

# CASSAR Middle School Brochure Program Status – April 2010

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## **The Charge and the Challenge**

On May 1, 2009 CASSAR President, Lou Carlson, appointed Tom Adams Youth Activities Director for the California Society, Sons of the American Revolution, and at the same time charged him to:

“... expand school based programs like the Knight Essay Contest into the lower grades.” As we know, the Knight Essay Contest is open to young people in the 10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup> grade of high school. The SAR also offers the Americanism Elementary School Poster Contest to elementary school 5<sup>th</sup> graders. The challenge was to create a contest for Middle School age children. (6<sup>th</sup>, 7<sup>th</sup>, 8<sup>th</sup> graders.)

## **The Target Audience – 8<sup>th</sup> graders**

It turns out American History is not taught in middle school until the 8<sup>th</sup> grade in California. Therefore, **8<sup>th</sup> graders** are our target audience.

## **Tri-fold Brochure Option**

The tri-fold Brochure option was selected over several other ideas, ranging from short essays to new technology communications, such as *YouTube* videos.

Here is the rationale that pointed to the Brochure as best option for the SAR Middle School Contest. The brochure is a tri-fold 8½" x 11”.

- A brochure in a bridging project (contest): part drawing, part writing
- The rules for the brochure can be specific enabling fair competition
- Standards criteria can be created assuring fair and consistent judging
- How to create a brochure can be taught by a SAR representative coming into the classroom in about 20 minutes. – *No additional work for teachers!*
- It works ... a teacher in Northern California has already tried this medium in his classes – every child can do it
- CASSAR officers and even NSSAR staff have seen sample brochures by 8<sup>th</sup> grade students – and they are impressive

## **The Proposal and Its Acceptance**

One month later, on June 5, 2009, a proposal was submitted to President Lou Carlson and Executive Committee requesting approval to pursue the American History Brochure Contest for Middle School children and develop a plan for testing the concept in the coming 2009-10 school year. Permission was granted to continue and further develop the program.

The proposal continued and on June 30, 2009, Colleen Wilson, NSSAR, former Director of Education, now Director of The Center for Advancing America's Heritage at National, approved the proposal to be presented to the Americanism Committee and also the Patriotic Education Committee.

On September 25, 2009, CASSAR Executive Vice President, Wayne Griswold, in Louisville to attend the Fall Leadership (Trustees) Meeting, presented the Middle School Brochure Contest proposal to the Americanism Committee. After discussion, the Committee accepted the Brochure Contest as the National Middle School program for SAR beginning in 2011-12.

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## Challenge for School Year 2010-11

Here in California, it is the Society's intention to launch the program in the next School Year, 2010-11. It turns out; American History is taught in the first month of a school year in many schools. Consequently, our challenge is to implement the program in the spring of this current school year 2009-10 to prepare teachers to offer the program in the following year.

## Topic (Theme) of the Brochures

The topic of the Brochures will be determined by the NSSAR Americanism Committee. The topic for the Brochures during the School Year 2010-11 will be same as previous School Year (2009-10) for the Poster Contest. Specifically: "**The Battle of Bunker Hill.**" The thinking is that since the American Revolution is taught early in the school year (in the Fall), Chapters can use the promotional and teaching aides that were developed and used in the Spring for the SAR Poster Contest.

## 8<sup>th</sup> Grade Teachers Needed to Pilot the Program!

CASSAR Chapters are encouraged to find 8<sup>th</sup> Grade Teachers who would be interested in inserting the Brochure Contest activity into their curriculum. Every effort is being made to lift the burden from teachers in having to create additional instructional aides.

## Available Material (provided in hardcopy or e-mailed)

- SAR Brochure Guide
- SAR Brochure Guide Scoring Form
- SAR Brochure Guide Tally Form
- Topic Presentations

## 8<sup>th</sup> Grade Teachers Training to be Piloted in April 2010

In Mid-April in El Dorado County, a workshop will be conducted for interested teachers in the County. The findings of this exercise will be available to all interested parties.

## Remember – CASSAR will be awarding Prizes in this coming School Year!

Winner's Prize           **\$600** Savings Bond  
Runner up Prize       **\$400** Savings Bond

***Please contact the CASSAR Americanism Middle School Program Chairman if your Chapter is interested in introducing the Brochure Contest in your area!***

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