	**13**	**14**	
19	**20**	**21**	
26	**27**	**28**	

JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
			1 New Year's Day
5	**6**	**7** EASTcon25 Competitions Open	**8** WEI PLC Meetings (Zoom)
12	**13**	**14**	**15**
19	**20** Martin Luther King, Jr Day	**21** LIVE In-Person & Virtual Student Training Sessions Available	**22**
26	**27** LIVE In-Person & Virtual Student Training Sessions Available	**28**	**29**

JANUARY

THURSDAY	FRIDAY	SATURDAY	TO DO LIST

2 EAST Student Scholarship Application Link Opens	**3**	**4**	☐ EASTcon25:
			  ☐ Make sure your program is registered!
			
			  ☐ Check your hotel reservations
			
			  ☐ Schedule transportation
			
			  ☐ Submit for Founder's & Cornerstone and other Conference competitions
			
			  ☐ Begin meeting with your Conference team
			
			  ☐ Begin designing your team Conference t-shirt

9	**10**	**11**	
16 EASTcon25 Founder's & Cornerstone Letter of Intent Deadline	**17**	**18**	
23 Student Champion Replacement Deadline	**24** WEI Roster Deadline	**25**	
30	**31**		

FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
2	**3**	**4**	**5**
	LIVE In-Person & Virtual Student Training Sessions Available		
9	**10**	**11**	**12**
	LIVE In-Person & Virtual Student Training Sessions Available WEI Dot Collection Week		
16	**17** President's Day	**18**	**19**
23	**24**	**25**	**26** WEI PLC Meetings (Zoom)

FEBRUARY

THURSDAY	FRIDAY	SATURDAY	TO DO LIST

		1	☐ Document project progress
			
			☐ Send Conference invitations to administrators, parents, clients, community partners, state and local officials
			
			☐ EASTcon25:
			  ☐ Register your Conference team, administrators, and/or chaperone
			
			  ☐ Begin designing your Conference booth
			
			  ☐ Attend Leadership Team Retreat with your students

6 EASTcon25 Founder's & Cornerstone and EAST Competitions Deadline	**7**	**8**	
13 EAST Student Scholarship Application Deadline	**14** Valentine's Day	**15**	
20	**21**	**22**	
27	**28**		

TECH SUPPORT

Problems? Start with the easiest, but...

- Always start with the basics (power, connections, am I actually connected to the internet?)
- Verify all connections are properly and securely connected
- Check Power - surges and power failures can instantly affect your server/network. If possible, use a Universal Power Supply (UPS).
- Slow? Check and stop programs that run at startup (re-enable if needed)
- Check for updates to software or drivers
- For Lenovo workstations - run Lenovo Vantage for updates/other
- Note any error code and Google it
- Delete any unnecessary files, folders, and programs
- If you continue to experience problems, contact the Help Desk.

EAST Provided Software
Licensing and access information for these and additional open source programs can be found on the Help Desk.

- Adobe Creative Cloud
- Affinity Suite
- ArchiCAD

- Autodesk
- Canva
- ESRI ArcGIS

- Solid Edge
- Unity

Accessing the Technical Services Help Desk tab takes you to the Knowledge Base where you can search for articles, resources, and information. Can't find what you're looking for? Contact TSG by putting in a Help Ticket, calling 501-371-5016, or emailing TSG@EASTstaff.org

EAST Classroom Specifications 2024-2025

Workstations / Laptops / Tablets
- Lenovo ThinkPad P16s Gen 2 ~AMD Ryzen Pro 7 16GB/1TB Touch 1920X1080
- Lenovo Thinkstation P680 Tower I7-134700 / 16GB/1TB/RTX4060 8GB
- Lenovo Thinkstation P620 Bixby AMD Ryzen Thread ripper 5945 / 16GB / 1TB / A2000 12GB
- Lenovo Tab M10 Plus 3rd Gen

Cameras / Livestream / Podcasting / Accessories
- Canon XA60 video camera
- Teleprompter
- Manfrotto 290 Xtra Aluminum Tripod with 128RC Micro Fluid Video Head (video camera)
- GoPro Max 360
- Blackmagic Mini ATEM Pro ISO
- DaVinci Resolve Speed Editor / with studio
- GVM 800D-RGB LED Studio 3-Video Light Kit
- Nikon Z50 Mirrorless Camera with 16-50mm and 50-250mm Lenses

- Synco wireless lavalier mics... 2 transmitter 1 receiver
- Rodecaster kit for two
- Westcott 18" Bi-Color LED Ring Light w/ stand
- Wireless Camera transmitter/receiver/Monitor set

Printers
- Epson Education T7770D Wide Format Printer
- Brother MFC-L8905 Color Laser Printer
- Matterhacker 3D Printer Bundle - Bambu Lab X1 Carbon
- Carbide 3D Nomad 3 CNC Machine with thread table/starter
- Siser Romeo 24" Vinyl Cutter Bundle

END OF THE YEAR BEST PRACTICES

Growing Students

- ☐ Team Building and Brainstorming
  - ☐ Stay connected
  - ☐ Continue to identify community problems
  - ☐ Yes, and... (build and grow on current ideas)
- ☐ Essential Soft Skills
  - ☐ Pitching your ideas to clients and community partners
  - ☐ Thank You notes to clients and community partners
  - ☐ Presenting a program recap to the school board
- ☐ Projects and Management
  - ☐ Document project progress
  - ☐ Create project presentations
  - ☐ Preparing for project completion or handoff
- ☐ Technical Skill Building
  - ☐ Learning new skills and software/hardware
  - ☐ Building Skills and Confidence
  - ☐ Attend Student Training sessions (live and online)
  - ☐ Encourage students to complete certification assessments
- ☐ Grants: Real Cash in Your Pocket
  - ☐ Donors Choose for project and classroom needs
- ☐ Get out of the Classroom and into the Community
  - ☐ Be a guest speaker for a civic organization
  - ☐ Continue to meet with clients and community partners
  - ☐ Begin client and community partner meetings for next year
- ☐ Recruitment - Growing Your Program
  - ☐ Host an event or visit your feeder school(s)
  - ☐ Invite potential students to your EAST Night Out
- ☐ Meet with your Community Advisory Board
- ☐ Social Media
  - ☐ Share your stories of success
  - ☐ Acknowledge and thank your clients and community partners
  - ☐ Connect with other programs
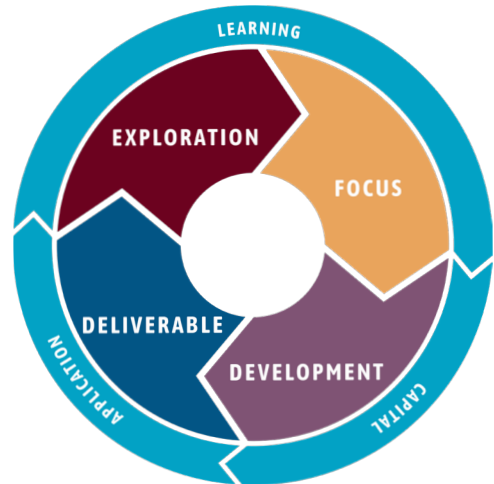
Tech Tips

- ☐ Inventory all items in your classroom (include purchased/received and warranty dates)
- ☐ Create/update a record of all passwords
- ☐ Label all things that go together, including wiring (ex., server/switch ethernet cables, display cables, power cords)
- ☐ Document configurations (how things are plugged in, what ports) - take pics if needed
- ☐ Ensure all equipment with batteries is partially charged (30-80%), remove batteries, and store somewhere cool and dry away from direct sunlight
- ☐ Check the ink levels of the plotter/printers (do NOT unplug the plotter)

Growing Professionally

- ☐ Reflect and set goals for next year's EAST
- ☐ Seminar - do you have something to share with other facilitators? Offer to present a session!

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MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
2	3	4	5
9	10	11	12
16	17 St. Patrick's Day	18 EASTcon25	19
23	24	25	26

MARCH

THURSDAY	FRIDAY	SATURDAY	TO DO LIST
		1	☐ EASTcon25: 　☐ Practice Conference presentations with an audience 　☐ Celebrate your program and your Conference accomplishments! ☐ Purchase EAST Senior graduation cords at EASTcon25 ☐ Develop next year's budget
6	**7**	**8**	
13	**14**	**15**	
20	**21**	**22**	
27	**28**	**29**	

APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
30	**31**	**1**	**2**
	WEI Dot Collection Week		
6	**7**	**8**	**9**
	LIVE In-Person & Virtual Student Training Sessions Available		
13	**14**	**15**	**16**
	LIVE In-Person & Virtual Student Training Sessions Available	EAST Administrator & Stakeholder Training	WEI PLC Meetings (Zoom)
20 Easter	**21**	**22** Earth Day	**23**
27	**28**	**29**	**30**

APRIL

THURSDAY	FRIDAY	SATURDAY	TO DO LIST
3	**4**	**5**	☐ Present at a School Board meeting
10	**11**	**12**	☐ Visit a neighboring EAST program
17	**18**	**19**	☐ Encourage students to learn new skills for next year
24 Upgrade Grant Purchase Deadline	**25**	**26**	☐ EASTcon26: ☐ Submit student designs for the Logo Competition

MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
4	**5**	**6**	**7**
	LIVE In-Person & Virtual Student Training Sessions Available		
	WEI Dot Collection Week		
11	**12**	**13**	**14**
	LIVE In-Person & Virtual Student Training Sessions Available		
			WEI PLC Meetings (Zoom)
18	**19**	**20**	**21**
25	**26** Memorial Day	**27**	**28**

MAY

THURSDAY	FRIDAY	SATURDAY	TO DO LIST

1	**2**	**3**	☐ Wrap up projects and send Thank You notes to your clients and community partners
			
			☐ Reflect and celebrate your year!
			
			☐ Register for EAST Seminar
			
			☐ Do an inventory check - remove old and broken items, order new ones
			
			☐ Perform a tech checkup:
			  ☐ Clean up files
			  ☐ Blow the dust out
			  ☐ Prepare for storage over the summer break

8	**9**	**10**	
15	**16** Final Day to earn Student Training credits	**17**	
22 Upgrade Grant EAST Audit Deadline	**23**	**24**	
29	**30**	**31** Program of Influence: Deadline to register and host an EAST Night Out and Project Profile	

JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
1	**2**	**3**	**4**
8	**9**	**10**	**11**
15	**16**	**17** EAST Administrator & Stakeholder Introductory Training	**18**
22	**23**	**24**	**25**
29	**30**		

JUNE

THURSDAY	FRIDAY	SATURDAY	TO DO LIST
5	**6**	**7**	
12	**13**	**14**	
19 Juneteenth	**20**	**21**	
26	**27**	**28**	

JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
		1	**2**
6	**7**	**8**	**9**
13	**14**	**15**	**16**
20	**21**	**22**	**23**
27	**28**	**29**	**30**

JULY

THURSDAY	FRIDAY	SATURDAY	TO DO LIST
3	**4** Indepenence Day	**5**	
10	**11**	**12**	
17	**18**	**19**	
24	**25**	**26**	
31			

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