



connect

2020-2021 Promotional Guide

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ABOUT THE HUB

The Hub is an online repository of resources designed to expand opportunities for information-sharing, collaboration, and learning. At coloradohub.org you will find the knowledge, best practices, and favorite tools of Colorado educators. At the core of The Hub is a resource library created by education-centric organizations and leaders, with the intent to coordinate efforts across Colorado.

Originally focused on health and wellness, The Hub has added **Reconnected Learning**, a section designed to increase opportunities for collaboration and discussion related to equity, community connections, and other priorities that have surfaced as a result of the COVID-19 pandemic.

At The Hub, we look for content that supports the shared vision that Colorado youth are healthy and reach their full potential. This appears on The Hub in a variety of forms, including peer connections, organizations, events, professional development, toolkits, templates, research, stories, groups dedicated to specific interests, and a job board.

The Hub is managed by the Colorado Education Initiative (CEI).

For more than a decade, CEI has been at the forefront of improvement, innovation, and change in Colorado's public education system.

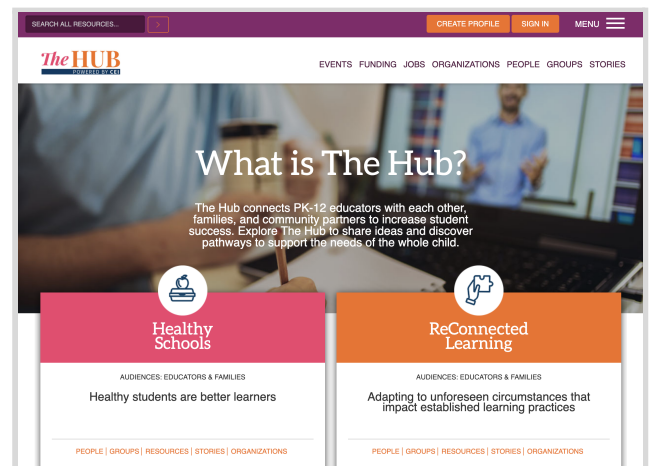
Over the years, we've worked in partnership with educators on the ground in more than 150 urban, suburban, and rural school districts.

Hub User Guide

RMC Health worked in partnership with CEI to create a step-by-step guide to help direct users through the key features of The Hub. Check out [The Hub User Guide](#).

Hub One-Pager

[Click here](#) to download a one-pager that describes The Hub. This one-pager can be emailed or linked to from your website. Use text and descriptions from this one-pager to customize your own messages.



EMAIL SIGNATURES

Text to Insert: Visit coloradohub.org to find equity-aligned resources designed to improve outcomes for all students and contribute to student, staff, and community well-being.

Images ([download here](#) for higher quality options):



Visit coloradohub.org to find equity-aligned resources designed to improve outcomes for all students and contribute to student, staff, and community well-being.



Visit **The Hub** to find equity-aligned resources designed to improve outcomes for all students and contribute to student, staff, and community well-being.

EMAIL DRAFTS

Use these draft emails in outreach to introduce organizations, colleagues and others to The Hub.

Email Letter for PD Providers and Community Organizations

Dear _____,

I'm excited to let you know about coloradohub.org, a robust website designed to share the knowledge, best practices, and favorite tools of Colorado educators throughout Colorado.

The Hub is a website that connects people working in PK-12 education with a broad array of resources, including events, grants, organizations, professional development, research, templates, toolkits, and much more. These vetted materials are provided by a variety of organizations and can be used to improve outcomes for all students and contribute to student, staff, and community well-being.

Join this online community today to support the shared vision that all Colorado youth are healthy and reach their full potential. Here's how:

[Create a user profile](#)

Introduce yourself and open the door for engagement with other Hub users.

[Create an organization profile](#)

Add your organization to the directory of agencies, non-profits, and companies focused on health

and education.

[Submit content](#)

Share your organization's events, learning opportunities, programs, and resources.

This unique online community is managed by the Colorado Education Initiative, through a grant from The Colorado Health Foundation. I am an active user of The Hub, and find great value in the opportunities it presents for information-sharing, collaboration, and learning. I hope you will consider joining as well!

Sincerely, _____

Email Letter for Colleagues and Educators

Dear _____,

I'm excited to let you know about coloradohub.org, a robust website designed to share the knowledge, best practices, and favorite tools of Colorado educators throughout Colorado.

The Hub is a website that connects people working in PK-12 education with a broad array of resources, including events, grants, organizations, professional development, research, templates, toolkits, and much more. These vetted materials are provided by a variety of organizations and can be used to improve outcomes for all students and contribute to student, staff, and community well-being.

Discover the power of The Hub today!

- [Create a user profile](#) and make connections with peers and experts.
- Search for resources and opportunities - Give items a thumbs-up, add comments, and save your favorites (user profile required).
- Upload personal resources that you have created or found to be helpful.
- Create and join groups to participate in discussions with others who have shared interests.

The collaborative power of The Hub will be fueled by users like you; I hope you take advantage of the increased opportunities The Hub provides to connect with others who know that equitable, safe learning environments set the stage for student success. I hope you will consider joining The Hub!

Sincerely, _____

Email Letter for Parents and Guardians

Dear _____,

I'm excited to let you know about coloradohub.org, a robust new website designed to boost school wellness and family partnerships throughout Colorado. The Hub is a website that connects parents and teachers with a broad array of resources, including events, organizations, research, toolkits, and much more. These vetted materials are provided by a variety of organizations and can be used to integrate wellness and strategies for success into the daily routines of our children.

Discover the power of The Hub today!

- [Create a user profile](#) and make connections with peers and experts.
- Search for resources and opportunities - Give items a thumbs-up, add comments, and save your favorites (user profile required).
- Create and join groups to participate in discussions with others who have shared interests.

I hope you take advantage of this opportunity to find information and connect with others who know that happy, healthy students are better learners.

Sincerely, _____

TEXT AND LINKS FOR WEBSITES

Use these example text options to post on a website or modify for social media. See below for images.

Version 1

The Hub: Building Community, Advancing Wellness, and Fueling Student Potential

The Hub connects people working in PK-12 education with a broad array of resources, including events, grants, organizations, professional development, research, templates, toolkits, and much more. These vetted materials are provided by a variety of organizations and can be used to improve outcomes for all students and contribute to student, staff, and community well-being. [Visit coloradohub.org](http://coloradohub.org)

Version 2

The Hub: Building Community, Advancing Wellness, and Fueling Student Potential

Visit coloradohub.org to find resources to boost your capacity to improve outcomes for all students and create a learning environment focused on student, staff, and community well-being.

Version 3

Tap Into Collective Knowledge That is Relevant to Your Community

Discover the power of [The Hub](#)... boost your school wellness efforts and build capacity to integrate health and wellness into the school day. [Visit coloradohub.org](http://coloradohub.org)

Version 4

The Hub: Equity-Aligned Resources Designed to Improve Outcomes for All Students

Visit coloradohub.org and find the knowledge, best practices, and favorite tools of Colorado educators. Browse a vetted resource library aimed to support those closest to the work, including teachers and specialized school staff members.

TEXT FOR SOCIAL MEDIA

Use these sample posts for any social media platform. See below for images.

Facebook

I'm serving as a Hub Ambassador this winter! I'm ready to connect you with resources and help you discover ideas to help Colorado kids find success in school. coloradohub.org

Visit The Hub... a one-stop shop to find resources, events, and a community focused on advancing equity and wellness in Colorado's schools. coloradohub.org

Instagram

(share a photo of yourself, or a Hub image and remove first phrase)

This is my official Hub Ambassador portrait! I'm excited to connect educators with coloradohub.org resources designed to advance equity in CO schools and fuel success for CO kids. Let's talk about what that means in your school! #healthyschools #reconnectedlearning #edcolo

The Hub is here for you! Stop by coloradohub.org, a virtual one-stop shop for resources, events, and a community focused on advancing equity and wellness in Colorado's schools. #healthyschools #reconnectedlearning #edcolo

LinkedIn

I'm expanding my role in education! I'll be serving as a Hub Ambassador for the next four months. Do you need ideas for advancing equity or meeting the needs of the whole child? Let me introduce you to coloradohub.org, a one-stop shop for vetted resources, events, funding, jobs and more! #healthyschools #reconnectedlearning #edcolo

Attention educators! Visit coloradohub.org, an online powerhouse with resources, events, professional development, jobs, and a community focused on advancing equity and wellness in Colorado's schools. #healthyschools #reconnectedlearning #edcolo

Twitter

Check out coloradohub.org: A one-stop shop for resources, events, PD, funding, and groups focused on advancing equity and wellness in CO schools. #healthyschools #reconnectedlearning #edcolo

Excited to begin work as a coloradohub.org Ambassador; ready to help you find tools and resources that lead to equitable learning and healthy choices for kids! #healthyschools #reconnectedlearning #edcolo

IMAGES FOR WEBSITES AND SOCIAL MEDIA

[Click here](#) for a folder with more downloadable images to use on your website or social media.



DRAFT TEXT FOR DIFFERENT AUDIENCES

Use this text in outreach, newsletters, or other promotional opportunities for The Hub.

Promo Text - Audience: Educators

Find Tools to Boost Achievement and Advance School and Student Wellness Efforts on The Hub

The Hub (coloradohub.org) is an online community featuring a broad array of resources focused on strategies for academic success and improved health and wellness in the school environment. This website delivers a variety of practices and research to empower school communities and eliminate duplication of efforts. The **Healthy Schools** section curates content aligned to the Whole School, Whole Community, Whole Child (WSCC) model, a 10-part framework for addressing health in schools. The **Reconnected Learning** section is designed to increase opportunities for collaboration and discussion related to equity, community connections, and other priorities that have surfaced as a result of the COVID-19 pandemic.

- Learn about upcoming events
- Discover professional development options
- Explore, toolkits, templates, and programs
- View available grants and other funding opportunities

Hub users have the option to create a user profile and connect with peers and organizations, maintain a favorites list, participate in unique Groups, and more.

The Colorado Education Initiative provides oversight and management for The Hub. Contact Hub Manager, Susan Paulsen (spaulsen@coloradoedinitiative.org) for additional information or get started by creating a [user profile](#).

Promo Text - Audience: Wellness and Community Organizations

Share Resources with Schools, Families, and Students on The Hub

The Hub (coloradohub.org) is an online community featuring a broad array of resources focused on equity, strategies for academic success, and improved health and wellness in the school environment. This website delivers a variety of practices and research to empower school communities and eliminate duplication of efforts. The **Healthy Schools** section curates content aligned to the Whole School, Whole Community, Whole Child (WSCC) model, a 10-part framework for addressing health in schools. The **Reconnected Learning** section is designed to increase opportunities for collaboration and discussion related to equity, community connections, and other priorities that have surfaced as a result of the COVID-19 pandemic.

Leverage The Hub to share content with more than 800 users throughout Colorado, such as:

- Upcoming events, webinars, and professional development offerings
- Funding and employment opportunities
- Resources including toolkits, templates, videos and best practices
- News and stories from the field

The Colorado Education Initiative provides oversight and management for The Hub. Contact Hub Manager, Susan Paulsen (spaulsen@coloradoedinitiative.org) for additional information or get started by creating a [user and/or organization profile](#).

Promo Text - Audience: Mixed

The Hub Connects Communities with Resources to Boost Achievement and Wellness for All Students

The Hub, a new website that connects communities, parents, and teachers with a broad array of vetted resources designed to advance equitable opportunities and integrate health and wellness into the daily routines of Colorado's children and their families.

Created for school communities, The Hub serves as a repository for research, promising practices, funding opportunities, events, and much more. Many of these resources have been used and tested in school communities throughout Colorado. More than 800 registered Hub users have the ability to create discussion groups, share stories, and upload their own resources.

The **Healthy Schools** section curates content aligned to the Whole School, Whole Community, Whole Child (WSCC) model, a 10-part framework for addressing health in schools. The **Reconnected Learning** section is designed to increase opportunities for collaboration and discussion related to equity, community connections, and other priorities that have surfaced as a result of the COVID-19 pandemic.

Visit coloradohub.org to explore this extensive one-stop shop for education and wellness resources.

The Colorado Education Initiative provides oversight and management for The Hub. Contact Hub Manager, Susan Paulsen (spaulsen@coloradoedinitiative.org) for additional information or get started by creating a [user and/or organization profile](#).

SUBMITTING STORIES

Prompts for Telling a Story

Consider some of these key questions when submitting a story.

- Choose the focus for your story. The Hub is looking for more stories on these topics:
 - **Diversity, equity and inclusion**
 - **Reconnected learning**
 - **Social emotional learning**
- Determine how to kick off your story:
 - Was there a problem to solve?; Did you have an idea or did you use or develop a useful tool?; Were you participating in a collaborative effort? Who did you impact or work with?
 - Describe why the story resonates with you. What compelled you to act?
- Share what strategies you used and why.
- Consider if you adjusted your strategies/plans along the way. If so, what prompted the change?
- Share who and/or what helped you advance your work and any obstacles that you overcame – and did these obstacles reveal any new ways of thinking for you?
- Consider if you reached your desired outcome and share tangible/measurable evidence of your success.
- Outline what's next for your work.

STORYTELLING FORMATS AND STORYVINE VIDEOS

Written Narrative

- Use the headline and first paragraph to start your story with a question or observation that makes the reader curious to find out what happens. Consider how to use empathy and emotion to connect with readers, describing what you saw, felt, and sensed during your experience.
- Aim for about 1,000 words. Use subheads and bullets to break up long segments of text.
- Written narratives can also be used to share a review for a favorite webinar, book, tool or resource that you have used in your work.
- See Example Narrative [here](#).

Video and Storyvine

- Consider the most compelling aspect of your story and record a brief narrative or conduct quick interviews to share your experience. Allow the camera to set the scene and script your narrative to describe key takeaways.
- Use **Storyvine** to quickly conduct interviews. See these [instructions](#) on how to do Storyvine.

- Be sure that any students who appear in photos and videos have the appropriate media permission on file with their school or district. A media release is not required for adults when they are filmed in public places, but it is a good rule of thumb (and professional courtesy) to notify them you will be filming and ask if they have any objections.
- See Example Storyvine [here](#).

Photo Essays

- Gather images of people, places and objects that illustrate your journey. Use your smart phone to capture photos with a strong focal point and crop out distracting backgrounds. Consider how close-ups, high or low angles, and lighting can enhance the photo. Write captions or a brief paragraph for each image that capture the progression of the story.
- Use four to six images to share your story, with each capturing a point in time, or progression of the story. Use images that capture where, when, how, and why.

[Submit stories to The Hub here](#)

STARTING A GROUP

Groups are a way to share resources and engage with others on The Hub. Check out the [Hub Ambassador Group](#) and share one idea about what you have done to promote or expand The Hub.

[Click here to learn more about starting a group of your own.](#)

UPLOADING RESOURCES

Resources are documents, templates, toolkits, guides, videos, tools, reports, etc. that have a direct download or link.

- Resources can be submitted to The Hub; which can be viewed by any visitor. (Submit a Resource [here](#).)
- Resources can also be submitted as a “Personal Resource” that will be linked on your profile page. People will only be able to view the resource if they visit your profile page.
 - (The “Submit a Personal Resource” link can be found within your profile dashboard):

Personal Resources >

SUBMIT A RESOURCE

Please note that Personal Resources will not appear when users use the search function, but only when users are viewing your profile.

If you are not the author of the resource you would like to submit, ensure to either contact the author for permission to post the resource, or cite the resource appropriately to give the author full credit. It is helpful to add a sentence or two regarding why this resource is helpful to you or a suggestion for how it can be used.

When submitting a resource, please upload a corresponding image (even a screenshot of the resource itself).

NOTE: All resources will go through a review and vetting process managed by The Colorado Education Initiative before being posted to The Hub. Contact Hub Manager, Susan Paulsen (spaulsen@coloradoedinitiative.org) for questions.

HUB AMBASSADOR ONBOARDING

If you need a reminder about your role, as a Hub Ambassador, check out our October 2020 [Onboarding Recording](#) or [Onboarding Slides](#).

HUB BRANDING

Tagline

Colorado's Connection to Resources and Community

Logo

Copy and paste this image for online and screen use (web, Powerpoint, etc.). Additional images and logos can be found [here](#) to download, if needed. Contact Hub Manager Susan Paulsen to request logos for print and promotional materials.



Hashtags

#healthyschools #reconnectedlearning #edcolo

Hub Colors

Orange	#F36E2D	R: 243 G: 110 B: 45	C: 0% M: 71% Y: 92% K: 0%
Pink	#EF436F	R: 239 G: 67 B: 111	C: 0% M: 88% Y: 37% K: 0%
Blue	#216DCA	R: 33 G: 109 B: 202	C: 83% M: 57% Y: 0% K: 0%
Dark Blue	#043B60	R: 4 G: 59 B: 96	C: 100% M: 79% Y: 38% K: 27%
Green	#05A09F	R: 5 G: 160 B: 159	C: 80% M: 16% Y: 41% K: 0%
Purple	#7B48C2	R: 123 G: 72 B: 194	C: 64% M: 79% Y: 0% K: 0%