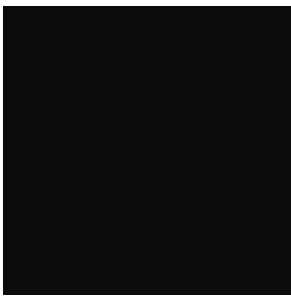


SCHOLARS' LATINO INITIATIVE

SHENANDOAH VALLEY

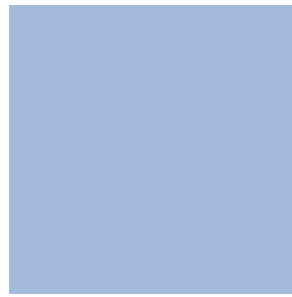
Katie Blumer, Colleen Hall, Tess King, Marshal Riggs, Jenna Welch
SMAD 342 Section 0002
Creativity in Advertising and Corporate Communication
December 6, 2016



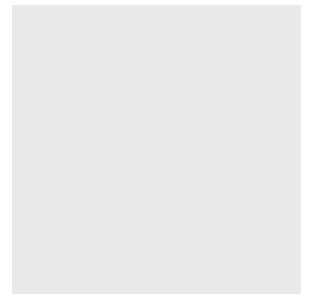
#0A0B0B



#0B71AF



#A5BADC



#E6E6E6

TABLE OF CONTENT

▶ STRATEGY STATEMENT.....	5
▶ ORGANIZATION BACKGROUND.....	6
▶ TARGET AUDIENCE.....	8
▶ DEMOGRAPHICS.....	8
▶ PSYCHOGRAPHICS.....	8
▶ MEDIA CONSUMPTION.....	9
▶ BEHAVIORISTIC.....	9
▶ CONSUMER PROFILE.....	10
▶ CURRENT MINDSET.....	12
▶ COMPETITORS.....	13
▶ JMU VALLEY SCHOLARS.....	13
▶ BIG BROTHERS BIG SISTERS.....	14
▶ ON THE ROAD COLLABORATIVE.....	14
▶ CURRENT DESIRABLE MINDSET.....	15
▶ BIG IDEA.....	16
▶ SUPPORTING EVIDENCE.....	16
▶ TONE OF VOICE.....	17
▶ MANDATORIES.....	17
▶ ORGANIZATION CREATIVE PIECES	
▶ FACT SHEET.....	19
▶ PRESS RELEASE.....	22
▶ ADVERTISING CREATIVE PIECES	
▶ TELEVISION SCRIPT.....	27
▶ RADIO.....	30
▶ PRINT ADVERTISEMENT.....	33
▶ SOCIAL MEDIA.....	36
▶ POWERPOINT PRESENTATION.....	39
▶ REFERENCES.....	47



STRATEGY STATEMENT

ORGANIZATION BACKGROUND

Scholars' Latino Initiative (SLI) was founded in 2003 by Dr. Peter Kaufman at the *University of North Carolina Chapel Hill (UNC-Chapel Hill)*. The organization created a partnership between the *UNC-Chapel Hill* community and *Chatham County High School* students. The *SV-SLI* program functions as a nonprofit organization that relies heavily on volunteers and donors. The volunteers and donors include board members, professors in residence, student mentors, community members, and concerned patrons. All donations go to support the cost of tuition for the high school scholars. As this program blossomed, a similar partnership continued to the north, in the Shenandoah Valley, in April of 2012. The *Shenandoah Valley Scholars' Latino Initiative (SV-SLI)* was formed, and created a partnership with *Harrisonburg High School* and *Eastern Mennonite University*. When *SLI-SV* began, it started with three high school sophomores and three college mentors on its roster. Now, in 2016, *SV-SLI* has inducted an additional 45 high school scholars that are either enrolled in *Harrisonburg High School* in

Harrisonburg, Virginia or *John Handley High School* located in *Winchester, Virginia (SV-SLI, n.d.)*.

The *SV-SLI* High School Coordinator for academic, leadership, and mentorship programming at *Harrisonburg High School* is Hannah Browman Hrasky. Dr. Carlos Alemán serves as the *SV-SLI* University Coordinator for academic, leadership, and mentorship programming at *Harrisonburg High School*. He serves as the instructing professor for the *SV-SLI* Early College Seminar and as a *James Madison University* professor in residence. Alternatively, Tom Robb serves as a High School Coordinator for academic, leadership, and mentorship programming at *John Handley High School*. Serving as the *SV-SLI* University Coordinator for academic, leadership, and mentorship programming at *John Handley High School* is Maggie McCampbell Lein. She is also the Assistant Director of Student Engagement for Intercultural Programs at *Shenandoah University* (Alemán, September 13, 2016, personal communication).

All campaign investments have solely relied on the generosity of donors, who host fundraising events such as galas or awareness events. *SV-SLI* held its first annual Gala on April 11, 2015, "Pickin' and Learnin" On Sunny Slope Farm. Events like this raise awareness about *SV-SLI* and its philanthropic efforts in the community. As a way to accomplish its objectives, *SV-SLI* donors and board members regularly gather to talk about the program's past accomplishments and future goals. Community members are welcomed and encouraged to donate to the program, whether it is from money donations, service-learning time, or speaking to the mentees. *SV-SLI* looks to the communities surrounding the Shenandoah Valley to help the program and to enhance the success of the scholars. In an effort to raise awareness and to fundraise, *SV-SLI* hosted an awareness event at Three Notched Brewery in December of 2015 as well as an event at the DocFest Festival in Harrisonburg Court Square. In September of 2016, *SV-SLI*

participated in a non-fundraising event for *James Madison University* International Week Programming, sponsoring the "Documenting Latina/o High School Experiences and College Dreams" to raise awareness for *SV-SLI* (*SV-SLI*, n.d.).

SV-SLI being a non-profit organization, all donors and sponsors are private. *SV-SLI* is an organization that receives no government funding. The program leaders do not receive, nor ask for funding because it would pose too many questions among citizenship paperwork. With that being said, all collected donations are from supporting donors and sponsors. All of *SV-SLI*'s profits go towards the scholars. Over \$20,000 was awarded to the tuition and payment of college for scholars at Harrisonburg High School. Eighteen-thousand dollars was awarded to the tuition and payment of college for scholars at Winchester High School. In addition, four thousand dollars was awarded to the scholars with the intent to purchase and provide computers for the students (*SV-SLI*, n.d.).

TARGET AUDIENCE

DEMOGRAPHICS

Shenandoah Valley Scholars' Latino Initiative's (SV-SLI) targeted mentor is a first or second year female local college student, who is looking to harness a mentor to mentee relationship in the oncoming years of college, aged eighteen to twenty-two with a single marital status. This creates a stronger bond between both the mentors and mentees regardless of racial identity. The average income for the desired mentor is none to few, considering students are in college and most often mainly relying on their parents income. Mentors are essential to the scholars' success in a collegiate pathway (SV-SLI, n.d.).

PSYCHOGRAPHICS

In order to become a mentor, the candidate must possess a need to help others. They understand the importance of helping others who are disadvantaged, and they are aware of how many people do not have the same opportunities and privileges as them. They are very outgoing and aim to dedicate their life to helping others. In addition, they see life in a positive light and want to do everything in their power to make the world a better place. The desired mentor is academically involved but also has a growing social life with extracurriculars and friends. She is interested in going outdoors to experience nature, enjoying a nice cup of coffee at the local cafe, and spending time with friends in her spare time.



MEDIA CONSUMPTION

As a female freshman or sophomore in college, the target mentor is very engaged through social media and various online outlets. She is connected with her friends and family through *Snapchat*, *Instagram*, *Facebook*, *Pinterest*, and *Twitter*. She uses social media applications on her phone everyday sporadically throughout the entire week. Her heaviest use of social media and online media consumption is between the hours 5pm-12am U.S EST. The mentor enjoys watching her favorite television shows and movies on *Netflix*, which is typically done for four hours on her free weekends after a long week of working. Her fix of audio stimulation comes from *Spotify*, where she has organized indie rock playlists to listen to Downtown at her favorite leisure spots. Needing quiet time and intellectual stimulation, she reads books in her spare time; her most recent being "Epic Measures" by Jeremy N. Smith.



BEHAVIORISTIC

Being a student who is highly involved in both community service and outreach, she looks to do her part in the Harrisonburg community. The target mentor is interested in programs similar to *SV-SLI*, but is yet to have heard about the association. Thus, information must be presented or seen by her in order to be effectual. She has previous experience with community service in her hometown and is looking to experience the rewarding nature such a service gives, in Harrisonburg. She is willing to sacrifice other activities that consume her free time in order to help the community in a more than occasional manner. A willing, good-natured, and hard working mentor is sought.

CONSUMER PROFILE

Meet Sarah!

Sarah Walker is a nineteen year old Sophomore attending *James Madison University*. Her passion is stemmed in the *James Madison University School of Social Work*. Currently, Sarah lives in Grace Street Apartments, an on-campus apartment complex. She works part-time as an assistant in the Social Work Office. Her parents primarily fund her college aside from a few small scholarships and donations from her hometown community. Sarah is very involved in her Service Fraternity, Alpha Phi Omega. Through Alpha Phi Omega, Sarah volunteers at Simms Boys and Girls Club and Hope Distributed, a local food bank. However, she is always looking for new volunteer options to help support the local Harrisonburg community. In Sarah's Spring semester, during freshman year, she was able to experience an Alternative Break trip to serve local Virginia counties. The Alternative Break trip was focused on rebuilding houses in underdeveloped urban areas in Virginia. Growing up in the friendly Shenandoah Valley community, she has been influenced and enabled to be passionate in serving those around her.



Her course load is heavy, but she always sets aside time to help others.

Sarah grew up in the small town of Strasburg, Virginia. In a medium sized home, Sarah lives with her parents and her two younger brothers when not attending *James Madison University*. Her youngest brother is ten years old and her other brother is twelve years old. Her mom works as a fourth grade teacher at *Strasburg Elementary School* and her dad works as a financial consultant at Union & Trust Bank. Their total combined income is \$250,000. Sarah attended a public high school, *Strasburg High School*, where she was very involved with Student Government and liked to hangout with

her friends after school. Sarah grew up in the Christian faith and went to church every Sunday, which really contributed to her personal values of giving back to others less fortunate. She is currently single, and not interested in dating anyone at the moment because she wants to focus on her school work and extracurriculars. Sarah and her family are very close and are supportive of what each other's dreams and aspirations are. Her family was very supportive of her choice to attend *James Madison University*. Understanding the detrimental effects of systematic oppression, which leads to poverty, Sarah has an abundance of passion to help and better those who are affected. According to VALS, she is an experiencer and an achiever. After graduation, Sarah plans to find a job as a Community Based Counselor in northern Virginia. She eventually would like to get married and start a family, but wants to wait until she is settled down with a job before starting that chapter in her life.

Sarah enjoys going downtown on the weekend. Her favorite food spots downtown include Pure Eats, Pulp, and Greenberry's. She could spend hours at these locations either with friends or writing by herself whilst listening to her

Spotify playlists consisting of Indie Rock music. Her favorite foods include sushi, smoothies, and veggie wraps. Her daily outfit is a flannel with a quarter zip sweatshirt, leggings, and Chacos. She loves dressing comfortably so she can function during her long days without worrying about her outfit. Sarah is a die-hard sitcom lover with her favorite shows being *New Girl* and *The Office*. She enjoys spending nights at her apartment watching Romantic Comedies and documentaries about the environment. Sarah's hobbies include hiking, crafting (due to her avid use of Pinterest), going to the Harrisonburg Farmers Market, thrift shopping, volunteering, and reading on her own time. On a daily basis, she likes to stay in touch with her friends and family through social media including *Facebook*, *Instagram*, *Twitter*, and *Snapchat* on her iPhone 6.



CURRENT MINDSET

The *Shenandoah Valley Scholars' Latino Initiative (SV-SLI)* is not where it needs to be in the minds of the program's target audience. In a poll of over 100 *James Madison University (JMU)* students, 85 percent of the respondents were female. *SV-SLI* is looking to recruit more female mentors for the program, in order to keep the gender-ratio of mentors to mentees appropriate. The organization has been around for five years in the Harrisonburg area, and the prior statistics relaying a large group of people have not heard of the program. Thus, *SV-SLI* must transform its brand and image in the minds of the organization's target.

Of the respondents polled, 93 percent have heard of *SV-SLI's* competitor, *Big Brothers Big Sisters*. Forty-three percent have heard of the *JMU Valley Scholars* program, and only a small percentage (four) had heard of *On the Road Collaborative*. The competitors

in the area take from fundraising, volunteerism, and the mentor program that *SV-SLI* is trying to grow. Because *SV-SLI* is not on the minds of the program's target audience, it is imperative that the efforts to increase mentorship are improved upon.

Ninety-eight percent of the individuals polled said that they agree with the statement "it is beneficial to give back to the Harrisonburg community." While 80 percent agreed that "mentorship programs are a valuable experience for both parties." It is obvious that *SV-SLI's* target audience of freshman and sophomore female JMU students understand the benefits to being a mentor and the importance of helping the local community, which means the program now needs to work harder to recruit these willing individuals.

COMPETITORS

JMU VALLEY SCHOLARS

JMU Valley Scholars, a program in partnership with *James Madison University*, connects students and volunteers with first generation middle school and high school students to engage them in educational programs in an effort to provide scholarship support for students admitted to and attending *James Madison University*. This organization partners with the school districts of Augusta County, Harrisonburg City, Page County, Rockingham County, Shenandoah County, Staunton City, and Waynesboro City Schools. In contrast with *SV-SLI*, *JMU Valley Scholars* has a demographic of students in seventh grade of all ethnicities in the surrounding school districts that are eligible to receive financial aid. By implementing the application process as early as seventh grade, *JMU Valley Scholars* accepts students as early as their eighth grade year into

the program. *SV-SLI* focuses on students who are in economically disadvantaged circumstances of all ethnic backgrounds that are dedicated and driven to achieve higher education. Scholars must be eligible for guidelines based upon free and reduced lunch eligibility. When looking at the *VALS* of *JMU Valley Scholars*, the target market is usually thinkers, achievers, and experiencers. All of these connect with the *VALS* of *SV-SLI*. In addition, the *JMU Valley Scholars* offers a volunteer opportunity for *James Madison University* students, who understand the importance of community engagement and being role-models, to assist the participants in the program. This organization is a competitor of *SV-SLI* because of the demographic that is being reached and also the overall objectives of the organization (Valley Scholars, 2016).

BIG BROTHERS BIG SISTERS

Big Brothers Big Sisters is an organization that connects adult mentors with local elementary, middle, and high school students that are facing adversity. This program fosters one-on-one relationships to be built through activities that can be enjoyed by both. Unlike *SV-SLI*, this program allows students from ages four through 18 that are in need of a mentor. Some of the possible situations could be for children, who live in single-parent homes, grow up in poverty, or are coping with parental issues. Adults go through a vigorous application process to become mentors in the *Big Brothers Big Sisters* program. *Big Brothers Big Sisters* works to support youth across the United States, one

of the locations being Harrisonburg, Virginia. This program is a competitor of *SV-SLI* because of the demographic being reached and also with the mentor program. Unlike *SV-SLI's* focus on Latino high schoolers, *Big Brothers Big Sisters* reaches a broader demographic of children of any race. In comparison with *SLI-SV* and the other competitors, *Big Brothers Big Sisters* has *VALS* of having thinkers, achievers, and experiencers. The bigger reach geographically and demographically opens up more volunteer opportunities for college students than *SV-SLI* can compete with (*Big Brothers Big Sisters of Harrisonburg-Rockingham County, 2015*).

ON THE ROAD COLLABORATIVE

On the Road Collaborative is a non-profit organization that empowers middle school youth, grades five through eight, in Harrisonburg, Virginia, in their journey to college and a career. This organization focuses on connecting with lower-income students in a series of out-of-school programs that provide academic support and helps develop skills for future careers. *On the Road Collaborative* serves over 1,000 students in the Harrisonburg area. This organization gives community people the opportunity to volunteer and become a "Community Teacher". In contrast with *SV-SLI* and other competitors, this organization

allows students to not work with just one student, but to work with all students as a group. *On the Road Collaborative* looks for college and adult volunteers that are passionate about influencing youth in the area through educational development and to help them achieve a higher education. This program strives to uphold adult relationships with all the students that are involved. *On the Road Collaborative* shares the same *VALS* as *SV-SLI*, and also some of the similar demographics, which shows how this organization is a big competitor for *SV-SLI* (*On the Road Collaborative, .n.d.*).

CURRENT DESIRABLE MINDSET

SV-SLI would like to be in the minds of at least 25 percent of the female students at *JMU*. That is a 15 percent increase from last years' previous poll of around ten percent of female students. In doing this, *SV-SLI* would better be able to recruit the female mentors the program needs. since the target audience has minimal knowledge of what the organization does in the Harrisonburg area (Alemán, September 13, 2016, personal communication).

In terms of branding, *SV-SLI* would like to be known as the main scholar initiative and mentoring program in the area. *JMU Valley Scholars*, with its similar name and mission, is a big competitor of *SV-SLI* and continues to extend its reach on campus with *JMU* students.

SV-SLI would also like to distinguish itself from *JMU Valley Scholars*, as being the only initiative program to

sponsor and help strictly Latino youth in the Harrisonburg area. By aligning the program with the Latino community, this could possibly reach Latino *JMU* students who would like to give back to individuals from similar cultural backgrounds.

SV-SLI would also like to gain more female mentors. In the mind of the program's target audience, the brand should be synonymous with the values of the mentor. *SV-SLI's* brand would like to be apart of its mentors culture.

In the mind of the target, *SV-SLI* wants to be known as the program that makes a difference in the community, one that is respected by mentors and mentees but by their parents as well. *SV-SLI* is a program that is valued on the *JMU* campus and appreciated by the teachers who facilitate involvement in the program in their classrooms.

BIG IDEA

The entirety of this campaign will not only make prospective mentors more aware of *SV-SLI*, but more inclined to join and contribute. The goal is to garner more mentors, especially female, to the philanthropic cause of *SV-SLI*. First and foremost, raising awareness is key. The target audience must be aware that *SV-SLI* exists and is operating in the community. Without an aware audience, attracting mentors is impossible. Thus,

raising awareness of *SV-SLI* is vital. Once awareness is increased, efforts to engage prospective mentors will become apparent. It is important to aware the target audience and then act upon the raised awareness to garner more mentors. To meet the goal of accumulating mentors is dependant upon raising awareness and subsequently engaging those reached in further recruitment efforts.

SUPPORTING EVIDENCE

According to a survey conducted from October 21, 2016 to October 25, 2016 and distributed on *Facebook*, only fifteen out of one hundred respondents said they knew what *SV-SLI* was. However, 90 percent (90 people) said they are already members of organizations that participate in community outreach and volunteering. Looking at the 93 percent, who know about *Big Brothers Big Sisters*, and the 45 percent, who know about *JMU Valley Scholars*, *JMU* students have the capability to learn about *SV-SLI* and its mentor program. Eighty-five

percent of the survey takers were female, representing the capability of *SV-SLI* to garner female mentors. In addition, 35 respondents said they are interested in participating in a three year mentor program. Ninety-eight out of one hundred students agree that it is beneficial to give back to the Harrisonburg community, furthering the notion that *SV-SLI* can recruit mentors on a morale basis. Even if 85 percent do not know about *SV-SLI*, the interest to help out Latino Scholars is present.

STONE OF VOICE

The tone of the advertising campaign is inspirational, personal, relatable, and positive. There is a fine line when it comes to highlighting how important a duty it is to be a mentor while not overwhelming the consumer. There is such a large backstory behind the organization, so the campaign is meant to inspire college students to get involved based on the harsh reality many young Latinos encounter. Since the mentor program relies heavily on interacting with

the scholars, it is vital to put a face to the name of *SV-SLI* in order to make it personal. The scholars, many of whom are the product of unjust legal formalities, have personal stories regarding why they are involved in the program. The serious subject matter can weigh heavily on a campaign and make it negative; however, by highlighting the positive impact the mentor program has on both parties it will make potential mentors excited to join and make difference.

MANDATORIES

Contact: Dr. Carlos Alemán

Position: SV-SLI University Mentoring and Academic Program Coordinator

Address: P.O. Box 2734, Harrisonburg, VA 22803

Day Phone: (540) 539-5457

Night Phone: (540) 999-9999

Email: shenandoahvalleysli@gmail.com

Website: <http://www.shenandoahvalleysli.org/>

Blog: <https://svsli.org>

Twitter: <https://twitter.com/SVSLI>

Facebook: <https://www.facebook.com/ShenandoahValleyScholarsLatinolnitiative#>

YouT ube: Shenandoah Valley Scholars' Latino Initiative (SV-SLI)

Slogan: We prepare first-generation Latino youth for college.



Organization Creative Pieces



FACT SHEET

The purpose of the fact sheet is to inform the audience about *SV-SLI's* mentor program in order to increase female mentor membership at all three participating schools by an overall total of 15 percent by May of 2018. Although *SV-SLI* welcomes male mentors, the program's current efforts are to increase female mentors because mentees need to be matched on a "gender-appropriate" basis (Alemán, September 13, 2016, personal communication). The most important aspect of the entire initiative is for the mentee to be most comfortable with their mentor for the three-year relationship that will be developed. So currently, *SV-SLI* is seeking female mentors to work with the high percentage of female scholars. By increasing female mentor membership by 15 percent total across all three schools, the ratios will more evenly match the gender discrepancy (Alemán, September 13, 2016, personal communication). The content included in the fact sheet revolves around what the mentorship program entails, the qualities a mentor possesses, activities mentors and mentees participate in, and how donors affect the program. The same blue and grey tones as the logo are incorporated to maintain a consistent theme, and a mountain design doubles as a graphic element and area for text. All of the pictures included are of scholars in order to create an immediate relationship with the audience and students.

SCHOLARS' LATINO INITIATIVE

SHENANDOAH VALLEY

"SV-SLI prepares first-generation, Latino youth for college through a pathway of programming, mentors and supports in grades 10-12. Our goal is for every scholar to graduate from a four year university. We currently serve scholars at Handley and Harrisonburg High Schools."

(SV-SLI, n.d.)

THE MENTOR PROGRAM

The SV-SLI mentorship program is an opportunity for college students to gain a close relationship with Latino Scholars to help them achieve academic and personal goals...

College mentors are chosen through an advanced application and interview process to ensure that they will be a good match with SV-SLI's mission.

Mentors assist in helping develop mentees' skills in course planning, writing, college selection, and creating personal statements.

Mentors help guide Latino Scholars through collegiate courses, community service, and cultural development.

The program allows local college and high school students to develop a three-year mentoring relationship that promotes positivity and success.



Qualities of a Mentor

Reliable:

Mentees depend on mentors to be consistent and helpful at all times, whether in person or in communication efforts outside of SV-SLI.

Responsible:

Mentors see honor in commitments to school, family, and their mentoring relationship.

Positivity:

Mentors are encouraging and supportive of their mentee's efforts.

Friendly & Approachable:

Mentors keep an open mind and are aware at all times.

Respectful:

Mentors treat others with dignity and humility.

Trustworthy & Dependable:

Mentors are helpful and timely, respecting each other's time equally.

Mindfulness:

Mentors carry themselves accordingly knowing appropriate behavior in a multitude of both professional & personal settings.

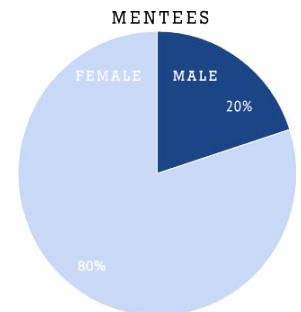
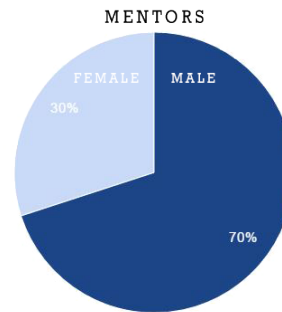
Activities with the Mentees

- College Visits
- College Workshops and Seminars
- Leadership Development
- Community Service and Outreach
- Social and Cultural Events
- Peer and Professional Mentoring
- International Festival

Mentor to Mentee

It is important for SV-SLI to pair mentors and mentees on a gender appropriate basis. The relationship between the two requires communication throughout the three year program; mentees must feel comfortable around their mentors. In recent years, the staggering difference has raised concern for both students and parents alike.

Thus, SV-SLI is primarily seeking female mentors to work with the high percentage of female scholars.




Donors

SV-SLI is 100% supported from private sources and community members. Generous organizations, sponsors, community leaders, and individuals alike contribute to SV-SLI, both outright and from SV-SLI led events, fundraisers, and raffles.

Much of SV-SLI's strength resides in its remarkable mentors and the program in which they are a part of. The mentoring program has flourished over the years, establishing itself as the foundational guide to students' success. SV-SLI's

Shenandoah Valley sector is seeking first and second year college students from *James Madison University*, *Eastern Mennonite University*, and *Bridgewater College* to lead rigorously selected mentees on a collegiate pathway.

 (540) 539-5457

 SVSLI.ORG

 SHENANDOAHVALLEYSLI.ORG

 PO BOX 2734 HARRISONBURG VA 22803

 SHENANDOAHVALLEYSLI@GMAIL.COM





PRESS RELEASE

The Press Release is an outreach for potential first and second year college mentors from local Harrisonburg Universities including *Bridgewater College*, *Eastern Mennonite University*, and *James Madison University*. This Press Release explains what the event is, when it will take place, where it will be located, who the event targets, why it is necessary to reach potential mentors, and how the event will be organized. The objective of this formatted press release is to inform local media such as, *The Breeze*, Harrisonburg radio stations, and *WHSV* so they can promote screenings of "The Voice Unheard," a documentary about *Shenandoah Valley Scholars Latino Initiative* and its Latino Scholar mentor program. The angle of the press release is to raise awareness about the *Shenandoah Valley Scholars Latino Initiative* mentor program via documentary screenings and a question and answer panel. It takes a local angle since all parties involved are located in the Harrisonburg community. In addition, the focus of the event is to inform college students about the benefits and impact that could be made in the community if choosing to join *SLI's* program. The "Voice Unheard" documentary informs not only the public of *SV-SLI's* mission, but it will also voice the need and urgency of mentors for their scholars.



Documentary Screening -- 1

September 1, 2017

Shenandoah Valley Scholars' Latino Initiative
Dr. Carlos Alemán
SV-SLI University Mentoring and Academic Program Coordinator
P.O. Box 2734, Harrisonburg, VA 22803
Day/Night Phone: (540) 539-5457
Email: shenandoahvalleysli@gmail.com
Website: <http://www.shenandoahvalleysli.org/>

FOR IMMEDIATE RELEASE

**SHENANDOAH VALLEY SCHOLARS' LATINO INITIATIVE PRESENTS
DOCUMENTARY SCREENING**

HARRISONBURG, Va. - The *Shenandoah Valley Scholars' Latino Initiative (SLI-SV)* is hosting a documentary screening of "The Voice Unheard" at *James Madison University's (JMU) Grafton Stovall Theater* on September 21, 2017 at 7:00 p.m. in order to spread awareness about *SV-SLI* and its mentor program to freshman and sophomores at *JMU. (Health 100 passport event)*

The first screening will be on September 21, 2017 at *Grafton Stovall Theater* at 7:00 p.m. The *Grafton* screening and discussion will be an intellectual and social passport event for Health 100 class. In addition to the *Grafton* screening, there will be other showings at *Bridgewater College's Auditorium* on September 28, 2017 at 7:00 p.m. and at the Latino Film Festival at *Court Square Theater* on September 29, 2017 at 6:00 p.m. The unique forty-five minute



Documentary Screening -- 2

documentary focuses on the *SV-SLI* program and the impact it has on the Harrisonburg community and with participating Latino scholars.

The documentary introduces the framework of *SV-SLI* and gives a brief explanation of the program's conception. It includes interviews of recent *SV-SLI* members and mentors to illustrate not only the benefits of the program, but also the relationship formation of mentors and mentees. Furthermore, past mentors explain the program application process. A brief fifteen minute question and answer panel with current mentors follows the documentary.

SV-SLI is partnering with *JMU's Latino Student Alliance*, *Alpha Phi Omega*, and the School of Social Work in order to reach civically engaged students who are passionate about the cause and are interested in becoming mentors themselves. These organizations also bring knowledge of community outreach that adds to the question panel.

"Every time I talk to my mentee, I'm given a new sense of optimism because of the excitement and drive she has to achieve goals that, before *SLI*, never seemed feasible," said Christine Solitario, *SLI* Mentor.

"They have teachers pushing behind them, and they have family members pushing behind them, but what they don't always have is support in the university that knows they are there... we create opportunities for contact," said Dr. Carlos Alemán, *SV-SLI* University Mentoring and Academic Program Coordinator, about the importance of the program.



Documentary Screening -- 3

SV-SLI prepares first-generation, Latino youth for college through a pathway of programming, mentors and supports in grades 10-12. The goal is for every scholar to graduate from a four year university. SV-SLI currently serves scholars at Handley (Winchester, VA) and Harrisonburg (Harrisonburg, VA) High Schools.



ADVERTISING CREATIVE PIECES



TELEVISION SCRIPT

The television advertisement is meant to represent how mentees are the most important aspect of the entire initiative. It is meant to showcase how important it is for each mentee to be most comfortable with each mentor for the three-year relationship that will be developed. The TV advertisement will help to gain more mentors for the *SV-SLI* program, raise awareness for the program, and give information on the *SV-SLI* Website and how to contact the program leaders. The focus of the advertisement is similar to the radio advertisement in the way it features mentees and the way their mentors and the program impact their life. Shots of mentor and mentees walking together, celebrating an acceptance to college, and mentors helping mentees with their school work highlight the advantages of the programs for all parties. The slow building music emulates how while many Latinos face a roadblock when finding out they might not be able to attend college, *SV-SLI* helps them achieve dreams they never thought were possible. By the end, scholars are proud of themselves and thankful for all *SLI-SV* helped them achieve.

Client: *Shenandoah Valley Scholars Latino Initiative*

Title: *Shenandoah Valley Scholars Latino Initiative- “Mentors Matter”*

Time: 30 seconds

Produced

Key Frame: Scene One

Date: 11/08/16

1) (LS) 16 YEAR OLD LATINO FEMALE LAUGHING WITH 20 YEAR OLD FEMALE *JMU* COLLEGE STUDENT IN A HIGH SCHOOL (10 SECONDS).



SFX: AMBIENT MUSIC WITH BUILDING TEMPO IN THE BACKGROUND FOR THE WHOLE COMMERCIAL (30 SECONDS).

ANGELA (VO 16 YEARS OLD, PASSIONATE VOICE):

“As a young latino, I face

challenges that other

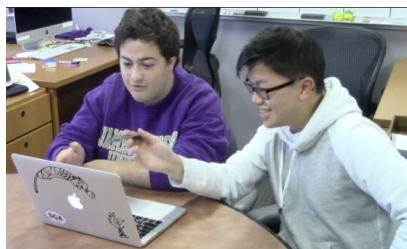
Americans my age don’t.

Shenandoah Valley- Scholars

Latino Initiative helps me

achieve my goals. ”

2) (MS) CUT TO YOUNG 18 YEAR OLD LATINO MALE SITTING AT TABLE WITH 21 YEAR OLD MALE *JMU* STUDENT DOING HOMEWORK IN A *JMU* COMPUTER LAB (3 SECONDS).



ANDREW (VO 18 YEARS OLD, WELCOMING VOICE):

“My mentor is someone who motivates me.”

3) (CU) CUT TO 16 YEAR OLD LATINO GIRL DANCING IN HIGH SCHOOL HALLWAY HOLDING AN A+ IN HER HAND FROM A MATH TEST (3 SECONDS).



CHRISTINA (VO 17 YEAR OLD, EXCITED VOICE):

“She helps me achieve my academic goals.”

4) (LS) CUT TO 17 YEAR OLD LATINO MALE VISITING BRIDGEWATER COLLEGE CAMPUS TO WHICH HE WAS JUST ACCEPTED. HE RAISES HIS HANDS IN THE AIR WITH ACCEPTANCE LETTER AND SMILES (4 SECONDS).



DIEGO (VO 18 YEARS OLD, DETERMINED VOICE):

“I would have never realized how capable I was. ”

5) (SUPER WS) CUT TO GROUP OF EIGHTEEN-YEAR-OLD HIGH SCHOOL STUDENTS ALL TOGETHER SMILING AT AN SV-SLI EVENT (5 SECONDS).

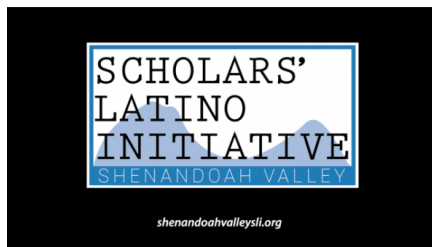


GROUP OF EIGHTEEN-YEAR-OLD HIGH SCHOOL STUDENTS (VO CHEERS IN EXCITED VOICE):

“Shenandoah Valley

Scholars Latino Initiative got us here!”

6) (TITLE) FADE TO BLACK SCREEN WITH LOGO IN THE CENTER WITH WEBSITE URL IN WHITE TEXT UNDERNEATH (5 SECONDS).



MALE ANNCR (30 YEAR OLD DETERMINED VOICE):

Make a difference in your community. Visit

shenandoahvalleysli.org/



RADIO SCRIPT

The radio script includes dialogue based on demographic research, psychographic research, geographic research, and wants and needs of *SLI-SV*'s targeted female. The *SLI-SV* program is seeking greater brand awareness and more mentors, especially female. The radio ad incorporates inspirational, personal, and positive tones to emphasize the importance of a mentor without overwhelming the audience. The message aims to promote the positivity of the organization while still acknowledging the intense

subject matter. The advertisement focuses on the qualities a mentor has and how the mentee views their mentor as someone to look up to. The cheerful, thoughtful, and proud inflections of the voices are meant to give a glimpse into what a mentor relationship entails. The gentle piano music instantly lets the listener know that the advertisement will be positive as well as inspirational. The cymbal roll near the end creates a climax and segways into an explanation of the program by the announcer.

Client: *The Shenandoah Valley Scholars' Latino Initiative (SLI-SV)*

Title: What a Mentor Means

Produced - Q101 Radio Station (100.7 FM)

Time: 30"

Date: October 31, 2016

<p><u>SFX</u>: (three second introduction)</p> <p>ANNCR: (30 year old man, robust voice with gentle tone)</p> <p>FEMALE LATINO HIGH SCHOOL STUDENT 1: (16 years old, joyful tone)</p> <p>FEMALE LATINO HIGH SCHOOL STUDENT 2: (16 years old, admiring tone)</p> <p>MALE LATINO HIGH SCHOOL STUDENT 1: (17 years old, proud tone)</p> <p>FEMALE LATINO HIGH SCHOOL STUDENT 3: (18 years old, thoughtful tone)</p> <p>MALE LATINO HIGH SCHOOL STUDENT 2: (17 years old, joyful tone)</p> <p>FEMALE LATINO HIGH SCHOOL STUDENT 4: (16 years old, proud tone)</p>	<p><u>INSPIRATIONAL MUSIC PLAYING IN BACKGROUND SOFTLY(3 SECONDS WITH NO DIALOGUE, SOUND LOWERED AND CONTINUES AS BACKGROUND FOR NEXT 27 SECONDS)</u></p> <p>“A <i>Shenandoah Valley Scholars Latino Initiative</i> mentor is an individual that gives back to the Harrisonburg community.”</p> <p>“My mentor is my role model”</p> <p>“Approachable”</p> <p>“Friendly”</p> <p>“Willing to help”</p> <p>“Cares about my future”</p> <p>“My mentor”</p>
---	--

SFX: (four seconds)

ANNCR: (30 year old man, robust voice with gentle tone)

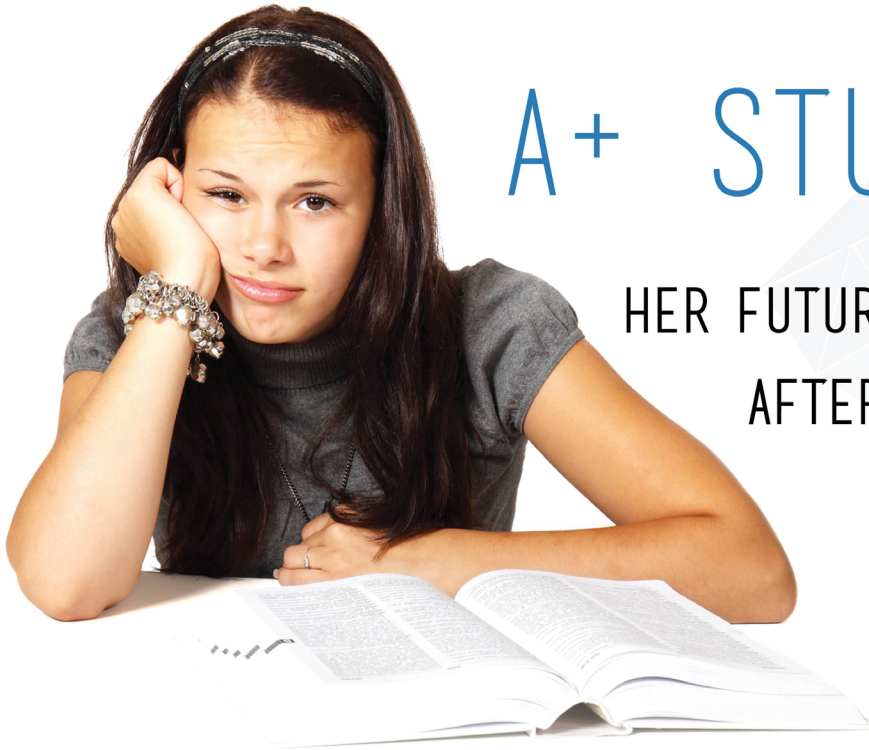
SFX: CYMBAL CRASHING SOUND(4 SECONDS)

“Shenandoah Valley Scholars Latino Initiative helps Latino youth strive towards receiving a college education. You can join the cause by visiting www.shenandoahvalleysli.org.”



PRINT ADVERTISEMENT

The format of this publication is a print ad and billboard ad. The approach used in both the print ad and the billboard most closely align with the poster-style format. The poster-style layout format has one large image with text along the bottom of the ad. Beside the image is the headline which is formatted as a direct action. The subhead assists the purpose of the headline by asking the reader and letting them know how they are able to help. In both the print ad and the billboard ad, the placement of the large image in the frame guides the reader's eyes to what *SV-SLI* wants them to know. First, how academically inclined the Latina youth are who are involved in the program (accolades mentioned), what is the problem at hand, and how can someone help. *SV-SLI* will place both of these advertisements in various locations around campus and in local newspapers for the greatest effect. The print ads will be placed around the three participating colleges and in classrooms on campus at *JMU*, as well as on the back of *The Breeze's* newspaper. The billboard ad will strategically be placed on 81-South where it can be seen if the driver passes through *JMU*, going onto *Bridgewater College*, or stopping by *EMU*.



A+ STUDENT

HER FUTURE SHOULD CONTINUE
AFTER HIGH SCHOOL

APPLY TO BE A
MENTOR TODAY

SCHOLARS'
LATINO
INITIATIVE
SHENANDOAH VALLEY



CALL 540-539-5457

VISIT SHENANDOAHVALLEYSLI.ORG





CLASS PRESIDENT.
VALEDICTORIAN.
TEAM CAPTAIN.

SO WHY ISN'T COLLEGE AN OPTION?

With your help as a mentor, it could be.

Shenandoah Valley Scholars' Latino Initiative is designed to enable Latino youth grades 10-12 in the Shenandoah Valley to complete the transition to college. The program achieves this by pairing first or second year students from James Madison University, Bridgewater College, and Eastern Mennonite University with high school students from secondary schools in Handley and Harrisonburg high schools. The three-year mentoring relationship promotes positivity and success for the students, and assists in helping develop mentees' skills in course planning, writing, college selection, and creating personal statements. Scholars who complete the three-year program receive scholarships gifted through donors to give them a chance at education they would not receive otherwise.

APPLY TO BE A MENTOR TODAY
CONTACT US AT 540-539-5457
VISIT US AT SHENANDOAHVALLEYSLI.ORG



CLASS PRESIDENT.
VALEDICTORIAN.
TEAM CAPTAIN.

SO WHY ISN'T COLLEGE AN OPTION?



With your help as a mentor, it could be.

Shenandoah Valley Scholars' Latino Initiative is designed to enable Latino youth grades 10-12 in the surrounding Harrisonburg area to make the transition to college possible. The program achieves this by pairing first or second year students from James Madison University, Bridgewater College, and Eastern Mennonite University with high school students from secondary schools in Handley and Harrisonburg high schools. The three-year mentoring relationship promotes positivity and success for the students, and scholars are guided through collegiate courses, community service, and cultural development. Mentors assist in helping develop mentees' skills in course planning, writing, college selection, and creating personal statements. Scholars who complete the three-year program receive scholarships gifted through donors to give them a chance at education they would not receive otherwise.

APPLY TO BE A MENTOR TODAY

CONTACT US AT 540-539-5457
VISIT US AT SHENANDOAHVALLEYSLI.ORG





SOCIAL MEDIA

Instagram and *Snapchat* are valuable applications in today's landscape due to their popularity and ability to mix text, audio, visual, and messaging communications in one package. Thus, an installment of an active *Instagram* account named "*SV-SLI*" along with a *Snapchat* filter have been introduced. The *instagram* account uploads photos of *SV-SLI* activity and captions them in a positive, exciting manner. Followers of the account are able to comment and like photos that *SV-SLI* uploads. Also, daily *Instagram* stories are part of the account. Alternatively, "I make a difference with *SV-SLI*" is the slogan of the social media efforts presented to *SV-SLI* in *Snapchat* via a geographically induced filter. When on campus, users will be able to select and use the slogan and associated artwork that the filter has to offer. In turn, *SV-SLI* will garner attention on two highly shareable and communicative platforms.





sv-sli ○○○○
Shenandoah Valley Scholars' Latino Initiative
 Helping Latino youth in the Shenandoah Valley achieve their dreams of pursuing college after high school graduation.
shenandoahvalleysli.org

Following

712 posts

4,558 followers

135 following





POWERPOINT PRESENTATION



**SCHOLARS'
LATINO
INITIATIVE**
SHENANDOAH VALLEY

Scholars' Latino Initiative-Shenandoah Valley

Campaign By:

Katie Blumer, Colleen Hall, Tess King, Marshal Riggs, Jenna Welch



**THE
MENTOR
QUIZ**

SV-SLI Background

- Founded in 2003 by Dr. Peter Kaufman at the *University of NC - Chapel Hill*
- April 2012- new chapter formed in Harrisonburg
- Impacting Latino youth in the surrounding Shenandoah Valley
- Mentorship Program

Strategy Statement

- Target Audience
 - ◆ Demographics
 - ◆ Psychographics
 - ◆ Media Consumption
 - ◆ Behavioristics



Meet Sarah

19 years old

Sophomore

Major- Social Work

Strasburg, VA

Activities

Hobbies

Values

FACT SHEET

SCHOLARS' LATINO INITIATIVE SHENANDOAH VALLEY

THE MENTOR PROGRAM

The SV-SLI mentorship program is an opportunity for college students to gain a close relationship with Latino Scholars to help them achieve academic and personal goals....

"SV-SLI prepares first-generation, Latino youth for college through a pathway of programming, mentors and supports in grades 10-12. Our goal is for every scholar to graduate from a four year university. We currently serve scholars at Handley and Harrisonburg High Schools."

(SV-SLI, n.d.)

College mentors are chosen through an advanced application and interview process to ensure that they will be a good match with SV-SLI's mission.

Mentors assist in helping develop mentees' skills in course planning, writing, college selection, and creating personal statements.

Mentors help guide Latino Scholars through collegiate courses, community service, and cultural development.

The program allows local college and high school students to develop a three-year mentoring relationship that promotes positivity and success.



Qualities of a Mentor

- Reliable:** Mentees depend on mentors to be consistent and helpful at all times, whether in person or in communication efforts outside of SV-SLI.
- Responsible:** Mentors see honor in commitments to school, family, and their mentoring relationship.
- Positivity:** Mentors are encouraging and supportive of their mentee's efforts.
- Friendly & Approachable:** Mentors keep an open mind and are aware at all times.
- Respectful:** Mentors treat others with dignity and humility.
- Trustworthy & Dependable:** Mentors are helpful and timely, respecting each other's time equally.
- Mindfulness:** Mentors carry themselves accordingly knowing appropriate behavior in a multitude of both professional & personal settings.

Activities with the Mentees

- College Visits
- College Workshops and Seminars
- Leadership Development
- Community Service and Outreach
- Social and Cultural Events
- Peer and Professional Mentoring
- International Festival

Mentor to Mentee

It is important for SV-SLI to pair mentors and mentees on a gender appropriate basis. The relationship between the two requires communication throughout the three year program; mentees must feel comfortable around their mentors. In recent years, the staggering difference has raised concern for both students and parents alike.

Thus, SV-SLI is primarily seeking female mentors to work with the high percentage of female scholars.



Donors

SV-SLI is 100% supported from private sources and community members. Generous organizations, sponsors, community leaders, and individuals alike contribute to SV-SLI, both outright and from SV-SLI led events, fundraisers, and raffles.

Much of SV-SLI's strength resides in its remarkable mentors and the program in which they are a part of. The mentoring program has flourished over the years, establishing itself as the foundational guide to students' success. SV-SLI's Shenandoah Valley sector is seeking first and second year college students from James Madison University, Eastern Mennonite University, and Bridgewater College to lead rigorously selected mentees on a collegiate pathway.

- (540) 539-5457
- SVSLI.ORG
- SHENANDOAHVALLEYSLLI.ORG
- PO BOX 2734 HARRISONBURG VA 22803
- SHENANDOAHVALLEYSLLI@GMAIL.COM



Press Release

Documentary Screening -- 1



Shenandoah Valley Scholars' Latino Initiative
 Dr. Carlos Alemán
 SV-SLI University Mentoring and Academic Program Coordinator
 P.O. Box 2734, Harrisonburg, VA 22803
 Day/Night Phone: (540) 539-5457
 Email: shenandoahvalleysli@gmail.com
 Website: <http://www.shenandoahvalleysli.org/>

September 1, 2017

FOR IMMEDIATE RELEASE

**SHENANDOAH VALLEY SCHOLARS' LATINO INITIATIVE PRESENTS
 DOCUMENTARY SCREENING**

HARRISONBURG, Va. - The *Shenandoah Valley Scholars' Latino Initiative (SLI-SV)* is hosting a documentary screening of "The Voice Unheard" at *James Madison University's (JMU) Grafton Stovall Theater* on September 21, 2017 at 7:00 p.m. in order to spread awareness about *SV-SLI* and its mentor program to freshman and sophomores at *JMU. (Health 100 passport event)*

The first screening will be on September 21, 2017 at *Grafton Stovall Theater* at 7:00 p.m. The *Grafton* screening and discussion will be an intellectual and social passport event for Health 100 class. In addition to the *Grafton* screening, there will be other showings at *Bridgewater College's Auditorium* on September 28, 2017 at 7:00 p.m. and at the *Latino Film Festival at Court Square Theater* on September 29, 2017 at 6:00 p.m. The unique forty-five minute

P.O. Box 2734, Harrisonburg, VA 22803 | (540) 539-5457 | shenandoahvalleysli@gmail.com
<http://www.shenandoahvalleysli.org/>



Documentary Screening -- 2

documentary focuses on the *SV-SLI* program and the impact it has on the Harrisonburg community and with participating Latino scholars.

The documentary introduces the framework of *SV-SLI* and gives a brief explanation of the program's conception. It includes interviews of recent *SV-SLI* members and mentors to illustrate not only the benefits of the program, but also the relationship formation of mentors and mentees. Furthermore, past mentors explain the program application process. A brief fifteen minute question and answer panel with current mentors follows the documentary.

SV-SLI is partnering with *JMU's Latino Student Alliance, Alpha Phi Omega*, and the School of Social Work in order to reach civically engaged students who are passionate about the cause and are interested in becoming mentors themselves. These organizations also bring knowledge of community outreach that adds to the question panel.

"Every time I talk to my mentee, I'm given a new sense of optimism because of the excitement and drive she has to achieve goals that, before *SLI*, never seemed feasible," said Christine Solitario, *SLI* Mentor.

"They have teachers pushing behind them, and they have family members pushing behind them, but what they don't always have is support in the university that knows they are there... we create opportunities for contact," said Dr. Carlos Alemán, SV-SLI University Mentoring and Academic Program Coordinator, about the importance of the program.

P.O. Box 2734, Harrisonburg, VA 22803 | (540) 539-5457 | shenandoahvalleysli@gmail.com
<http://www.shenandoahvalleysli.org/>

Radio Script

Client: *The Shenandoah Valley Scholars' Latino Initiative (SLI-SV)*
 Title: What a Mentor Means
 Produced - Q101 Radio Station (100.7 FM)
 Time: 30"
 Date: October 31, 2016


SEFX: (three second introduction)	<u>INSPIRATIONAL MUSIC PLAYING IN BACKGROUND SOFTLY(3 SECONDS WITH NO DIALOGUE, SOUND LOWERED AND CONTINUES AS BACKGROUND FOR NEXT 27 SECONDS)</u>
ANNCR: (30 year old man, robust voice with gentle tone)	"A <i>Shenandoah Valley Scholars Latino Initiative</i> mentor is an individual that gives back to the Harrisonburg community."
FEMALE LATINO HIGH SCHOOL STUDENT 1: (16 years old, joyful tone)	"My mentor is my role model"
FEMALE LATINO HIGH SCHOOL STUDENT 2: (16 years old, admiring tone)	"Approachable"
MALE LATINO HIGH SCHOOL STUDENT 1: (17 years old, proud tone)	"Friendly"
FEMALE LATINO HIGH SCHOOL STUDENT 3: (18 years old, thoughtful tone)	"Willing to help"
MALE LATINO HIGH SCHOOL STUDENT 2: (17 years old, joyful tone)	"Cares about my future"
FEMALE LATINO HIGH SCHOOL STUDENT 4: (16 years old, proud tone)	"My mentor"

SEFX: (four seconds)	SEFX: CYMBAL ROLLING SOUND(4 SECONDS)
ANNCR: (30 year old man, robust voice with gentle tone)	" <i>Shenandoah Valley Scholars Latino Initiative</i> helps Latino youth strive towards receiving a college education. You can join the cause by visiting www.shenandoahvalleysli.org ."

Television Script

<p>1) (LS) 16 YEAR OLD LATINO FEMALE LAUGHING WITH 20 YEAR OLD FEMALE <i>JMU</i> COLLEGE STUDENT IN A HIGH SCHOOL (10 SECONDS).</p>		<p>SFX: AMBIENT MUSIC WITH BUILDING TEMPO IN THE BACKGROUND FOR THE WHOLE COMMERCIAL (30 SECONDS)</p>	<p>3) (CU) CUT TO 16 YEAR OLD LATINO GIRL DANCING IN HIGH SCHOOL HALLWAY HOLDING AN A+ IN HER HAND FROM A MATH TEST (3 SECONDS).</p>		<p>CHRISTINA (VO 17 YEAR OLD, EXCITED VOICE): "She helps me achieve my academic goals."</p>
<p>2) (MS) CUT TO YOUNG 18 YEAR OLD LATINO MALE SITTING AT TABLE WITH 21 YEAR OLD MALE <i>JMU</i> STUDENT DOING HOMEWORK IN A <i>JMU</i> COMPUTER LAB (3 SECONDS).</p>		<p>ANGELA (VO 16 YEARS OLD, PASSIONATE VOICE): "As a young latino, I face challenges that other Americans my age don't. Shenandoah Valley- Scholars Latino Initiative helps me achieve my goals."</p>	<p>4) (LS) CUT TO 17 YEAR OLD LATINO MALE VISITING BRIDGEWATER COLLEGE CAMPUS TO WHICH HE WAS JUST ACCEPTED. HE RAISES HIS HANDS IN THE AIR WITH ACCEPTANCE LETTER AND SMILES (4 SECONDS).</p>		<p>DIEGO (VO 18 YEARS OLD, DETERMINED VOICE): "I would have never realized how capable I was. "</p>
		<p>ANDREW (VO 18 YEARS OLD, WELCOMING VOICE): "My mentor is someone who motivates me."</p>	<p>5) (SUPER WS) CUT TO GROUP OF EIGHTEEN-YEAR-OLD HIGH SCHOOL STUDENTS ALL TOGETHER SMILING AT AN <i>SLI</i> EVENT (5 SECONDS).</p>		<p>GROUP OF EIGHTEEN-YEAR-OLD HIGH SCHOOL STUDENTS (VO CHEERS IN EXCITED VOICE): "Shenandoah Valley Scholars Latino Initiative got us here!"</p>
			<p>6) (TITLE) FADE TO BLACK SCREEN WITH LOGO IN THE CENTER WITH WEBSITE URL IN WHITE TEXT UNDERNEATH (5 SECONDS).</p>		<p>MALE ANNCR (30 YEAR OLD DETERMINED VOICE): Make a difference in your community. Visit shenandoahvalley.sli.org/</p>



CLASS PRESIDENT.
VALEDICTORIAN.
TEAM CAPTAIN.
SO WHY ISN'T COLLEGE AN OPTION?




With your help as a mentor, it could be.

Shenandoah Valley Scholars' Latino Initiative is designed to enable Latino youth grades 10-12 in the surrounding Harrisonburg area to make the transition to college possible. The program achieves this by pairing first or second year students from James Madison University, Bridgewater College, and Eastern Mennonite University with high school students from secondary schools in Handley and Harrisonburg high schools. The three-year mentoring relationship promotes positivity and success for the students, and scholars are guided through collegiate courses, community service, and cultural development. Mentors assist in helping develop mentees' skills in course planning, writing, college selection, and creating personal statements. Scholars who complete the three-year program receive scholarships gifted through donors to give them a chance at education they would not receive otherwise.

APPLY TO BE A MENTOR TODAY
CONTACT US AT 540 - 539 - 5457
VISIT US AT SHENANDOHVALLEYS.LI.ORG



CLASS PRESIDENT.
VALEDICTORIAN.
TEAM CAPTAIN.
SO WHY ISN'T COLLEGE AN OPTION?

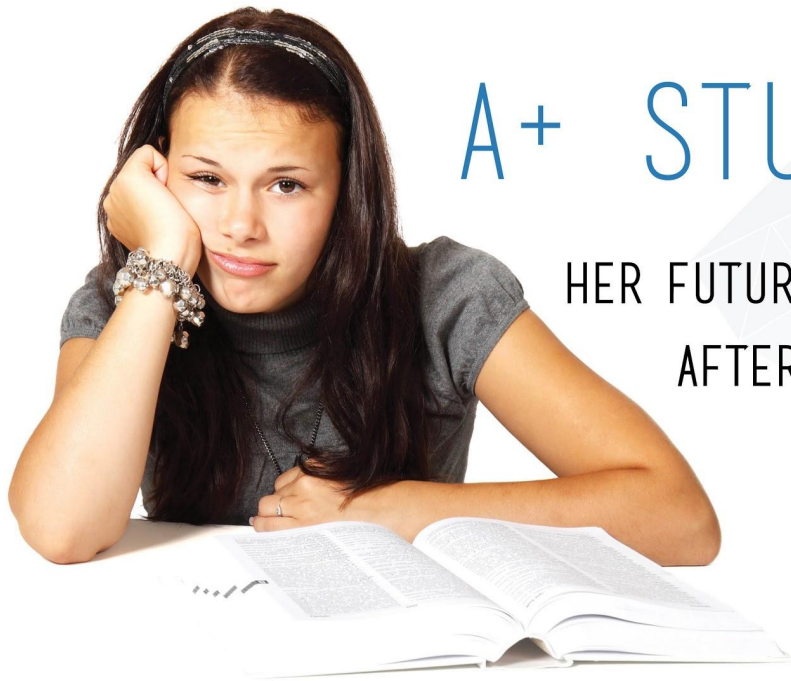


With your help as a mentor, it could be.

Shenandoah Valley Scholars' Latino Initiative is designed to enable Latino youth grades 10-12 in the surrounding Harrisonburg area to make the transition to college possible. The program achieves this by pairing first or second year students from James Madison University, Bridgewater College, and Eastern Mennonite University with high school students from secondary schools in Handley and Harrisonburg high schools. The three-year mentoring relationship promotes positivity and success for the students, and scholars are guided through collegiate courses, community service, and cultural development. Mentors assist in helping develop mentees' skills in course planning, writing, college selection, and creating personal statements. Scholars who complete the three-year program receive scholarships gifted through donors to give them a chance at education they would not receive otherwise.

APPLY TO BE A MENTOR TODAY
CONTACT US AT 540 - 539 - 5457
VISIT US AT SHENANDOHVALLEYS.LI.ORG



A+ STUDENT

HER FUTURE SHOULD CONTINUE
AFTER HIGH SCHOOL

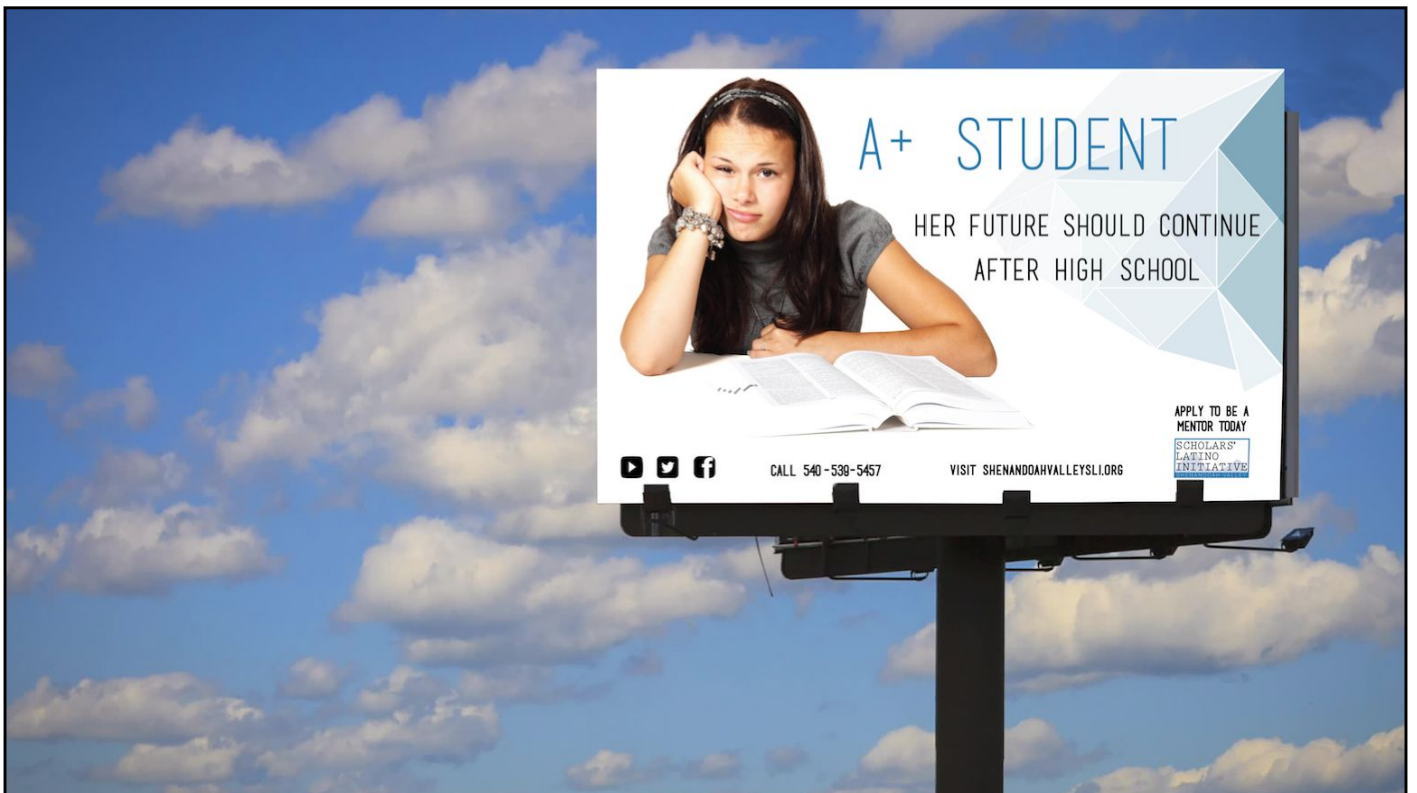


CALL 540-538-5457

VISIT SHENANDOAHVALLEYSLI.ORG

APPLY TO BE A
MENTOR TODAY

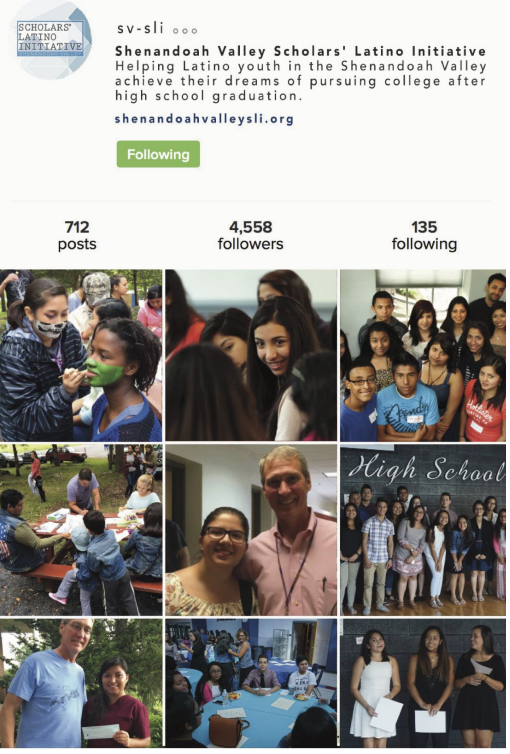
SCHOLARS'
LATINO
INITIATIVE
SHENANDOAH VALLEY



SnapChat



Instagram





REFERENCES

Works Cited

Big Brothers Big Sisters of Harrisonburg-Rockingham County. (2015). Retrieved from

<http://www.bbbshr.org>

JeShoots. (2014, October 21). iPhone. *Pixabay*. Retrieved from

<https://pixabay.com/en/apple-iphone-iphone-6-mockup-hand-490485/>

JMU Stock Photos. (N.d.). Carrier and Rose Library stock photos. *Dropbox*. Retrieved

from <https://www.dropbox.com/sh/x52mlb5x2h0deip/AADcRG6mgJD>

[DITPmwMLn_tra?dl=0&preview=232079+Carrier+and+Rose+Library+Stoc+Photos-1035.jpg](https://www.dropbox.com/sh/x52mlb5x2h0deip/AADcRG6mgJD/DITPmwMLn_tra?dl=0&preview=232079+Carrier+and+Rose+Library+Stoc+Photos-1035.jpg)

Kentis, C. (2002). Iridescence. *Smadmax*. Retrieved from smadmax server.

Min, Y. (N.d.). Cymbal roll. *Soundcloud*. Retrieved from <https://soundcloud.com/yoon>

[min-144967458/cymbal-roll](https://soundcloud.com/yoon/min-144967458/cymbal-roll)

Nielsen. (2016). My Best Segments. Retrieved from

<https://segmentationsolutions.nielsen.com/mybestsegments/Default.jsp?ID=20>

On The Road Collaborative. (2016). Profile picture. *Facebook*. Retrieved from

<https://www.facebook.com/ontheroadcollaborative/photos/a.459534524079515.109167.45778964254002/962094153823547/?type=1&theater>

On the Road Collaborative. (n.d.). Retrieved from <http://www.ontheroadcollaborative.com>

Public Domain Pictures. (N.d.). Billboard with background cloud. *Pond5*. Retrieved from

<https://www.pond5.com/stock-footage/24673613/billboard-background-cloud-timelapse-alpha-mask.html#1>

Public Domain Pictures. (2012, February 12). Bored college girl reading books. *Pixabay*. Retrieved from

<https://pixabay.com/en/book-bored-college-education-15584/>

Shenandoah Valley Scholars Latino Initiative. (2016). Our impact. Retrieved from

<http://www.shenandoahvalleysli.org>.

Shenandoah Valley Scholars' Latino Initiative. (2014-2016). Photos from profile.

Facebook. Retrieved from

<https://www.facebook.com/ShenandoahValleyScholarsLatinoInitiative/?fref=ts>

Strategic Business Insights. (2009-2016). VALS Survey. Retrieved from

<http://www.strategicbusinessinsights.com/vals/ustypes.shtml>

Valley Scholars. (2016). Profile picture. *Facebook*. Retrieved from

<https://www.facebook.com/834835026569428/photos/a.834853786567552.1073741826.83483526569428/834853796567551/?type=1&theater>

Valley Scholars. (2016). Retrieved from <http://www.jmu.edu/valleyscholars/>