



4EVERYONE

AMARILLO INDEPENDENT SCHOOL DISTRICT

Assessment

- Employers in Amarillo requested AISD's help regarding facebook posts
- D.A.'s reported several incidents in which arrests resulted from texts and internet posts
- Cyber bullying continued to plague schools with more students considering suicide as a result
- Sexting continued to grow in popularity

Collaborators

- Safe Schools/Healthy Students
- Communications at Amarillo ISD
- CBS affiliate
- NBC affiliate
- ABC Affiliate
- Community/business leaders in Amarillo
- AISD's Attorneys
- Family Support Services
- North Heights AEP and other high schools

Primary Target

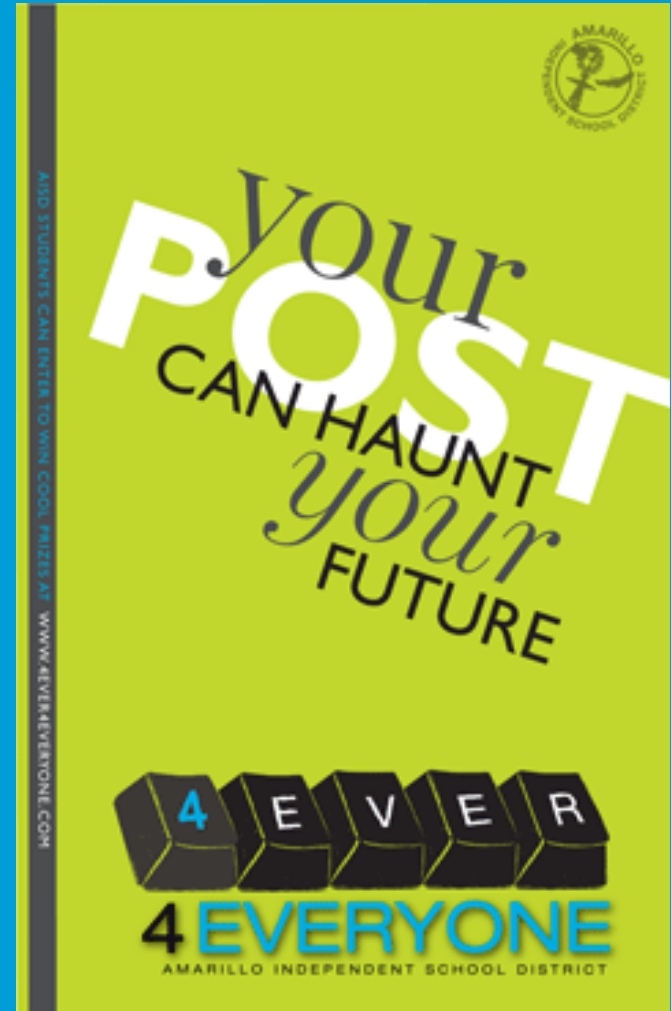
- Amarillo ISD High School and Middle School Students
- Parents and Community-at-large

Goal

- To empower, equip and involve students in understanding how the choices that they make while using social media can have long-term consequences

Monday

Colleges and employers go
online to learn about you




Tuesday

Your posts can embarrass
you and your family



Wednesday

Safety and privacy issues



AMARILLO INDEPENDENT SCHOOL DISTRICT

IF *you* DON'T WANT *everyone* TO SEE IT
DON'T LET *anyone* SEE IT

4EVER

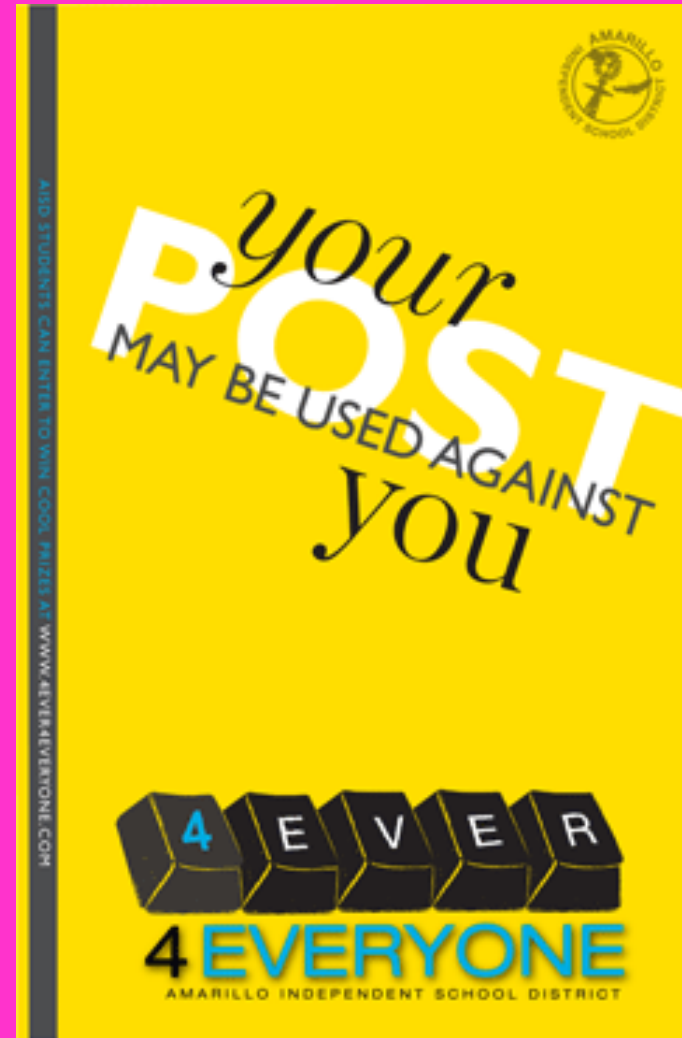
4EVERYONE
AMARILLO INDEPENDENT SCHOOL DISTRICT

ASPD STUDENTS CAN ENTER TO WIN COOL PRIZES AT WWW.4EVER4EVERONLINE.COM


The poster features a pink background with a black border on the left. At the top right is the Amarillo Independent School District logo. The main text is arranged in a curved, overlapping fashion. The word '4EVER' is written in large, 3D-style black letters with white numbers. Below it, '4EVERYONE' is written in blue, with 'AMARILLO INDEPENDENT SCHOOL DISTRICT' underneath. A vertical black bar on the left contains the text 'ASPD STUDENTS CAN ENTER TO WIN COOL PRIZES AT WWW.4EVER4EVERONLINE.COM'.

Thursday

Legal and criminal issues




The 4ever Project

- Videos shown at school each day and on news
- Posters, yard signs, mouse pads, buttons, notepads, thumb bands
- Teachers provided one lesson for each day
- Principal announcements
- Website and contest,
www.4ever4everyone.com 

Expanding Efforts

- Migrant Office Program
- Pampa Police Department, Region 16
- Online Bully Reporting
- Tattoos
- Bullying and the Law Presentation

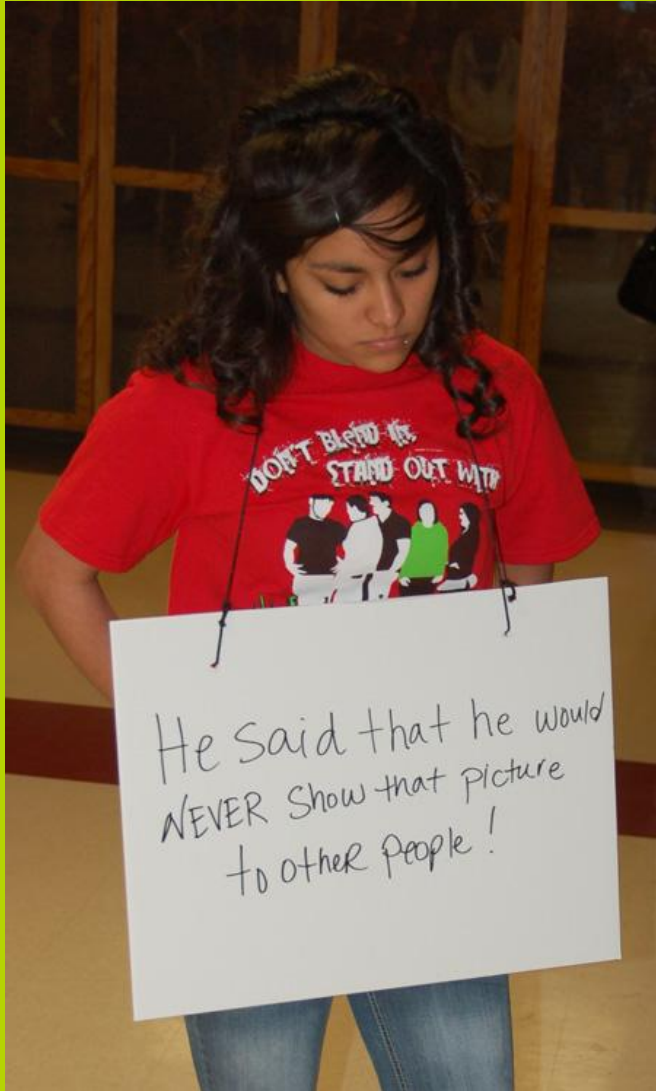
The 4ever Project

- Palo Duro radio PSA 
- Tascosa Flash Mob and Walking Awareness
- Amarillo High School Jail and Bail




Flash Mob



Flash Mob



The 4ever Project

- It's 10:00. Do you know where your kids are and what they just posted online?  
- PSA schedule
- :15 second PSAs at no cost 
- News focus that week
- Superintendent Op Ed in newspaper
- Postcards to high school parents' homes

4ever Project Results

- Travis Dis facebook page
- Using facebook to create positive media
- Disciplinary Report for Bullying Incidents

08-09	199	09-10	246	10-11	386
-------	-----	-------	-----	-------	-----

- Past 30 day, have you bullied?

08-09	14.9%	09-10	18.1%	10-11	17.6%
-------	-------	-------	-------	-------	-------

For more information:

melynn.huntley@amaisd.org

Amarillo ISD

7200 I-40 West

Amarillo, TX 79106

806-326-1339