

Get A Life – Content Plan

Potential Audiences (in priority order)

1. Kids ages 11-14
2. Counselors / Teachers
3. Parents

Content/Site Design Focus

- Content is targeted at kids.
- The site will be Flash and video heavy, with a very “hip,” cutting-edge design feel that speaks to the younger audience without being “kiddie.”
- The site will incorporate polls, quizzes/games, and other interactive elements to encourage active participation and hold kids’ interest.
- There will be an incentive-based element to the site – kids will be able to earn points, downloads, or some other “prize” as a reward for visiting, and to encourage repeat visits. (Phase 2)

Site Personality

- Convey a sense of excitement and grab kids’ interest with bold/funny/hip graphic use and word choice.
- Create a brand that’s memorable for kids.
- Make site fun and interactive – something they’ll want to revisit on a regular basis.
- It’s important to be both informative and current – in tune with what’s on kids’ minds in a way that doesn’t “lecture” to them.
- Site should be easy to navigate, and compel kids to delve deeper into the content without having to work at it.

- Participation is key – we want to encourage kids to send us videos and ideas, to feel the site is a forum for their creativity, to have a sense of ownership in the content.
- Inspiration is also important! By watching real stories and getting advice from their peers, kids can see new opportunities and view their potential in new ways that seem very achievable. (“If s/he can do it, I can do it!”)

Site Success Measures

1. Traffic logs (number of hits)
2. Frequency of return visits
3. Number of submissions of kid-created video content
4. Participation in curriculum plan by school counselors and teachers
5. Be a top search result on Google and other search engines

Get A Life – Phase 1 Content

Spring 2009 (Late April)

1. What do you want to be?

- **Career Quiz** – Interactive quiz for kids to determine what careers might be best for them based on personality and preferences.
- **Career 411** – Linked to the Department of Labor’s Occupational Outlook Handbook. Jobs will be listed out by category, but will link directly to the description pages on the OOH site.

2. Good Advice

- **Choosing Your Classes** – Page discussing how to pick classes that will help you pursue a career, and why grades count.
- **Why Stay In School?** – Kids who don't graduate face lower wages, fewer opportunities – and they can't even get a driver's license until they're 18. A reality check detailing the negative impacts of dropping out.
- **Interests and Hobbies** – Whether kids are into sewing, photography, animals, science, drawing, building, or even putting on makeup and doing their friends' hair for them – these hobbies can be clues to what kids enjoy, and can be another way to build on a future career path. Both inside school and out, interests and hobbies are an important part of who you are and what you want to do.
 - The “Hobbies” section may include a “tool-kit” to help kids display their projects to the world... possibly a dynamic web-site building tool that operates like a social networking page, allowing them to easily “build” their own web pages.
- **Volunteering** – Volunteering can both help kids figure out what they might like to do, and help build a resume for college and future employment opportunities. A guide for kids to discover age-appropriate volunteer opportunities in their communities and get involved.
- **Learn from the Pros** – Mentors can be another positive influence in terms of future plans. How do you find a mentor? What can you gain from this experience?
- **Work for It** – Kids over the age of 14 are allowed to pursue part-time jobs in Texas – what sorts of jobs can kids get? How do you find one? How should you fill out the application? What should you (or shouldn't you) say in an interview? A guide to getting your first job.

3. Success Stories (VIDEO)

- Video interviews with normal kids across Texas, as well as young celebrities, who have an interesting story to tell about their interests and hobbies, and how they plan for this to blossom into a career – or have already watched it do so.
- **Submit your story!** We want kids to submit their own videos highlighting a cool hobby or interest, and how this relates to what they want to be when they grow up.

Note: We may try to explore ways for kids without video technology to work with local access tv, school media programs, etc.

4. Life After High School

- **What's Right for You?** There's not a one-size-fits-all way to plan your life. How do you decide what's the best path for you?
 - **College** – How to pick the right school, and the right major.
 - **Trade School** – College isn't for everyone – trade schools offer a huge number of skills and opportunities that can help build your future.
 - **Military** – Not only does the military help you gain valuable career skills, but it can also help you pay for college later in life.
- **Paying for School** – Whether you decide to pursue a college degree or master a trade, there are ways to get help footing the bill.

5. Summer 2009

- **Cool Camps** – Summer is coming, and there are a lot of great Texas camps to help you explore your interests –want to be a rock star, an artist, an astronaut, a computer

programmer, or a fashion designer? There are camps for all these hobbies, and more!

- **Volunteer** – Specific information on volunteer opportunities for kids during Summer 2009.
- **Find a Mentor** – Specific information on mentoring opportunities for kids during Summer 2009.

Middle School Site – Phase 2 Content

Back-to-School 2009 (August 1?)

1. Advice from Peers

- It's back-to-school time, and if you're looking for some advice about what to expect and how to survive in your new middle school or high school, these kids can tell you what's up!

2. Advisory Board (Cool Name TBD)

- We want you! Help us provide cool opportunities and programs for kids across the state, and become a member of our student advisory board.

3. Counselors and Teachers

- Information for counselors and teachers to get involved.

4. Incentive System

- As part of the back-to-school effort, we will roll out some sort of reward system, involving accumulation of "points," earned downloads, hidden games/content, etc. (This could be tied into outreach efforts and administered in conjunction with school counselors and teachers, for real-life rewards?)