

REACH AND TEACH

A Strategy to Define Your Community

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CWK Network

CONNECT WITH KIDS

**THE POWER OF MEDIA
MEETS THE PROMISE
OF EDUCATION TO
CREATE A YOUTH
VOICE, COMMUNITY
ENGAGEMENT STRATEGY
THAT TELLS YOUR
STORY, ELEVATES YOUR
MISSION, AND CREATES
A CULTURE OF INCLUSION
AND BELONGING.**



A REACH & TEACH STRATEGY TO DEFINE YOUR COMMUNITY

WE REACH

CWK produces a professional micro community engagement campaign to tell the story of your organization.

YOU TEACH

Simultaneously, we provide evidence-based educational resources to help your students tell their own stories and develop a deeper understanding of social and emotional learning (SEL) and equity through a Project-Based Learning (PBL) initiative.

Please note that CWK is a Minority and Women Owned Business Enterprise (MWBE) with a general vendor contract which provides you with one procurement option process. We additionally have a professional development contract with NYC Department of Education.

HOW IT WORKS



FIRST, A “DEFINING US” COMMUNITY TOWN HALL EVENT

Student, staff, and parent leaders are invited to a town hall event to define the story of the district and give feedback on themes that are important to the community. Following a screening of the film “Defining US,” facilitators lead students, parents, teachers, and administrators through a community conversation to identify up to five themes to be covered in a community engagement initiative.

THEN, A PROFESSIONAL SHORT FILM THAT TELLS YOUR DISTRICT’S STORY

CWK professional crews produce a short film covering between 3- 5 of those themes. The final film is between five (5) to seven (7) finished minutes.



WITH CORRESPONDING STUDENT FILMS

CWK staff works with student crews at one or more schools (up to 25 students – 5 crews of 5) to act as field producers/film directors/and production teams to develop videos regarding these themes by interviewing fellow students, faculty, and community members at not only their school but other schools across the district.



USING HIGH QUALITY, 4K EQUIPMENT

CWK provides the following DIY movie making kits for each student team (5 kits total). One kit for each team that includes:

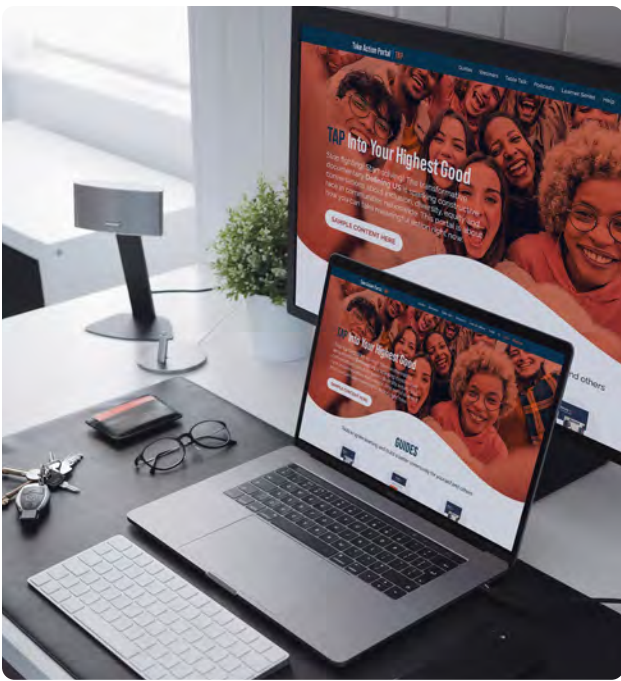
1. 4K Video Camera
2. Tripod
3. Microphone
4. Light
5. Equipment Case

AND AN EVIDENCE-BASED DOCUMENTARY CURRICULA

Students and teachers have access to full, evidence-based documentary curricula that includes ten (10) thirty-minute lessons on topics such as [writing scripts](#) and [practicing documentary interview strategies](#). Other lessons include field and post production techniques such as producing, editorial theme development, lighting, recording audio, filming, scripting, editing, graphics, and music. Lessons include sample short videos created by other students and CWK virtual group training that includes half-hour weekly check-ins with producer/director mentors assigned to support and monitor progress.



- Student videos are produced over 10 sessions.
- Each student video typically takes 10 thirty-minute lessons.
- CWK provides up to 40 hours of professional training, editing support, and post production services over the course of the project to complete 5 videos.
- Each team produces a minimum of one video each (one video per team illustrating primary themes with support from CWK staff in editing and postproduction services – music, graphics, etc.).
- Other videos produced, filmed, and edited by students can also be added to the micro-site showcasing all films.
- Students are given two rounds of review for final videos edited by CWK.
- Videos approved by CWK are uploaded to the micro-website and can be used as the district and schools see fit to engage their local communities.



TIMELINES AND DELIVERABLES

We recommend 90-120 days to complete the micro-campaign with all deliverables. CWK will provide invitation templates for “Defining US” community events and up to 10 social media templates at no additional charge.

As an evidence-based educational media company with roots in television, we understand how to create media that engages your community. CWK not only produces evidence-based resources that are proven to inspire positive change, but also provides creative services such as video production, copywriting, graphic design, custom curricula, web development and copywriting to educate and engage your community, showcase your work and promote all the resources in the platform.

PROPOSAL AT A GLANCE

A REACH & TEACH STRATEGY

- A “Defining US” community town hall event
- One professionally produced short film on district-selected topics and themes
- 5 DIY Movie Making Kits
- With student film making projects based learning curricula resources
- And virtual training

Also included are fifty (50) hours of Creative and Community Engagement Services for graphic design, copywriting/editing, social media templates, webpage design and development, event planning and support. Plus, CWK will design a one-page microsite to showcase videos, and ten social media templates that reflect the district as part of the value-added creative services. (These items can also be substituted for other creative services as needed.)

ADDITIONAL RESOURCES AND CREATIVE SERVICES

The following evidence-based resources are available to support deeper teaching and learning through the Reach & Teach model. Custom packages available to fit a variety of needs.

INDIVIDUALLY PRICED RESOURCES

REACH & TEACH STRATEGY

[1 CWK Professionally-Produced Video showcasing pre-determined topics and focus areas \(up to 10 finished minutes\) - Contact Us](#)

STUDENT VOICE FILM MAKING/PROJECT-BASED LEARNING

[1 DIY Movie Making Kit & Virtual Training - Contact Us](#)

DIGITAL PLATFORMS FOR ADULTS AND STUDENTS

[Take Action Portal \(TAP\) Adult & Youth Learning](#)

[CWK TV \(an SEL Mental Health and Equity Platform for Students and Adults\)](#)

PROFESSIONAL DEVELOPMENT

["Defining US" Ten-Hour Digital DEI Course](#)

[CWK Ten-Hour Mental Health Course](#)

[Full-Day, On-Site PD \(SEL, Mental Health, Neurodiverse Learners, DEI, and More\) - Contact Us](#)

[Half-Day Virtual or On-Site Professional Development - Contact Us](#)

Creative/Community Engagement Services Package includes 50+ hours of combined video production, graphic design, copywriting/copyediting, social media templates, webpage design and development, event planning and support.

CWK NETWORK, PRODUCERS OF “DEFINING US”

THE POWER OF MEDIA

CWK Network, Inc. combines the power of media and the promise of education to produce and distribute documentaries and corresponding educational resources that improve the lives of children and families. The company produced the Emmy-Award winning Connect with Kids television documentary series for over a decade and distributed that series to over 55 million homes through CBS, ABC, NBC, and Fox television affiliates. CWK's 2022 premiere feature documentary “Defining US: Children At The Crossroads of Change” is distributed by Gravitas Ventures and is available on streaming services nationwide. CWK documentaries have received over 40 media industry awards including 27 Emmy Awards and nominations.



PROMISE OF EDUCATION

CWK owns the nation's largest, proprietary, non-fiction video library on social and emotional health, diversity, equity, and inclusion. The company creates non-fiction films and corresponding, evidence-based, educational resources on these issues and distributes that content through private label streaming platforms to schools, universities, and community partners nationwide. CWK is listed as an “Effective Producer of Programs” on the U.S. Department of Education's What Works Clearinghouse; Substance Abuse and Mental Health Services Administration's National Registry of Evidence-Based Programs and Practices (NREPP); and the New York Office of Addiction Services and Supports (OASAS). In 2022, CWK Network was one of 18 national recipients awarded a 5-year Education and Innovation Research (EIR) grant by the U.S. Department of Education. The EIR grant recipients were selected through a rigorous process seeking innovative student wellness models with a focus on social and emotional learning (SEL) and equity to address the impact of school closures and lost instructional time due to COVID-19.

Contact us to help begin your journey.
connectwithkids.com
helpdesk@cwknetwork.com

CONNECTWITHKIDS.COM