

SPREAD THE WORD!



DESTINATION COLLEGE | APRIL 16-22, 2012

WHAT IS DESTINATION COLLEGE?

APRIL 16-22, 2012, SAN ANTONIO WILL BECOME A "COLLEGE TOWN" FOR THE SECOND YEAR IN A ROW WITH A WEEK OF PROGRAMMING EDUCATING, INFORMING, CONNECTING AND INSPIRING STUDENTS OF ALL AGES TO DREAM BIGGER.

HOW MUCH DOES IT COST AND WHO CAN ATTEND?

ALL EVENTS ARE FREE AND OPEN TO THE PUBLIC AND EACH EVENT TARGETS A DIFFERENT STUDENT AUDIENCE.

MONDAY | APRIL 16, 2012: DESTINATION COLLEGE KICKOFF / CEOs FOR CITIES - TALENT DIVIDEND CONVERSATION

- 9:00AM, CAFÉCOLLEGE
- SEE THE MAYOR'S FIESTA MEDAL UNVEILED
- PARTICIPATE IN A CONVERSATION ON CITY DIVIDENDS

TUESDAY | APRIL 17, 2012: ELEMENTARY SCHOOL NIGHT

- 6:00PM-8:00PM, CAFÉCOLLEGE
- COLLEGE PREP WORKSHOPS FOR ELEMENTARY-AGE STUDENTS AND THEIR FAMILIES
- SIGN UP FOR SUMMER OPPORTUNITIES

WEDNESDAY | APRIL 18, 2012: MIDDLE SCHOOL NIGHT

- 6:00PM-8:00PM, CAFÉCOLLEGE
- COLLEGE PREP WORKSHOPS FOR MIDDLE SCHOOL-AGE STUDENTS AND THEIR FAMILIES
- SIGN UP FOR SUMMER OPPORTUNITIES

WEDNESDAY | APRIL 18, 2012: FILM SCREENING - *FIRST GENERATION*

- 7:00PM, ALAMO DRAFTHOUSE PARK NORTH
- A SCREENING OF THE AWARD-WINNING DOCUMENTARY, *FIRST GENERATION*, FOLLOWED BY A PANEL DISCUSSION WITH THE FILM'S DIRECTORS

THURSDAY | APRIL 19, 2012: COLLEGE SIGNING DAY

- 6:00PM-8:00PM, FREEMAN COLISEUM
- SENIORS TAKE THE STAGE TO TELL THE WORLD ABOUT THEIR SCHOOL CHOICE

FRIDAY | APRIL 20, 2012: COLLEGE T-SHIRT DAY

- ALL DAY, CITY-WIDE
- SHOW YOUR SCHOOL PRIDE - WEAR YOUR FAVORITE COLLEGE T-SHIRT

SATURDAY | APRIL 21, 2012: DESTINATION COLLEGE SUMMIT

- 8:00AM-2:00PM, UTSA MAIN CAMPUS
- FRESHMAN, SOPHOMORES AND JUNIORS COME TOGETHER TO EXPLORE CONNECTIONS BETWEEN CAREER ASPIRATIONS AND THE COLLEGE EXPERIENCE
- JOIN DISCUSSIONS ON ISSUES FACING TODAY'S YOUTH

SUNDAY | APRIL 22, 2012: YOUTH DAY OF SERVICE

- ALL DAY, CITY-WIDE
- YOUTH AND NONPROFIT ORGS TEAM UP TO PROVIDE REAL SOLUTIONS TO ISSUES FACING OUR CITY

HOW CAN YOU HELP PROMOTE DESTINATION COLLEGE EVENTS AT YOUR SCHOOL?

WE'VE PROVIDED YOU WITH A DESTINATION COLLEGE SCHOOL PROMO KIT THAT INCLUDES:

- EVENT POSTERS - FOR GO CENTER/COLLEGE READINESS OFFICE, AVID CLASSROOM, SENIOR HALLWAY, CAFETERIA, AND FRONT OFFICE
- FLYERS FOR STUDENTS AND PARENTS WHICH INCLUDES EVENT DETAILS
- DIGITAL WALLPAPER FOR YOUR COMPUTER LAB OR COLLEGE READINESS CENTER
- WEBSITE LOGO BUTTON TO PLACE ON YOUR SCHOOL'S HOMEPAGE
- SOCIAL MEDIA IMAGES TO USE ON YOUR SCHOOL'S SOCIAL MEDIA PLATFORMS
- WORDING SUGGESTIONS FOR THE SCHOOL MARQUEE
- INFORMATION TO INCLUDE IN YOUR NEWSLETTER

FOR QUESTIONS OR MORE INFORMATION ABOUT THE EVENT, PLEASE CALL GENTX AT 210-254-9376 OR VISIT

WWW.IKNOWWHEREIMGOING.COM



DESTINATION COLLEGE IS A COLLABORATION BETWEEN MAYOR JULIÁN CASTRO, THE SAN ANTONIO EDUCATION PARTNERSHIP, GENERATION TX SAN ANTONIO, SA2020 AND THE SAN ANTONIO YOUTH COMMISSION.

