



My Story...

(HERE)

KEYLA CONSULTING CO.

**THIS IS STILL HAPPENING
TODAY...**

I CARED ABOUT...

SCHOOLS CLOSING

- Decision Makers
- My HS closed and the impact it had



How is this still happening in your community?



Since Then...

- Keyla Consulting Co.
- Campaign Strategist
- Advocate (Organizing for Equity New York)
- Youth Development
- Fellowships
- Launched campaigns & supporting women running for office

TODAY IS ABOUT

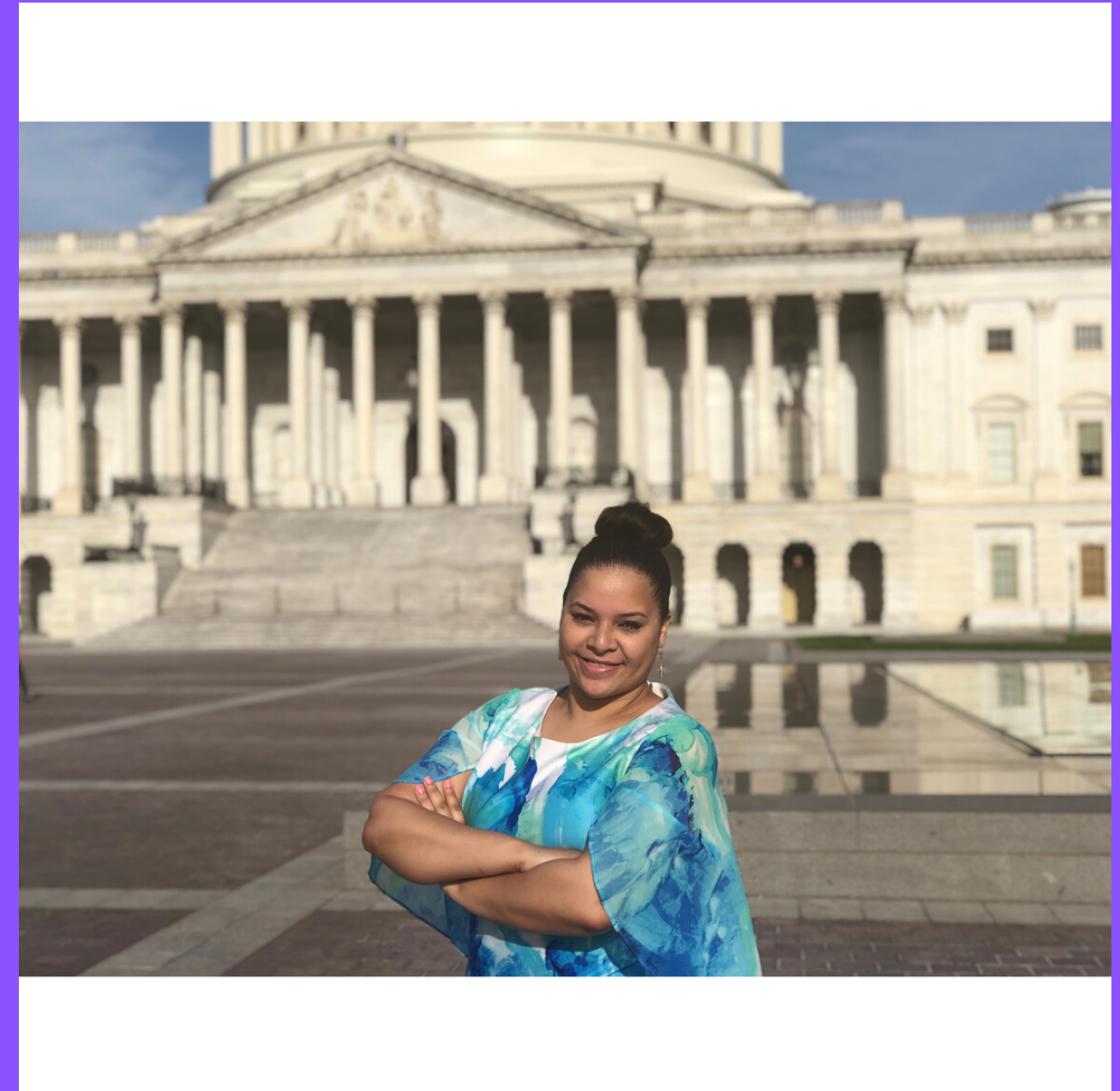


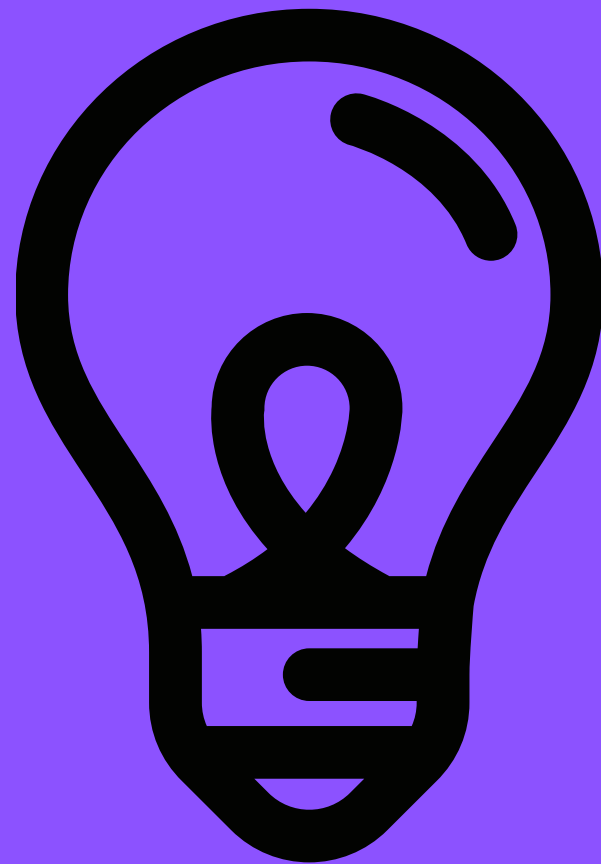
- You
- Helping you find your story
- What matters to you?

ADVOCACY

WHAT DO YOU CARE ABOUT?

- The bottomline in campaigning is finding an issue you care about otherwise it doesn't work.
- What do you wish you could change in your city, state, country?
- What opportunities do you wish you receive in your HS?
- Are there tech programs/software you wished you had in your schools?





LEVELS

- Campaigns impact everyone!
- Federal
 - (Congress, Secretary of Education, etc)
- State
 - State Senators, Assembly Members, etc.)
- Local Positions
 - Community Boards, School Boards, Judges, etc
- Beyond voting
- You can define your level of impact
 - Some of us prefer to be in the front lines
 - Some of us prefer to support from behind the scene



SKILLS

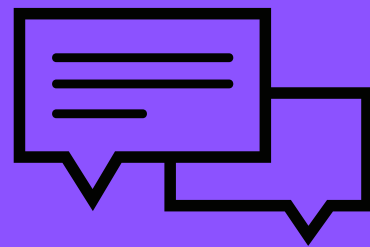
CAMPAIGNS NEED VARIOUS SKILLS/ ROLES

- Website Development
- Graphic Design
- Apps
- Systems building
- Social Media analyst
- Data Analysts
- Attorneys
- Assistants
- & So much more!

Keyla Consulting Co.

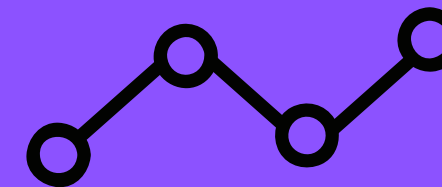
TIPS

WORKING ON A CAMPAIGN CAN BOOST YOUR RESUME & COVER LETTER



Resume Format

- Bio
- Scope of Experience
- Bold the position, location
- Brief description of company,
- Bullets of impact
- 1 page (if more - commit fully.)



Cover Letter

- Address of Company
- Intro/where position was found
- Specific experience with key words
- Pitch
- Thank you

GETTING INVOLVED

ADOVACY NON-PROFITS

Amnesty, A Better Life for Kids, Clean Water, Rotary International, etc.

CANDIDATES

Individuals running...Software Development: VAN, Political Meetings, Reach, etc.

501 C-4 (ORG'S WHO ENDORSE)

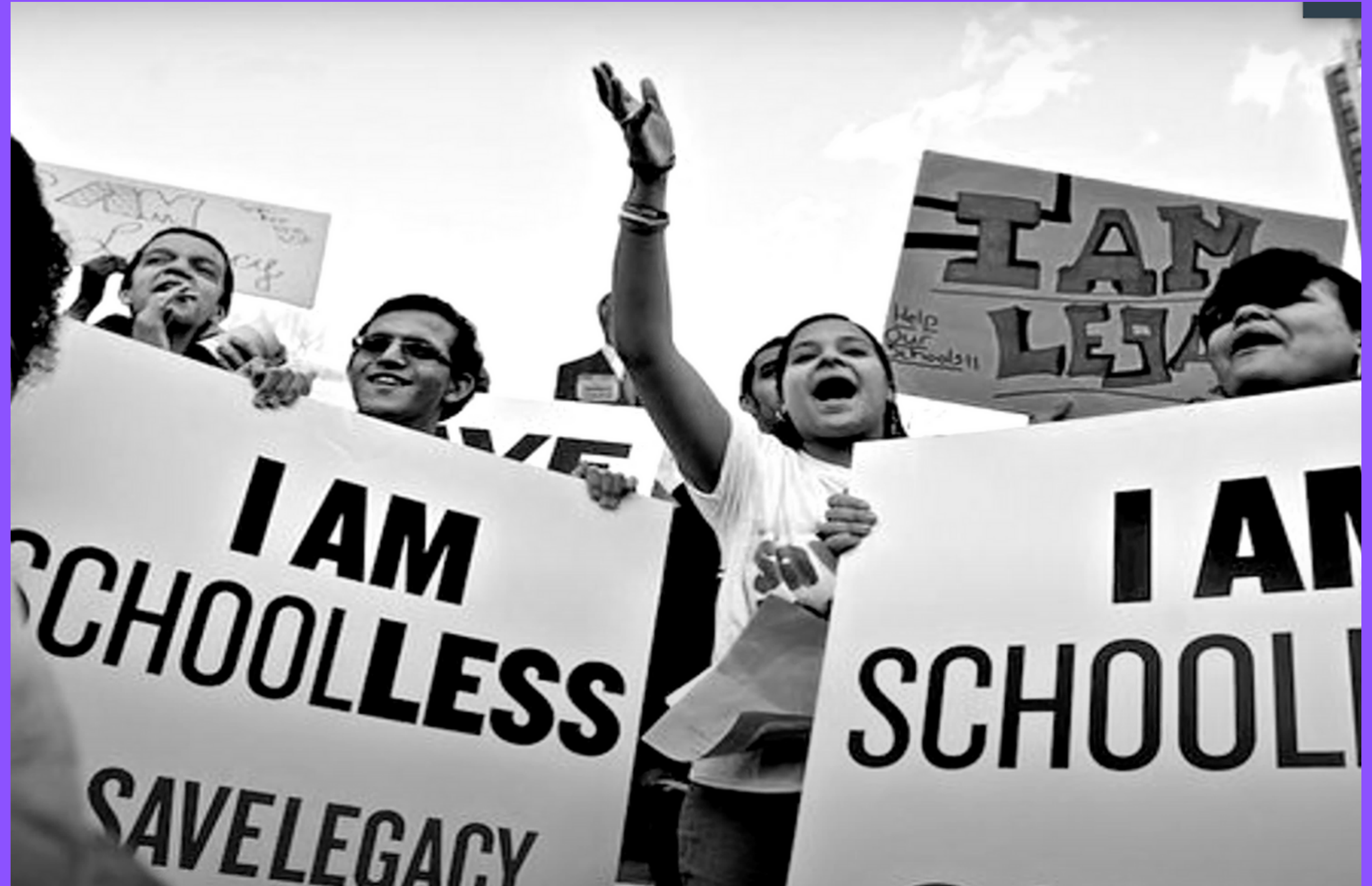
Back the candidates. (New American Leaders, Brand New Congress, etc.)



FUNDING

THOSE WHO ARE ELECTED OFTEN DECIDE WHERE \$ GOES

- Don't get lost in the funding conversation because you can still have impact.
- In fact, when you don't have funding you can still have impact.



What is it called today?
Take a guess in the chat!

#CLOUT

Campaigns can give you leverage & credibility

wnyc.org/story/303225-for-legacy-students-a-lesson-in-activism-hits-home/

Feb 7, 2012 · by [Elbert Chu](#)

On a warm afternoon last week, Keyla Marte stood on a plastic step stool and addressed a herd of students, parents, teachers, TV cameras, photographers, curiosity-seekers and police officers in Union Square Park.

She called the crowd of roughly 200 people to order, made a short speech, then yelled, "Ain't no power like the power of the youth, cause the power of the youth don't stop!" The crowd enthusiastically carried the chant.

Keyla, a 17-year-old senior at [the Legacy School for Integrated Studies](#) in Manhattan, helped organize the rally on Feb. 1 to protest the Department of Education's proposal to phase out Legacy, a 350-student 9-12 school that officials have deemed a failure.

The vote on the closing by the Panel for Educational Policy will take place on Thursday evening at [Brooklyn Technical High School](#), and the panel is expected to approve the Education Department recommendations to phase out 19 schools -- including Legacy -- and remove the middle-school grades from six others.

The message that Keyla and other students rallied around has been echoed throughout the city over the past month at hearings at the 25

www.nytimes.com › 2012/04/17 › nyregion › in-schools-...

In Schools Cut By New York City's Ax, Students Bleed - The ...

Apr 17, 2012 - Jennifer S. Altman for The **New York Times** ... Back at Legacy High School, **Keyla Marte** of East Harlem has battled that ... Twitter: [@powellnyt](#).

democracynow.org/2012/3/1/occupy_education_teachers_students_resist_school

JAISAL NOOR: According to the Alliance for Quality Education, \$1.3 billion in cuts in 2011 meant a reduction in spending of more than \$800 per student in poor districts. In wealthy districts, the cut was about \$270. Students, including Legacy senior Marte, says the city's policies of closing schools is misguided, and they organized a walkout to send a message that other solutions are possible.

KEYLA MARTE: We're kind of risking it all, because, with walking out, our message is not to cut school; our message is bigger, like this is our education. So the same fact that you want us to learn, we want to learn, and we have the right to learn, but you not giving us a chance just fails us, just as much as us walking out of school does. And that's the bigger picture.

**Now that you had time to think...what are some
of the issues you care about?**

Type it in chat!

EDUCATION

Policies or
opportunity schools
receive

CLIMATE

Global warming

HOUSING

Affordable housing

PRISONS

Criminal Justice
reform

NOW WE WILL TAKE IT A STEP FURTHER...

#YesWeCan



#BlackLivesMatter

Challenge

These are the instructions...

1. Pick an issue you care about
2. Think of a hashtag with three words
3. Post it on Instagram

Tag @hiddengenuispro

Must Include #GlobalTechSlam


Best one gets a prize!

GO!

That is a example of a digital campaign!

“Success means doing the best we can with what we have. Success is the doing, not the getting; in the trying, not the triumph. Success is a personal standard, reaching for the highest that is in us, becoming all that we can be.”

Zig Ziglar



Q & A

Ask Away!

CONTACT

HERE TO SUPPORT

If you want to learn more or connect!

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