

This Is Me and I Matter.

#KnowMyStory

SCHOOL PARTICIPATION GUIDE



These are the original students who participated in This Is Me and I Matter at David Douglas High School in Portland, OR.



Get Inspired, **Build Empathy**

Today, we invite you to take part in This Is Me and I Matter, a national campaign for empathy brought to you by IDEO's The Teachers Guild, Michelle Obama's Better Make Room campaign, and Facebook's inspirEd initiative. Together, we believe greater empathy can be transformative for classrooms and schools by helping students feel more connected, supported, and safe.

As we hope for students to be top-notch problem-solvers and take greater academic risks, how might we create more inclusive classrooms? **How might we support students to become more active and engaged in each other's perspectives and lived experiences?**

This Is Me and I Matter invites students to share short videos stating who they are and what they want others to know about them. In doing so, they will consider the dimensions of stereotyping, reflect on how they see themselves, and create space for dialogue and understanding.

Check out our [starter video](#) here.



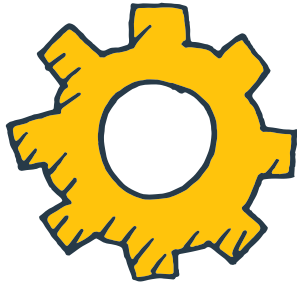
The Teacher Who Inspired This Campaign

Meet Nicole Ayala, a teacher at David Douglas High School in Portland, OR. Last fall, when The Teachers Guild asked their national network of teachers to share their ideas for how to elevate student voice, she shared This Is Me and I Matter. Nicole was inspired by her students and wanted to start a dialogue around stereotyping as a mechanism to build deeper understanding and confront bias.

This Is Me and I Matter became a powerful tool at Nicole's school to connect students of diverse backgrounds and open up vulnerable spaces for meaningful conversation. Now we're bringing This Is Me and I Matter to students and schools nationwide. We are thankful for your help in encouraging students to share their own story. Share your commitment and inspire others on Twitter or Facebook with the hashtag **#KnowMyStory**.

JOIN THE GUILD!

To get involved and stay in the know, become a member of the Teachers Guild by signing up here: teachersguild.org/signup.



The Logistics

TIMELINE TO SUBMIT?

February 1st through April 15th, 2017

HOW DO I SHARE?

Submit student videos on Twitter, Facebook, or Instagram with the hashtag #KnowMyStory.

MEDIA RELEASE FORMS?

Ask your school if students have already signed media release forms that allow them to share public videos or photos. If they haven't, head to the back of this packet to find a sample release form you can copy and distribute.

INTENDED AGE GROUP?

We think this activity is best suited for grades 6-12.

HOW LONG WILL THE ACTIVITY TAKE?

We recommend a minimum of 30-50 minutes depending on how many students you'll be working with.

GOT MORE QUESTIONS?

Reach out to The Teachers Guild at hello@teachersguild.org or [@TeachersGuild](https://twitter.com/TeachersGuild) on Twitter.

WHAT HAPPENS AFTER?

Submitted videos will be eligible to make a final cut, which will be shown and distributed through our partner and school channels.

Let's get started!



Activity Guide

This Is Me and I Matter can be completed in 5 steps. You can use one class period or break up these steps across periods. We recommend reserving a minimum of 30-50 minutes to complete this activity.

Step 1: Hook

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Introduce the project. You may want to play the This Is Me and I Matter video found [here](#). This can be followed up with discussion.

Step 2: Reflect

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Students reflect with a set of prompts to think about themselves and what they want to share.

Step 3: Craft Messages

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Students craft their message to be recorded later. You can use our “madlib” to help scaffold if a student needs the extra support.

Step 4: Record

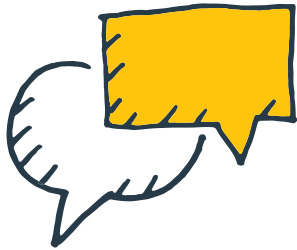
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Students record their video. They can record using their own device or one you provide.

Step 5: Share

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Students can share their videos directly or you can share for them. Use the hashtag [#KnowMyStory](#) on Twitter, Facebook, or Instagram.

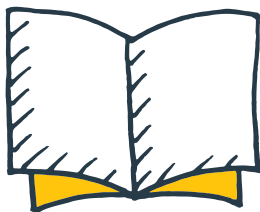


Step 1: Hook

Build on top of the prompts as you engage your students! Here are some questions to kick-off discussion:

DISCUSS:

- **What is a stereotype?** Why do you think people stereotype others? Have you experienced stereotyping? How did it make you feel?
- **What is empathy?** How is empathy different from sympathy? From compassion? How do you think you build empathy for others? When might it be difficult to empathize with others? When might it be easier?
- **Discuss the project's goal.** Hearing each other's stories can help us to better empathize. And by sharing details about who we are, we can better connect with those around us.



Step 2: Reflect

Ask students to reflect on these questions in a notebook or on a piece of paper.

- What is something people might not know about you just from looking at you?
- What is something people have assumed about you just from looking at you?
- What are some ways you identify? Try to come up with as many ways as you can. (Ex: I'm a girl. I'm from Los Angeles. I am creative. I am Hispanic.)
- What is something you wish people knew about you?



Step 3: Craft Messages

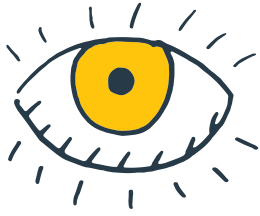
Ask students to organize their thinking so their message can fit a 20-30 second video. Use the examples below. If students need extra support, you can provide the below “madlibs”.

EXAMPLES:

- I am Mexican American and I want people to know that I love the unity of my family.
- I am young and I want people to know that I still have good ideas.
- I am a man and I want people to know I can get emotional too.
- I am black and I want people to know I don't like to be called “whitewashed”.
- I am short, but it doesn't mean I'm weak. I want people to know I'm bold.

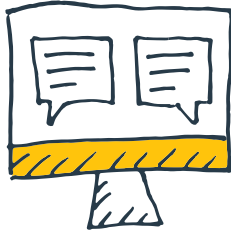
OPTIONAL MADLIBS:

- I am _____ and I want people to know that I _____.
- I identify as _____ and people assume I _____, but I want people to know that I _____.
- Just because I am _____, it doesn't mean that I _____. I want people to know that I _____.



Step 4: Record

Students can record themselves or you can record from your classroom. You may even have students record for homework and share it directly using the hashtag [#KnowMyStory](#) or they can send it to you. Please make sure media release forms have been signed. Ask students to practice once or twice before getting in front of the camera.



Step 5: Share

Students can share directly to the campaign with [#KnowMyStory](#) on Twitter, Facebook, or Instagram.

TWITTER

FACEBOOK

INSTA

Resources

Invite Others

Inspire others to pick up this project. Let the community know you're doing it so they can support it and participate too.

SAMPLE EMAIL:

Hi _____,

I'm excited to share that my classroom is participating in a national campaign called This Is Me and I Matter, where students share details about who they are and what they want others to know about them. As students listen to each other's stories, they will develop deeper understanding for one another. Now more than ever, we need to create meaningful connections in our classrooms and schools and open up inclusive spaces for listening. This idea was originally developed by a teacher in Portland, OR who wanted to help her Latino students combat stereotypes. Now, it's being brought to life with The Teachers Guild, Michelle Obama's Better Make Room campaign, and Facebook's InspirEd initiative. You can see an example of student videos [here](#).

I'm sharing this so you can get involved! Learn more about how to participate by watching [this video](#). Posting your own video only takes a few minutes.

Tweet About it!

SAMPLE TWEETS:



Let's create empathy between students. Invite your students to join #KnowMyStory. @TeachersGuild

Media Release Form

We want to be sure that students who participate have a guardian sign a media release forms which allows them to share public videos or photos. If your students have not signed one, you can print this page or download the form [here](#).

- 1 In consideration of the promotional benefits afforded me by my appearance hereunder, the receipt and sufficiency of which is hereby acknowledged, I, the undersigned, hereby grant to The Teachers Guild and its subsidiaries, successors, assigns and licensees (collectively, “**The Teachers Guild**”) permission to use my name, likeness, voice and image (individually and collectively, “**Image**”) that The Teachers Guild records on the photographs, audio, film or tape formats or on other media (the “**Recordings**”). This grant includes the non-exclusive, perpetual and irrevocable right to use my Image in connection with the public performance, public display, exhibition, sale, transmission, distribution (by any means) and exploitation, and any other use of the Recordings or any work based on the Recordings in all forms of media, whether now existing or hereafter devised, throughout the universe. The Teachers Guild may use, re-use, modify, reproduce, transfer or dispose of the Recordings or any part thereof in its sole discretion, and sublicense all such rights, worldwide, without limitation.

- 2 I represent and warrant that (i) the use of my Image in the Recordings does not and will not violate the rights of any person or entity and will not cause The Teachers Guild to incur any liability for payment to any person or entity, and (ii) the provisions of this Release do not violate any agreement, obligation or understanding that I now have or will in the future have with any other person or entity.

- 3 I hereby waive all rights and release and discharge The Teachers Guild from, and shall not bring any proceeding against The Teachers Guild for, any claims, losses, demands, damages, liabilities, costs and expenses (including reasonable attorneys’ fees), at law or in equity, whether for libel, violation of right of privacy or right of publicity, copyright infringement, or any other claim which I may now have or may hereafter have by reason of (i) the use of my Image in connection with the Recordings, or (ii) the alteration of or change in quality or inaccuracy, whether deliberate or not, that may occur in recording and reproducing my Image.

- 4 This Release is not subject to any guild, union or other collective bargaining agreement. This Release is governed by and construed in accordance with the laws of the State of California, without regard to its conflict of laws principles. This Release shall be binding upon me, my heirs, legal representatives, assigns, transferees, and successors in interest.

**If under 18, then:
I certify that I am the legal guardian of _____ and hereby give permission for my child as per above:**

Signature: _____

Name: _____

Date: _____

Telephone: _____

Email: _____

Project/Client: Teachers Guild – This Is Me and I Matter

#KnowMyStory

TEACHERSGUILD.ORG