



Name of Project: UNLV Outreach Service Coordination and Communications
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UNLV Outreach Service Coordination and Communications Abstract 2015-2016

UNLV subgrant efforts will create, evolve, and implement the statewide GEAR UP coordination through GEAR UP & GoToCollege Ambassador coordination & professional Development, Direct Outreach, GEAR UP Publications, GEAR UP website and Social Media, and GEAR UP communications. Below are areas of focus for the 2015-16 year along with a brief description of how each component will be addressed:

GEAR UP & GoToCollege ambassador coordination and Professional Development: In 2016, an inaugural Nevada State GEAR UP Professional Conference will take place for all GEAR UP staff. Supplemental online professional development opportunities will also be offered. The GEAR UP Ambassador Coordinator will strategically support the 7 GEAR UP Ambassadors and supervise the GoToCollege ambassadors through regular contact and connecting networks as they directly serve Nevada State GEARUP students.

Direct Outreach: The GoToCollege ambassadors directly serve GEAR UP students and families through presentations, near-peer mentoring, implementation of the Nevada College Application Month, FAFSA Month, Decision Day, a rural Nevada GEAR UP Tour, and other direct service initiatives. The Coordinator will support GEAR UP Ambassadors in their direct service efforts and facilitate collaboration with SPIFs and school administrators to implement summer camps, campus visits, and many other student and parent workshops.

GEAR UP Publications: The Coordinator and communications Specialist will develop new additions to the GEAR UP Publications Library and enhance previous documents. All documents will be housed on the GearUpNV.org website.

GEAR UP Website and Social Media: The GearUpNV.org website will be enhanced to become more interactive for students and families and the GEAR UP professionals section of the website will be reorganized in a more user-friendly fashion. A social media strategic plan will be followed which streamlines outreach through Facebook, Twitter, Instagram, YouTube, and Pinterest.

GEAR UP Communication: The GEAR UP Digest is an email sent to professionals and partners of Nevada State GEAR UP which highlights news, outreach resources, STEM resources, and important dates. The Digest will be sent at least monthly and other informative emails will be sent as needed and upon request of the Nevada State GEAR UP Director. Further communication channels will be utilized as necessary.