

Michael Womack
Portfolio

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Summary

Marketing Manager- Communications leader actively seeking new opportunities in the Tampa Bay area.

- Creative Skills: digital content creation, copywriting, graphics, brand development
- Analytical Skills: metric reporting, strategic ad buying, improving lead generation, budgeting

Proficient with the complete portfolio of productivity and creative tools including:

- Microsoft Office
- Adobe Creative Suite (Photoshop, Acrobat, Premiere Pro, InDesign, Illustrator)
- Basic HTML/CSS
- Google Analytics

Education

Bachelor of Arts, Advertising and Public Relations, 05/17

The University of Tampa, Honors Program (GPA 3.8)
Concentration in Advertising, Minor in Graphic Design

Experience

Director of Marketing, 01/17- 10/17

Goldenrod Research Corporation

Developed and executed comprehensive social media, advertising, marketing, and public relations methods

- Directed day to day operations of social media including designing graphics, strategic Social Media ad buying on Facebook and Instagram, and generating metric reports
- Transformed goldenrodresearch.com, including optimizing it based on CRM to increase email subscriptions and sales leads
- Advanced website for use by sales team by streamlining processes and establishing new systems for generating and contacting sales leads
- Executed all aspects of email campaigns during peak sales times including design, copywriting, and customer contact
- Fostered relationships with press contacts, publications, and influencers to disseminate press releases and garner media attention

Social Media/ Creative Direction, 05/16-08/16

MYN North America

- Managed social media accounts for several brands, photography, editing, content creation, media metrics, strategy & brand development, coordination with PR team.
- Increased social media following by 200%

Marketing/ Internet Advertising Specialist, 04/15-08/15 (Internship)

Robertson Billiard Supplies

- Coordinated data with web design contractors, advertising staff, and management to rebuild robertsonbilliards.com.
- Organized and uploaded hundreds of images and descriptions for products carried.

Involvement

PR/ Strategy, 05/16-06/17

Night Class: A Downtown Memoir by Victor P. Corona (Counterpoint Press/ Soft Skull Press)

- Evaluated PR needs by meeting with client, identified target market by developing branding strategy, set strategic goals
- Developed media plan, PR contact sheet, and advised book cover development

Photography Production Assistant, 09/16

Vice News | Broadly

- Coordinated, Managed, and Directed operations on set for the photo shoot associated with the article, "Trans Cosplay Star Ava Glasscott Wants to Be a Hero to Bullied Youth"
- Advised final selection of photos for the article for Vice News

Account Manager, 08/16-12/16

COM 583 | Advertising Campaigns

- Oversaw team of three peers to create a winning adverting campaign for The Humane Society of Tampa Bay
- Managed day-to-day operations and all communication associated with the campaign
- Developed a 3-step process to address all advertising/PR needs related to the Feral Cat/ TNVR program

Vaughn Center Lead Building Manager, 08/15-05/17

The University of Tampa, Office of Student Leadership and Engagement

- Direct operations of Vaughn Center, the University of Tampa student union, and Sykes Chapel.
- Manage 10+ person staff, schedule all events, secure rooms at night, and work closely with over 200 campus organizations to promote synergy.

Humane Society

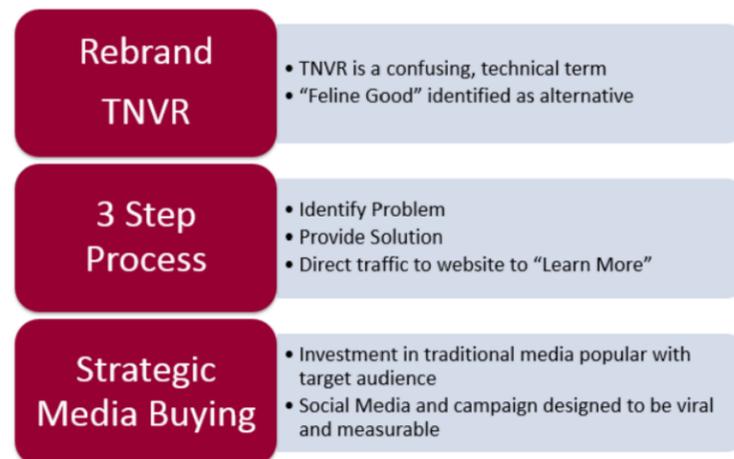
This campaign was put together on behalf of the Humane Society of Tampa Bay, which was looking to reevaluate how they were approaching their TNVR (Trap, Neuter, Vaccinate, Release) program for feral cats. The main problem was education, as many potential donors didn't know what feral cats are or what TNVR is. The second problem was that once potential donors were aware of these things, they did not feel strongly enough about the problem to want to help. I was the account manager on this project so everything was executed under my leadership. After conducting primary and secondary research, we developed a 3 step campaign to address these issues.

The first step was to rebrand TNVR as a less confusing, technical term. We chose "Feline Good" as the replacement. The second was a 3 step process for messaging in all the advertising.

- 1) Identify the problem- "Over 1,100 cats are euthanized each year in Hillsborough County." Presenting this fact not only elicits an emotional response, it also sets up a problem to be solved in the next Step.
- 2) Provide solution- Present Feline Good (formerly TNVR) as the solution to cat euthanasia.
- 3) Direct traffic to Humane Society website to "Learn More" about programming.

The third step is strategic media buying to target donors likely to take an interest in feral cats/ TNVR after seeing the 3 step process.

As a result of this winning campaign, the Humane Society's social media, media buying, and messaging was changed to reflect the "Feline Good" campaign plan.



Goldenrod

Goldenrod Research Corporation is an education research company based out of Nebraska. Goldenrod's primary offering is a set of products called YouthTouch, which includes robotics and fluid power machines coupled with curriculum and staff development to bring STEM (Science, Technology, Engineering, and Math) into schools. The retail cost of YouthTouch is \$19,700 but is offered to worthy schools at \$9,850 three times a year, during Goldenrod's matching grant rounds.

Working for Goldenrod presented a unique set of challenges, as they sell directly to administrators and superintendents with purchasing power at schools and school districts. The following is a complete SWOT Analysis and Social Media Strategy I developed for Goldenrod in January of 2017.



Strengths <ul style="list-style-type: none"> No competitors STEM is a Natl. Priority Profit Margin- 82% Low cost per student Fast growing occupations in STEM field Effective use for ESL Successfully integrated with female and minority students Can be integrated across platforms and curriculums Satisfied US user base (75- 300k students) Prestigious Groups (NASA, Smithsonian, etc) International 	Weaknesses <ul style="list-style-type: none"> Limited sales force No social media following No commercial database of schools No mechanism for multi-unit district sales Low email deliverability Leads only contacted once (if at all) District purchases = longer sales cycle
Opportunities <ul style="list-style-type: none"> Interns Build community around product Press coverage/ PR to create buzz Line item in district budgets Use diversity as selling tool Company/ Product Branding Marketing automaton Raise profile District rental program Blog/ Videos Year round drip campaign Customer endorsements 	Threats <ul style="list-style-type: none"> Political Mandates Higher price tag = more levels of approval to navigate Project Lead the Way, Lego Robotics, Jpads, etc.- indirect competitors that compete for the same funding

Social Media

One of the first things I did upon starting with Goldenrod was to write our social media strategy, create social media pages, and start promoting them. Ultimately, the money for boosting posts and doing paid promotions on social media and other digital ads was not available from higher up in the company. Even still, posts and graphics were created, approved, and scheduled via Hootsuite.

Social Media Strategy

Summary-

The purpose of the Goldenrod Research Corporation social media strategy is to engage with existing and potential customers. By creating accounts on Facebook, Twitter, Instagram, and LinkedIn, Goldenrod is not only monitoring the conversation about their products, but also leading it. Regular updates are a question of simply maintaining active social media accounts. Engagement with customers and last minute postings will be consistent with regular updates in tone and design.

Posts for Facebook and Twitter will be scheduled at least one month prior to their release date and will be implemented via the Hootsuite software.

Instagram will be used primarily for posting updates about how Goldenrod products are being integrated in the classroom. It will be an extension of the “blog” featured on goldenrodresearch.com.

As of 01/2017, Goldenrod Research Corporation was claimed as a business. LinkedIn will primarily be used to network with industry professionals and school districts. Engagement on a biweekly basis will be sufficient.

The Social Media strategy will be implemented in two phases:

Phase One (pre-website redesign):

Social media will be used to promote the grant round for April 1st- May 15th.

Phase Two (post-website redesign) :

- Social media will primarily be used to invite potential customers to “Learn More” about Goldenrod Products. Traffic will be dumped on the landing page where potential customers will see how Goldenrod products are being implemented in the classroom.
- Social media will be used to promote upcoming grant rounds in the period immediately preceding the grant round and during the grant round.

Post Content:

Tone- First person plural/ conversational

Graphics-

Clean, white, pastels, primarily utilizing Goldenrod’s branded gold as an accent when applicable

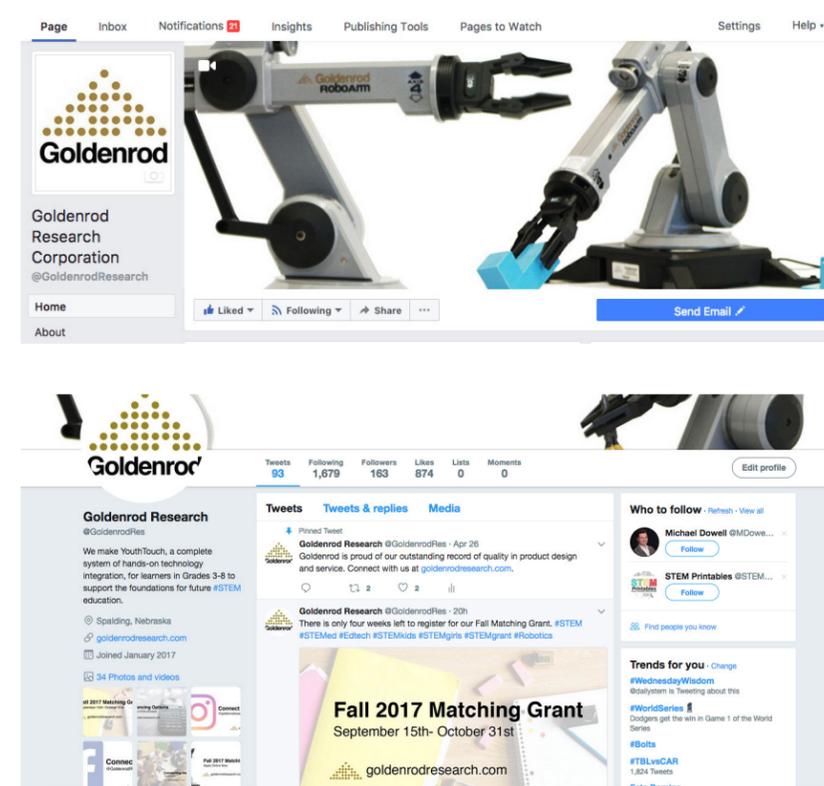
Frequency:

Facebook- 2x week, daily engagement

Twitter- 2x week, daily engagement

Instagram- 1x monthly, biweekly engagement

LinkedIn- 2x monthly share, biweekly engagement



Watch Your BAC

The Watch Your BAC campaign was an awareness based campaign meant to boost use of the Watch Your BAC app on the University of Tampa campus. The app helps track alcohol consumption to prevent overdrinking on college campuses. The following are excerpts from the Research, Target Audience, Objectives, Strategy, and Tactics portions of the campaign.

Target Audience:

Primary Audience:

- o The University of Tampa FALL 2016- Freshman Students
- Specifically living in residence halls
- Freshman students (about 25% of the UT population) represent the most at risk group on campus to participate in risky drinking because they have less experience with alcohol, having just left high school
- o Residence Assistants
- There is one Resident Assistant for every 29 students
- Resident Assistants are essential on campus. They are expected to be more responsible and with the opportunity to make residence halls our second home they become the overseers of each students health and well-being while living on campus
- Secondary Audience:
 - o Sophomores, Juniors, and Seniors of The University of Tampa
- Specifically living on and off-campus
- Students that still need to be educated on the safe ways of drinking

Strategy:

- Strategy 1:
 - o Through our “Watch Your BAC Day” (including tabling and activities), our Sodexo partnership for new cups, and targeted social media, we hope to inform students to make better choices about what is a safe amount to drink if they chose to do so.
- Strategy 2:
 - o By educating residence assistants during their training week, we make them brand ambassadors of the organization. Once a semester, each resident assistant would have to implement an event with “Watch Your BAC”, to make sure residents are being informed in a safer and familiar atmosphere. We hope to start this off in the freshman dorms such as Austin, McKay, and Brevard, so that we catch their attention before they begin at risk behavior related to drinking.
- Big Idea: If UT students choose to drink, they should do so at a safe level.

Objectives:

- Objective 1:
 - o To reduce the number of residence hall alcohol-related incidents by 10%
- In compliance with the College and University Security Information Act, each year The University of Tampa releases certain information on crimes and conflicts. The information reveals the number and definitions of certain types of crimes reported to have occurred on and off campus that involve UT students.
- Objective 2:
 - o To increase awareness and understanding of “Watch Your BAC” through a collaboration with residents assistance and “Watch Your Bac” representatives.
- Your residence assistant becomes your second mom at college and should be the first person outside your roommates that you turn to when you need help. What better way to build a stronger relationship?

Tactics:

The following 6 tactics were chosen in support of our objectives and strategies with our big idea at the center. They are backed up by the primary and secondary research conducted related to this PR campaign.

- **Educate/Inform:**
 - **Tactic 1:** Watch Your BAC Day (April 1st, Vaughn Center)
 - Hand out brochures (see Tactic 6)
 - Lead fun activities: drunk goggles/ SASS condom test
 - Encourage students to download BAC app and talk to them about its features in exchange to be entered for a chance to win a \$50 gift card
 - Sign-Up sheet available for those interested in joining the Watch Your BAC team
 - Designed to reach: broader campus community, sexually active students who may be at risk when drinking
 - **Tactic 2:** Media Blast (See schedule)
 - Update UT Social Media Feeds with BAC information to promote Watch Your BAC Day and the BAC App:
 - Twitter posts: Including fun hashtags to be retweeted
 - Instagram post: Featuring pictures from events and fun safe drinking memes
 - Facebook post: Including event information
 - OSLE Newsletter: Inviting new members
 - Global email: Informing UT community on alcohol awareness month
 - Website front page: Giving students our meeting time and place as well as some fun facts
 - Designed to reach: broader UT community

- **Tactic 3:** Work with Sodexo to print cups with appropriate portion of 1 drink. (shot, beer, wine)
- This works the same way as the “pour a drink” activity at BAC events but it reaches every person who has a campus meal plan. The goal is awareness of what a one drink equivalent is.
- Designed to reach: students in residence halls (required to have meal plans in addition to commuters who buy food on campus)

- **Tactic 4:** Finding and recording at least ten inspirational and emotional stories to create a “Watch Your BAC” video library to play at events.
- Through capturing upperclassmen as well as top sports players and organization members telling their stories, we can capture the underclassmen’s attention. They look up to these students for advice and respect their opinions in every situation.
- Designed to reach: Freshmen in residence halls, attendees at BAC events

- **Tactic 5:** Interactive Wall (April 1st- 8th)
- Reserve wall space in Vaughn center and leave green and red notecards along with list of instructions. Instruct students to write positive experiences from drinking on green cards and negative experiences from drinking on red cards and to post both on the wall (anonymously) in public view.
- Designed to reach: UT community in Vaughn Center, students and perspective students who pass through Vaughn Center

- **Tactic 6:** Brochure
- Includes statistics about the dangers of binge drinking and quotes from real students transcribed from the videos taken during qualitative research.
- Designed to reach: broader UT community including Freshmen target group

Residence Life Partnership:

- **Tactic 1:** Add Safe Drinking Presentation to RA Training in Fall and Spring Semesters
- This will allow RAs to get the information needed to help pass it along to their residents.
- Designed to reach: New and continuing members of Residence Life Staff

- **Tactic 2:** Meet with Residence Life to add Watch Your BAC event to RA Programming Requirement for Freshman Residence Halls
- This will require every RA to plan a time to have a representative of the Wellness Center come speak about Watch Your BAC. During the presentation the RA and representative will interact with students, talk about safe drinking, show the video, and inform students about BAC initiatives and the Watch Your BAC app.
- Designed to reach: Freshmen residents

My Project Free

The My Project Free campaign was an effort to increase funding and volunteer participation for programs supporting individuals with intellectual and developmental disabilities. I have included excerpts from the Creative Brief and Brand Sheet below.

Creative Brief: Overview-

My Project Free (MPF) outlines their biography on their website-

ProjectFREE is a non-profit initiative that is building a community to enrich the lives of intellectually and developmentally disabled adults. The goal is to help these adults lead a high quality, balanced, and independent life. Asperger’s, intellectual and developmental disabled individuals are entitled to publicly funded education until they are 21 years of age. After this point in their lives, the support systems that allow them to live independent quality lives, diminish or disappear. ProjectFREE is in the process of developing and managing a non-profit community where education, career opportunities and independent living exist. Life skills and job training are/will be provided through the Freedom Academy to improve the quality of life where students achieve post-graduate success in a choice of many exciting fields. This focused training increases independence where these populations can thrive within a safe and supportive community called Freedom Village. Through living, learning, and working, every person can compete in, and contribute to, their community and society at large.

Objectives-

Objectives are to solicit 1,000 “likes” on Facebook, Twitter, and Instagram via a social media outreach campaign. By inviting people to “Learn More,” MPF is engaging with their community and taking the first step toward building a meaningful relationship. This will lead toward greater awareness, theater patronage, and donations.

The long term objective of MPF is to further integrate intellectually and developmentally disabled adults into the local community and to build and operate an independent village where MPF participants can live.

Target Audience-

MPF will use emotional tones and feel message strategies to target new and existing MPF patrons and donors via social media. This target is an older population of women in the Gulfport, FL area. Census data (City-data.com) tells us 52.9% of the surrounding area is female, and the median age is 51.6 years. This goes along with the idea that older, retired women would enjoy volunteering, might donate, and have the free time to attend MPF productions. However, awareness of MPF could spread beyond the Gulfport area, and the target audience would extend to a Pinellas County and the broader Tampa Bay Area.

Features and Benefits-

My Project Free features performers with intellectual and developmental disabilities who put on theater productions for the community.

The main benefit for the target audiences is the life changing experience that comes with interacting with and watching people with intellectual and developmental disabilities perform.

One of the struggles identified by MPF is that MPF participants are often hidden from their communities. When they can get jobs, they are often put in the back where they can't interact with the public. "Say Hello" is our tagline because it encourages basic interaction and opens the door for relationships that MPF can build and use to their advantage.

Tone- Emotional Appeal

Slogan- "Say, Hello."

Tagline- You're free to join us."

Call to action- "Learn More."

Considerations-

- Website Format – a website redesign/ simplification is a necessary. This will start with a simplification of the main page into sections detailing the specifics of every MPF program and updates to old and outdated links and information.

- Consistency- Considerations also need to be made for the consistency of the word usage and visuals. Write-ups, articles, and information tabs should reflect the full name of the organization- "My Project Free," as opposed to "Project Free." The existing color palette seen on the main page should continue to be utilized in all fourth coming ads and visuals posted to the page and on the MPF social media accounts.

Brand Sheet

The concept for this trial is based on the tagline "Say Hello." The idea was born out of the problem that people with intellectual and developmental disabilities do not get many chances to interact with the community. When they do get employment they are often put to work in the shadows. By saying hello, we are both introducing MPF participants to the community and to My Project Free as an organization. The goal is engagement with the community and awareness of My Project Free.

Our call to action is "You're Free to Join Us." It is a play on the name of the organization and an invitation for people to learn more. The idea is that by using this in combination with the tagline, we are asking people to learn more by visiting the website or interacting with MPF on social media.

As a whole, the trial had aims of building a network of people around My Project Free by inviting people to learn more and activating people who are already interested. By engaging these groups, MPF is building relationships that can lead to volunteers, event attendance, and donations.

Humane Society

Based on primary and secondary research for the Humane Society of Tampa Bay campaign, it made the most sense to make video, social media, and radio marketing a priority. I have included excerpts from these approaches below.

Radio Ad

Our radio advertisement will be played strategically throughout the three month campaign. Our script provides listeners with a nontraditional approach that addresses our problem and solution strategy. The radio host makes the ad more personal by describing his experience with feral cats and instructing listeners to check out Feline Good at the Humane Society of Tampa Bay's website.

Hey, Alex here with 101.5 Tampa bay!

Recently, I came across a couple of feral cats living in my backyard and contacted my friends over at the humane society of Tampa bay. That's when I learned over 1,100 cats are euthanized in Hillsborough county every year. The Humane Society has a program called Feline Good that spays and neuters feral cats in the area.

Let's face it, those cats are everywhere and this is a fantastic, not to mention, a more humane alternative to euthanasia. Go check out Feline Good Tampa Bay at humanesocietytampa.org



Facebook Ad

Our target audience reported that they are most likely to follow a non-profit on Facebook than on any other social media platform. Advertising with Facebook is cost-effective and it gives the non-profit the chance to target specific audiences to generate a high conversion rate.

Goldenrod Website Redesign

Goldenrod's website was designed in the mid 1990's. When I came on, I concluded that because of the outdated style, confusing navigation, and design in HTML, potential customers were equating these things with an outdated product. We needed a redesign. I worked with the President of the company to rewrite all of the copy for the new goldenrodresearch.com, I condensed and cleaned up the confusing web map, and informed all of the Wordpress designs which were given to a freelancer, tweaked by me, and approved by the President. As of October 2017, the new goldenrodresearch.com has not been launched but I have included screenshots of the work I did in support of these efforts.

English Spanish

CONTACT US

Goldenrod Research Corporation
204 West Saint Joseph Street Spalding,
NE 68665

888-827-2260 ext: 105

EMAIL SUBSCRIBE

Subscribe

YOUTH TOUCH

The company's flagship offering is YouthTouch, a complete system of hands-on technology integration, for learners in Grades 3-8. YouthTouch includes hardware, software, instructional activities and staff development.

Learn More >



SCHOOLS AWARDED YOUTHTOUCH GRANTS FOR TECHNOLOGY INTEGRATION

Posted by admin 0 Comments
Forty-two schools across the United States were awarded YouthTouch matching grants from Goldenrod Research in

OTHER GRANTS

English Spanish

CONTACT US

Goldenrod Research Corporation
204 West Saint Joseph Street Spalding,
NE 68665

888-827-2260 ext: 105

EMAIL SUBSCRIBE

Subscribe

GOVERNMENT PROGRAM FUNDING:

In the past, many schools have used the following governmental funding programs, for which they are eligible, to support the match for the YouthTouch STEM matching grant. Please call us to learn how other schools have used these sources creatively and effectively.

Title I
Title IIA
21st CCLC
Gifted & Talented

GOVERNMENT GRANTS:

Please check your State Department of Education website for state level grants. See <https://www.grants.gov/> for Federal grant opportunities.



SUPPORT

English Spanish

CONTACT US

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204 West Saint Joseph Street Spalding,
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PRODUCTS YOUTHTOUCH

YouthTouch is a comprehensive STEM learning system for grades 3-8, which links disciplines through an emphasis on applied math. It incorporates six (6) types of robotic and fluid power trainers. Hardware is accompanied by accessories, software, instructional materials, support, and staff development.

YouthTouch presents abstract concepts in the concrete way children learn. It facilitates deeper comprehension of core concepts, because it engages students physically, intellectually, and emotionally. YouthTouch provides a more effective approach to fundamental learning than traditional methods, and yet it blends seamlessly into existing curriculum.

Some programs provide a one size fits all approach, ignoring the individual needs of schools, classrooms, and children. Goldenrod believes every, school, classroom, and child is unique. YouthTouch can be tailored to meet school and classroom objectives, while offering differentiated instruction to fulfill children's needs as individuals. It also addresses core content directly, as opposed to being a supplemental activity.



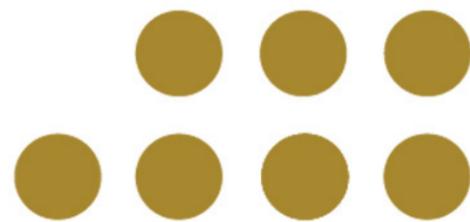
YouthTouch comprehensive package includes:

- 4 RoboAcs
- 4 RoboArms
- 2 RoboVues
- 2 HydraLifts
- 1 HydraLift2
- 1 Tempest
- Software
- Full Warranty Protection
- Curriculum Integration Materials
- 1 Full Year of upgrades
- Site License
- 1 day of onsite staff development or 2 days of staff development at our location

 HYDRA LIFT Read more	 HYDRA LIFT2 Read more	 INSTRUCTIONAL MATERIALS Read more	 ROBOAC Read more
---	--	--	---

 ROBOARM Read more	 ROBOVUE Read more	 TEMPEST Read more
--	--	--

Graphic Design



3 Days
Matching Grant Program
Goldenrod

Fall 2017 Matching Grant
September 15th- October 31st
goldenrodresearch.com

Financing Options
To make STEM affordable
goldenrodresearch.com



Apply Now.
Goldenrod



3.14
Goldenrod

Connecting the Dots
YouthTouch
goldenrodresearch.com

Connecting the Dots
YouthTouch
goldenrodresearch.com

Fall 2017 Matching Grant
September 15th- October 31st
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Fall 2017 Matching Grant
Apply Online Now

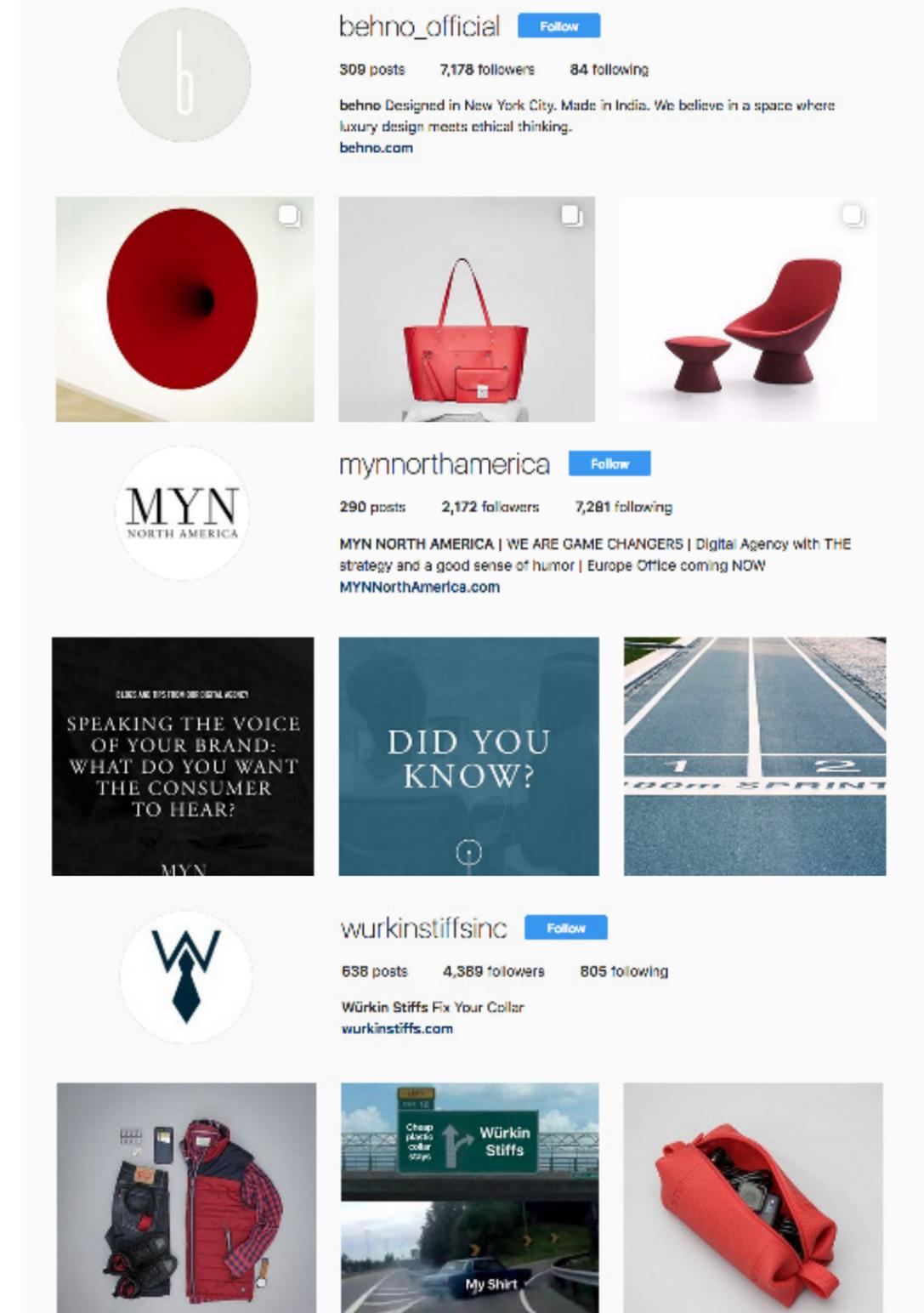
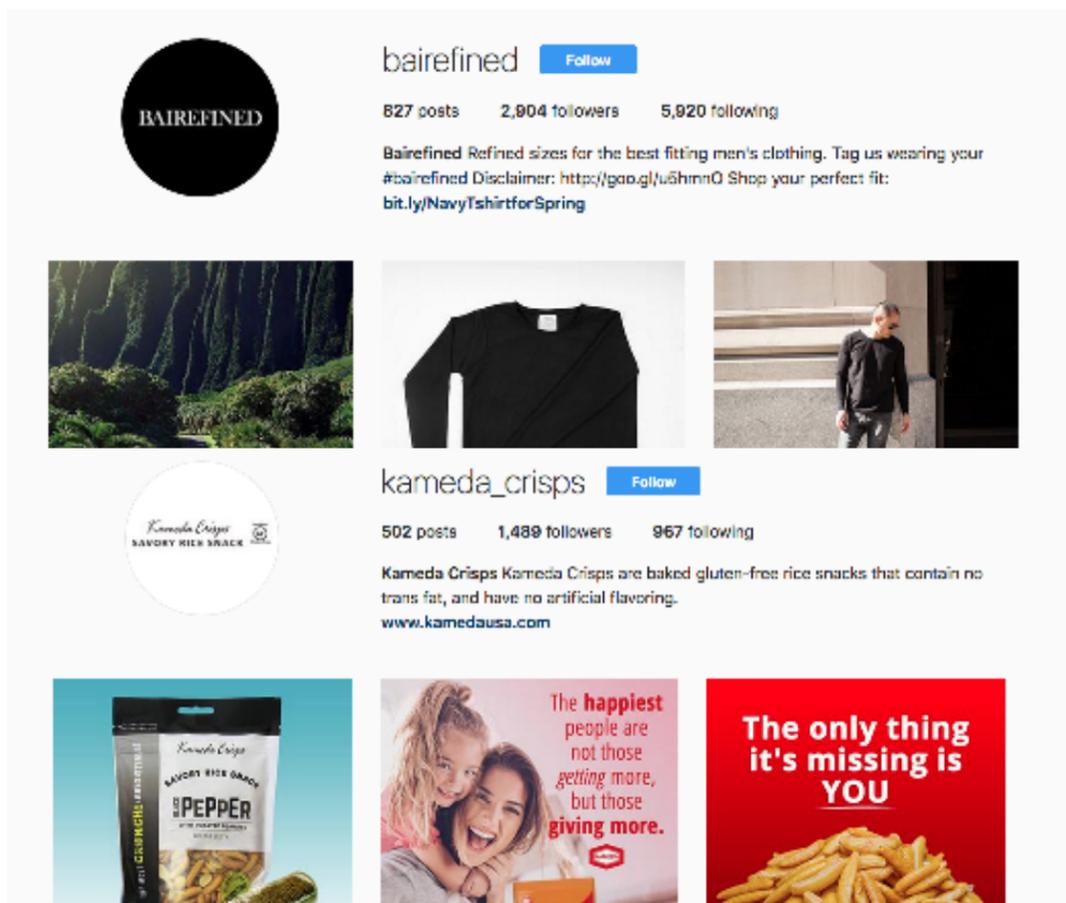


Goldenrod

For information on Goldenrod Research Corporation's social media strategy, see Strategy section.

MYN North America

At MYN North America, I was responsible for creating content and managing six brands' social media accounts (Facebook, Twitter, Instagram.) I demonstrated an ability to speak in different voices, reflecting the personality of the brands. These included Behno, a high fashion women's clothing brand, Kameda Crisps, a Japanese gluten-free snack brand trying to break into the American market, WurkinStiffs, a men's accessories brand, Bairefined, a fitted men's t-shirt brand, and Lime & Vine, a women's active wear/ street wear brand. Additionally, I worked on the creative team to shoot and edit photos & graphics for use on these social media accounts. The result of my work with MYN was an increase in social media engagement and followers by 200% across the accounts that I managed. I have included screenshots of some of these social media pages.



The following are copywriting samples from my time at Goldenrod Research Corporation. I have included 2 full press releases, excerpts from the 2017 website redesign that I directed, and screenshots from emailing campaigns using different appeals. [As of March 2018, the company has yet to switch to the updated version of the website.]

[MONTH DAY, YEAR]

FOR IMMEDIATE RELEASE

Contact: Michael Womack

Teachers Participate in STEM Technology Training

CITY, STATE, MONTH DAY, YEAR- The faculty of [SCHOOL NAME] School will participate in a day long session of YouthTouch training/professional development at the school on [DAY, DATE] from [B TIME] until [E TIME]. The teachers will engage in hands-on learning activities, manipulating robots and fluid power machines as though they were students, as well as learning instructional techniques for integrating real world technology activities into their existing curriculum.

Goldenrod Research corporation, the manufacturer of the YouthTouch package will send a trainer to work with [SCHOOL NAME] faculty. The trainer will work in teams with the teachers. They will program, calculate, and communicate with each other along with robots in order to experience how modern technologies can be effective teaching tools by making difficult concepts easier for the students to comprehend. The training focuses on activities that demonstrate concepts such as problem solving, estimating, negative numbers, and algebraic reasoning. These are areas of learning that students often struggle to comprehend and are the building blocks for all future mathematics. Eventually, students themselves will participate in these hands on activities and proven techniques, learning real world applications of STEM.

[SCHOOL NAME] is ahead of the curve, as employment in STEM fields grows at a faster rate than overall employment and the average wage of STEM occupations is nearly double than the national average.

The school acquired a YouthTouch system in [AWARD DATE], when [NAME OF SCHOOL] was awarded a grant as a pilot/referral school. They are part of an elite group of 325 progressive schools nationwide selected to implement the exciting YouthTouch technology program.

Lea Melchior, President of Goldenrod Research Corporation spoke about the grant saying, "As a fellow educator, I understand the value of introducing STEM early. Empowering youngsters to transition from arithmetic to mathematical reasoning sooner enables more to pursue STEM futures. That's why in an effort to give back, I created the STEM grant program to make YouthTouch affordable for more elementary and middle schools."

[MONTH DAY, YEAR]

FOR IMMEDIATE RELEASE

Contact: Michael Womack

Goldenrod Covers HALF of STEM Programming

Worthy schools to receive YouthTouch Technology Integration System at half the cost

Spalding, Nebraska- October 16th 2017

Goldenrod Research Corporation, an education research company based out of Spalding Nebraska, is pleased to offer its Fall 2017 Matching Grant to worthy schools domestically and internationally. The grant will cover HALF of the cost of purchasing the YouthTouch system, to integrate robotics, fluid power, and coding into classrooms. This will save schools looking to improve their STEM programs \$9,850. Over 350 schools have taken advantage of the program since 1997! Will your school be next?

Other STEM packages may offer expensive programs that require a full course to deliver, while cheaper robotic programs don't correspond to existing curriculum or aren't aligned to standards. The Goldenrod YouthTouch system adapts to curriculum, aligns with standards and includes over 100 cross curricular activities. It is better for kids, easier for teachers, and affordable through the matching grant!

President of Goldenrod, Lea Melchior, said, "It is an honor to work with schools to make STEM equipment available for those who wouldn't normally be able to afford it."

Grant applications are being accepted now through November 17th. Applicants must first register in our information portal here (http://goldenrodresearch.com/grant_announcement.aspx?CheckJavaScript=1&pageId=1&) where they will find more information and be able to access the application.

Interested Schools should register for more information and they will be guided through their grant application.

Press should contact Michael Womack, Director of Marketing, by phone at 813-928-3859 or email at Michael@goldenrodresearch.com for more information. Pictures and video of YouthTouch available upon request.

The following is from the “About” section of Goldenrod’s 2017 website redesign:

Founded in 1985 and entering the education marketplace in 1990, Goldenrod is dedicated to educating students in mathematical reasoning, numeracy, and critical thinking, earlier in their school careers. Our goal is to give students a solid foundation allowing them to pursue advanced studies in STEM. Some of the highest paying careers in the fastest growing fields are jobs in STEM.

Goldenrod believes technology learning tools engage students best when they are visual, aural, and tactile. All students better assimilate concepts through experience, and more students realize academic success.

The Company introduced YouthTouch in 1997 to provide elementary and middle schools with a high tech/high touch STEM option. Some programs provide a one size fits all approach, ignoring the individual needs of schools, classrooms, and children. Goldenrod believes every, school, classroom, and child is unique. YouthTouch can be tailored to meet school and classroom objectives while offering differentiated instruction to fulfill children’s needs as individuals. YouthTouch blends seamlessly into existing curriculum. It provides different and more effective approaches to fundamental learning. It addresses core content directly as opposed to being a supplemental activity. Goldenrod’s ongoing commitment to education is evidenced through its long running matching grant program. The company funds 20 grants annually, enabling worthy elementary/middle schools to acquire a complete YouthTouch technology integration system affordably. Goldenrod is committed to manufacturing its products in the United States. Items leaving the plant in Spalding, Nebraska are proudly stamped Made in the USA.

The following is from the “Products- YouthTouch” section of Goldenrod’s 2017 website redesign:

YouthTouch is a comprehensive STEM learning system for grades 3-8, which links disciplines through an emphasis on applied math. It incorporates six (6) types of robotic and fluid power trainers. Hardware is accompanied by accessories, software, instructional materials, support, and staff development.

YouthTouch presents abstract concepts in the concrete way children learn. It facilitates deeper comprehension of core concepts, because it engages students physically, intellectually, and emotionally. YouthTouch provides a more effective approach to fundamental learning than traditional methods, and yet it blends seamlessly into existing curriculum.

Some programs provide a one size fits all approach, ignoring the individual needs of schools, classrooms, and children. Goldenrod believes every, school, classroom, and child is unique. YouthTouch can be tailored to meet school and classroom objectives, while offering differentiated instruction to fulfill children’s needs as individuals. It also addresses core content directly, as opposed to being a supplemental activity. YouthTouch comprehensive package includes:

Email Marketing



2017-18 STEM Matching Grant- Deadline Oct. 31st

Are you working toward expanding your school's STEM program? Goldenrod Research is now offering a matching grant that will cover **HALF** of the cost of purchasing the YouthTouch system, to integrate robotics, fluid power, and coding into your classrooms. Your school could be saving \$2,850 while elevating your STEM program.

Others may offer expensive programs that require a full course to deliver, while cheaper robotic programs don't correspond to your existing curriculum or aren't aligned to standards. Our YouthTouch system adapts to your curriculum, aligns with standards and includes over 100 cross-curricular activities. It is better for kids, easier for teachers, and **affordable** through our matching grant!

Over 350 schools have already taken advantage of our Matching Grant. Your school could be next. Click the link below to register. Get the grant details and learn how YouthTouch would work for you.

[Learn More](#)

Connect With Us

Goldenrod Research Corporation
204 West Saint Joseph Street
Spalding, NE 68665

[f](#) [t](#) [in](#) [ig](#)

Extended Deadline Nov. 17th- STEM Matching Grant

Dear fellow educators,

This is a fearful time for many. The nightly news is intense and disturbing. We dread the next news report and storm forecast. There's uncertainty about education budgets too, but that pales in comparison to tragedies. These issues mix together, and without analyzing, we just don't like how we feel these days. It is difficult finding enthusiasm to initiate projects that build for the future. The natural tendency is to hunker down while waiting to see what happens. We understand, and we are fighting our feelings, too.

While reminded daily of much we cannot control, let's keep focusing on what we can effect as educators. We know children still need to learn, and we know STEM is important to their futures. Goldenrod is offering its annual matching STEM grant for the 20th year to make the YouthTouch program more affordable for schools, so you can impact more kids.

We'd like to see many more registrations, so that more schools are in the running for this year's awards. Wealthy districts and private schools are signing up; charter schools are hopeful their fortunes will improve, but regular public schools are telling us they have no money and so why bother.

Don't feel defeated yet! Uncertain budgets and funding streams aside, I urge you to take the first step now: register for our matching grant and throw your hat in the ring. Make this an educational decision not an emotional or economic one. **IF** YouthTouch fits your needs, **IF** you believe in the value of STEM and hands-on learning, register now, despite your present misgivings. Don't worry about tomorrow's money today, because registering has no cost or obligation. Applying for the grant incurs none either. We'll guide you in writing your application and help you secure an award. Even receiving the award and accepting it is not final. It will cost a little of your time to start the process, but that's all.

Why should you bother now? Because everything changes. Things change for the better too, and when they do, as they always do eventually, you will be ready to take advantage of improved circumstances. You won't be starting at the beginning. You will be far ahead of the pack, and so will your students.

[Learn More](#)

Sincerely,

Lea Melchior

Sincerely,

Lea Melchior

Lea Melchior
President
Goldenrod Research Corporation
204 W. St. Joseph Street
PO Box 305
Spalding NE 68665

STEM Grant Announcement
Deadline: February 15th

Goldenrod Research, creator of the YouthTouch Technology Integration System, proudly announces its 2016-2017 STEM Grant. Official application and guidelines are available online via registration.

Now in its 20th year, the YouthTouch STEM Grant program, through 1:1 financial matches, has enabled over 200 schools across the US and Canada to affordably integrate robotics and fluid power technology into their 3-8th grade classrooms.

YouthTouch engages your students in hands-on experiences as they learn over 100 core concepts integrating Science, Technology, Engineering, and Mathematics. Activities address academic standards, and they emphasize critical thinking, problem solving and teamwork. Best of all, kids love YouthTouch!

Our educational robotics specialist, is available to personally assist you in completing the brief application. Each grant awarded covers half the cost of the Youth Touch Technology Integration System including equipment, software, instructional materials and on-site staff development. I hope your application will be among those reviewed for award next month.

Sincerely,

Lea Melchior
President
Goldenrod Research Corporation
888-827-2260