



**MLK
SCHOLARS**

CELEBRATING 10 YEARS

Summer Overview & Communications Training



**THE
KING
WITHIN
ME**

#bostonworks

Annie Duong

Community Investment Analyst
John Hancock

Agenda



Topic	Facilitator
2017 Theme & Summer Overview	Annie Duong, JH
EverFi Registration	Maddy Murphy, EverFi
Introduction to Successful Messaging & Delivery	Alex Goldstein, 90West
Social Media	Yasmin Cruz, JH
Next Steps	Annie Duong, JH

2017 Theme: *The King Within Me*



- Celebrating Dr. Martin Luther King, Jr's legacy.
- Everyone has the potential to be a leader.
- Forums and messaging will motivate youth to find their own leadership style through encouraging them to align their actions with Martin Luther King's core values--courage, vision, compassion, integrity, inspiration, and inclusion.

Kick-off & Mayor Menino Leadership Forums

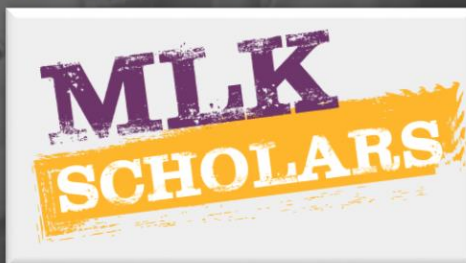


When?	Where?	What?
Monday, June 12 3:00-5:00pm	601 Congress, 4 th Fl Atrium	Annual Kick-off & Press Conference Keynote Speaker: Tatyana McFadden
Friday, July 14 and July 28 9:00-11:30am	Agganis Arena	Mayor Menino Leadership Forum <i>Leadership in Civic Engagement (DSNI)</i> <ul style="list-style-type: none"> Youth Civic Engagement <p><i>Or</i></p> <i>Leadership in Science (Museum of Science)</i> <ul style="list-style-type: none"> Climate change <p><i>*Pending speaker availability</i></p>
Friday, August 11 9:00-11:30am	Agganis Arena	Mayor Menino Leadership Forum <i>Leadership in Business (Boston University's BUzzLab)</i> <ul style="list-style-type: none"> The Lean Startup methodology
Friday, August 18 9:00-11:30am	Shubert Theatre	Mayor Menino Leadership Forum <i>Leadership in Arts (Youth Showcase)</i>

Maddy Murphy
Director, K-12 Programs
EverFi

May 2017

MLK Summer Scholars | EverFi Program Registration



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Agenda

1. Review on updates to the program
2. The MLK Summer Scholars EverFi Landing Page
3. Student Registration
4. Review of program expectations

Review on updates

- Students will complete 12 modules, ranging from 5-7 minutes each for a total course length of 65 minutes
- Scholars, site coordinators, and volunteers will get access to a landing page with program information
- Scholar progress on the course will be collected and shared weekly
- As a reminder, the content is now available in both English and Spanish, and is also mobile-optimized to make it more accessible to scholars!

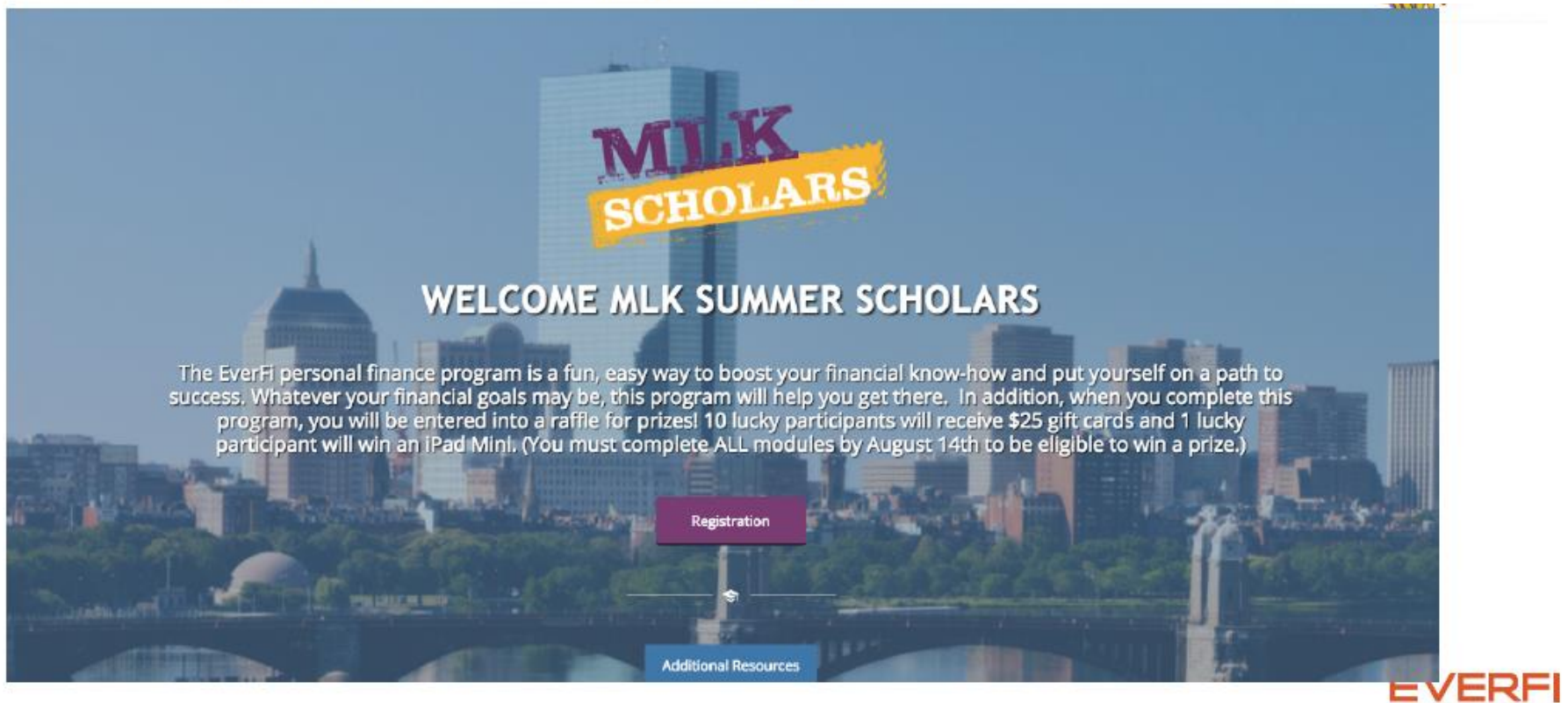
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Module topics

- | | |
|-------------------------------|-------------------|
| 1. Building Emergency Savings | 7. Overdraft |
| 2. Checking Accounts | 8. Prepaid Cards |
| 3. Credit Cards | 9. Retirement 101 |
| 4. Credit Scores & Reports | 10. Savings |
| 5. Financing Higher Education | 11. Taxes |
| 6. Identity Protection | 12. 529 Plans |

MLK Summer Scholars EverFi Landing Page

johnhancock.everfi.com/mlk-summer-scholars/



MLK Summer Scholars - Registration



MLK Summer Scholars - Financial Education Center
Presented by John Hancock

Welcome MLK Summer Scholars!

We are excited to present the MLK Summer Scholars - Financial Education Center. As MLK Summer Scholars, you will have the chance to complete this unique collection of short (5-10 minute) financial education modules over the course of the summer. We hope this learning opportunity will help you make responsible financial choices now and in the future.

Good Luck!

Login

[Forgot Password?](#)[Login](#)

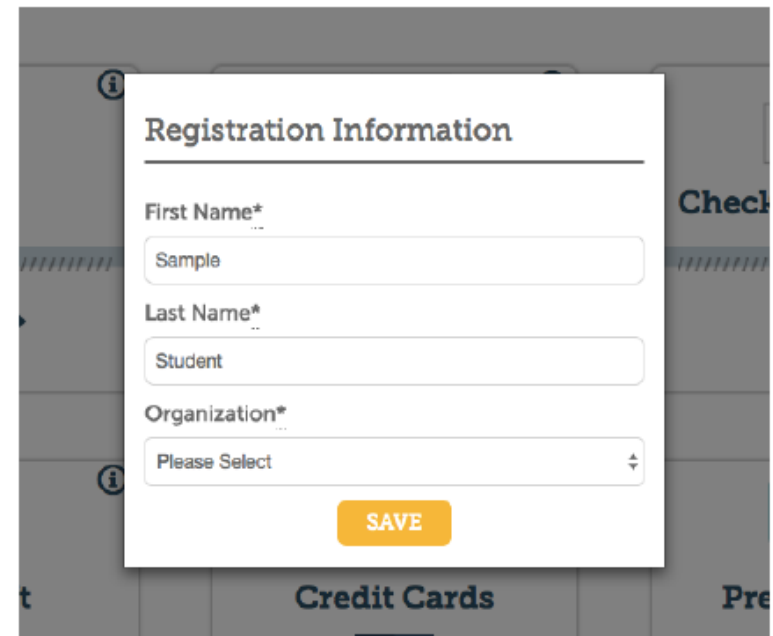
Register

Don't have an account? Sign up.

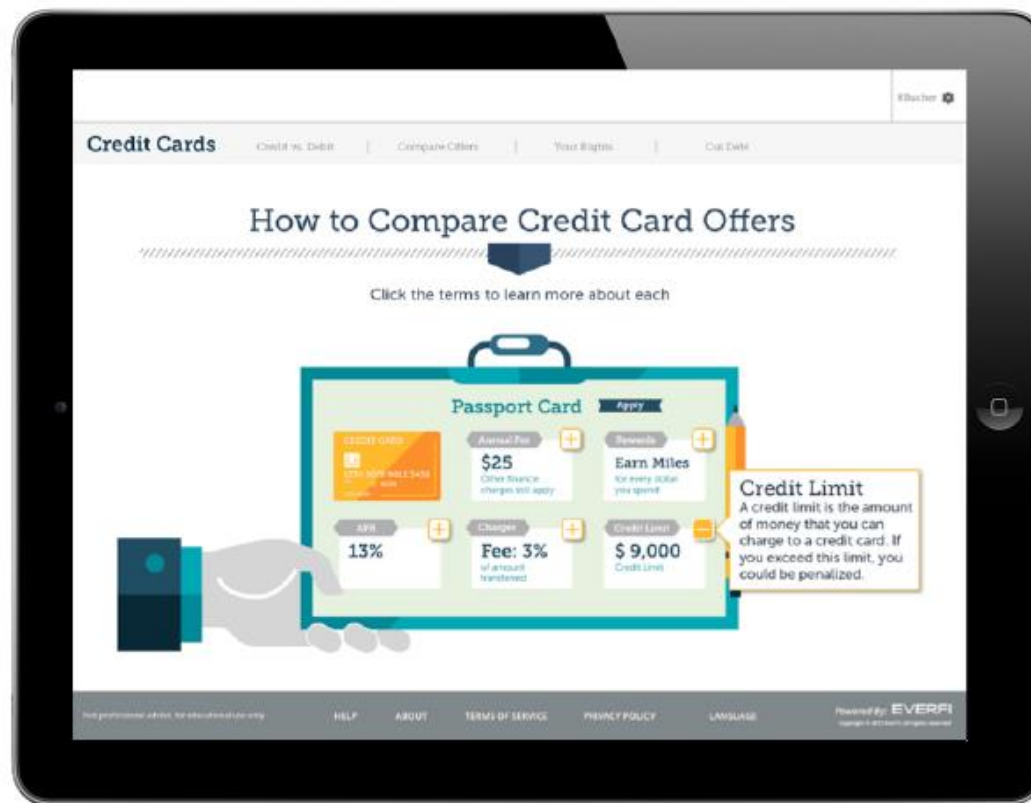
[Register](#)

Registration information

1. Scholars will need to input an email address
2. After creating an account with their email address and password, they will be asked to provide their first & last name, and they will be prompted to select a Site
3. Scholars do not have to go in a particular order through the modules

A screenshot of a web application showing a 'Registration Information' modal form. The form has three input fields: 'First Name*' with the value 'Sample', 'Last Name*' with the value 'Student', and 'Organization*' with a dropdown menu showing 'Please Select'. A yellow 'SAVE' button is at the bottom right of the form. The background is a blurred view of the application interface with labels like 'Credit Cards' and 'Pre'.

Millennial Financial Education



Course Demo

Demo Financial Wellness Center

Welcome 



Investments

[VIEW MODULE ▶](#)




Considering Home Ownership

[VIEW MODULE ▶](#)



Checking Accounts

[VIEW MODULE ▶](#)



Credit Cards

[VIEW MODULE ▶](#)



Credit Scores & Reports

[VIEW MODULE ▶](#)



Identity Protection

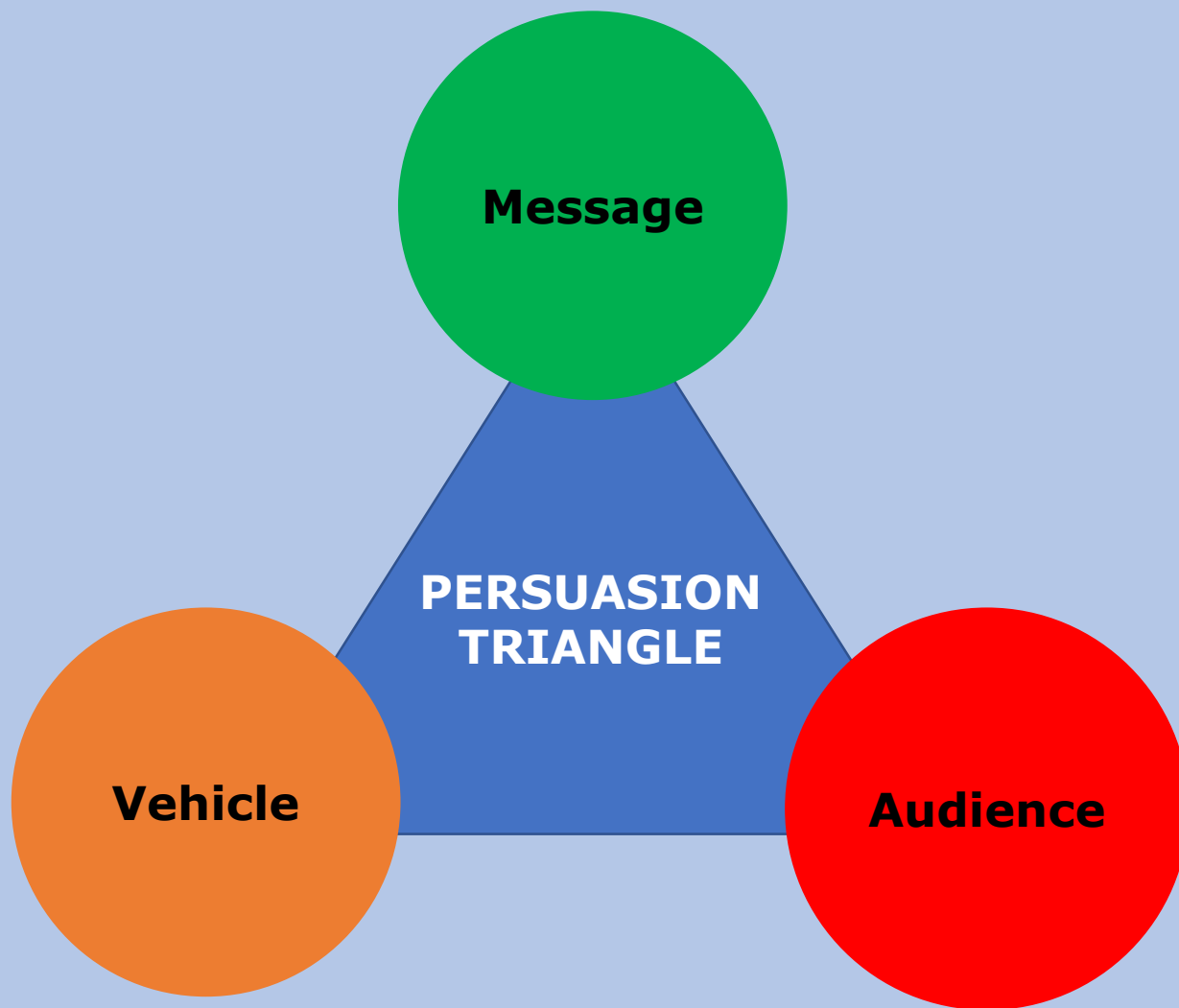
[VIEW MODULE ▶](#)

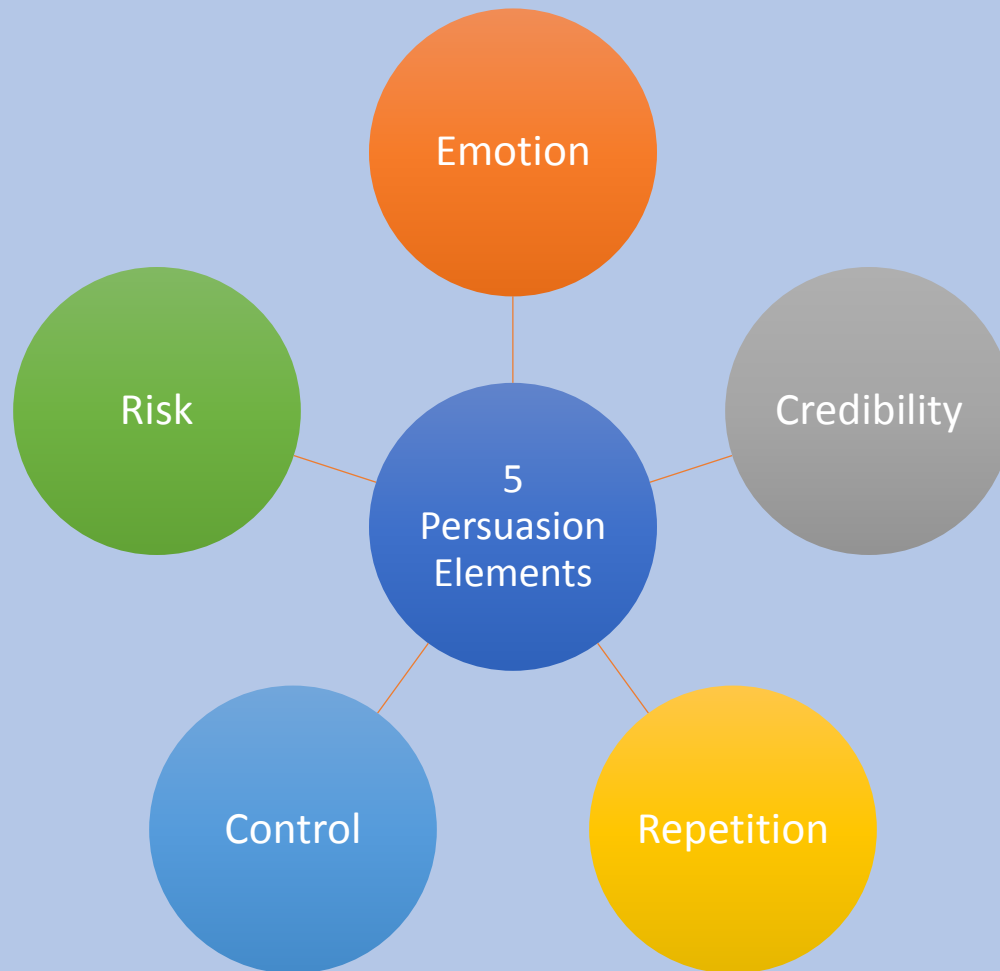
Expectations and Awards

- Scholars are expected to complete the modules by Monday, August 14th
- Each scholar who completes the program will be entered into a raffle to win a prize
- Ten scholars will receive \$25 gift cards
- One scholar will be awarded a grand prize of an iPad mini
- The drawing for the prize will be held during the final workshop



Alex Goldstein, Founder & CEO





QUESTIONS ?

Email Alex at agoldstein@ninetywest.com

 @alexjgoldstein

 @alexjgoldstein

Yasmin Cruz

Director, Corporate Responsibility
John Hancock

Follow John Hancock

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- Twitter: @JohnHancockUSA
- Instagram: @JohnHancockUSA
- Blog: www.jhextramile.com

Take Note of Tips & Tricks

- Images perform better
 - Content with relevant images get 94% more views than without images
 - 40x more likely to get shared
- Highlight your scholars
 - Story telling increases engagement

Know the Story

For the past ten years John Hancock's MLK Scholars Program has annually funded over 600 summer jobs at nearly 70 local non-profit organizations — the largest program of its kind in the country.

Join the Conversation

When posting MLK Scholars content to your social media channels, use #BostonWorks to be part of the larger conversation around youth employment in the city of Boston.

Annie Duong

Community Investment Analyst
John Hancock

Next Steps



- ✓ Let Annie know ASAP (now) if you have any organization names/address changes.

- ✓ Finalize your Scholar selection.
 - Registration opens **June 12**, closes **June 26**.
 - John Hancock Media Waivers will also be collected online via registration.

- ✓ Annual Kick-off/Press Conference: **June 12, 3:00-5:00pm, at John Hancock Financial (601 Congress Street)**
 - RSVP link to follow.
 - Invite your Scholars!