

# **UW-GEAR UP | MARCH** **COMMUNICATION & CONTENT CALENDAR**

## **ATTN: SITE COORDINATORS**

Welcome to the March Communication Content Calendar!

This month is jam-packed with events and activities. There will be final exams at schools on the quarter system, midterms for schools on the semester calendar, Women's History Month (<https://womenshistorymonth.gov/>), March Madness, St. Patrick's Day, and Spring Break.

This month you'll find an emphasis on academics. The first grading period was about getting comfortable with change. The current grading period is about utilizing support and resources. Spring is also a time to identify and apply for internships, summer jobs, and investigate summer school. You'll also find texts and videos about finances. Money can get extremely tight this time of year. We want to make ensure that students can afford to eat and take care of other essentials during the winter/spring term.

If you have any questions or concerns, please feel free to reach out to me at: [harlan@helpmeharlan.com](mailto:harlan@helpmeharlan.com) or Tenya at [tmoravec@uw.edu](mailto:tmoravec@uw.edu).

Thank you,

-Harlan

# UW-GEAR UP | MARCH 2018

## COMMUNICATION & CONTENT CALENDAR

### **RATE IT, TEXT IT**

#### **WEEK #1 – Academics**

***DIRECTIONS: Copy, Paste, and Text the message below.***  
***SUGGESTED TIMELINE: Send RATE IT, TEXT IT every Monday***

**MESSAGE:**

RATE IT | TEXT IT: Respond with number 1-10  
How prepared are you for final exams or midterms? (1-Freaking Out 10-Ready Freddie)

***DIRECTIONS: Send the message below as a follow-up text***  
***SUGGESTED TIMELINE: Send the text below a few minutes after the first message.***

**NEXT MESSAGE:**

QUESTION: Do you have enough academic support on campus? If not, where do you need more help?

***DIRECTIONS: Text the messages below.***  
***SUGGESTED TIMELINE: Send one (1) TO-DO message each week (later in the week)***

**TO-DO:** Talk to your teachers this week. Prepare for exams and have a better chance of asking for that extra letter grade later.

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#### **WEEK #2 – HEALTH & WELLNESS**

***DIRECTIONS: Copy, Paste, and Text the message below.***  
***SUGGESTED TIMELINE: Send RATE IT, TEXT IT every Monday***

RATE IT | TEXT IT: Respond with a number 1-10  
How happy are you this week? (1=Absolutely Miserable 10= Happier than Happy)

***DIRECTIONS: Send the message below as a follow-up text***  
***SUGGESTED TIMELINE: Send the text below a few minutes after the first message.***

**NEXT MESSAGE:**

QUESTION: What would help you feel better this week?

***DIRECTIONS: Text the message below.***  
***SUGGESTED TIMELINE: Send one (1) TO-DO message each week (later in the week)***

**TO-DO:** Make a gratitude list every night before you go to sleep. Send me one.

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### **WEEK #3 – FINANCES**

***DIRECTIONS: Copy, Paste, and Text the message below.***  
***SUGGESTED TIMELINE: Send RATE IT, TEXT IT every Monday***

RATE IT | TEXT IT: Respond with number 1-10  
How is your current money situation? (1=Broke 10=Rolling in Dough)

***DIRECTIONS: Send the message below as a follow-up text***  
***SUGGESTED TIMELINE: Send the text below a few minutes after the first message.***

**NEXT MESSAGE:**

**QUESTION:** Do you have enough money to eat and take care of yourself?

***DIRECTIONS: Text the message below.***  
***SUGGESTED TIMELINE: Send one (1) TO-DO message each week (later in the week)***

**TO-DO:** Talk to a graduating senior with scholarships. Find out how they got the money. Then do what they did and get the money (they won't need it).

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### **WEEK #4 – SPRING BREAK**

***DIRECTIONS: Copy, Paste, and Text the message below.***  
***SUGGESTED TIMELINE: Send RATE IT, TEXT IT every Monday***

**MESSAGE:**

RATE IT | TEXT IT: Respond with number 1-10  
How excited are you for spring break? (Scale: 1=Blah 10=WHAHOOOO)

***DIRECTIONS: Send the message below as a follow-up text***  
***SUGGESTED TIMELINE: Send the text below a few minutes after the first message.***

**NEXT MESSAGE:**

**QUESTION:** What are your spring break plans?

***DIRECTIONS: Text the message below.***  
***SUGGESTED TIMELINE: Send one (1) TO-DO message each week (later in the week)***

**TO-DO:** Start setting up interviews for summer internships or summer jobs (visit your career counselor if you need help)

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