



Launch.

Getting started with your Journey12 Engage program is easy. We'll do the heavy lifting and will guide you, with minimal disruption of your day, through the essentials.

1 Identify your J12 Liaison.

This is the person who will select and coordinate all story interviews and with whom we will correspond directly. We will cc: whomever you wish on this email correspondence.

2 Choose your first twelve (12) story subjects.

Usually 8 or 9 students, a faculty member or two, and an alumna or alumnus. Your target total is always 12. Mix and match any way you like, but we recommend featuring a good cross section.

3 Decide on the subject of your first of three Possibilities Outreach Postcard

This can be about an important initiative you've launched, a new building project, mental health resources, or whatever you think will resonate with your school community and taxpayers.

4 Decide who you'd like to feature in your first podcast

Sharing the stories behind your education team, parent volunteers, non-cert staff, or even current and former students are all great candidates.

5 Settle on a magazine name!

Ongoing...

We'll be in touch with your J12 Liaison to line-up your story subject interviews, once a month, to line up your podcast guest(s), your next Possibilities Outreach Postcard. Later, we'll be in touch to discuss your Community Impact Video. Other than that, rest easy and enjoy watching your school's best stories surface!