

The "Future is Bright": Educator Orientation

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Agenda

SECTIONS

- 1 Campaign Overview
- 2 Preparing For Your Session
- 3 Available Resources
- 4 Next Steps

Campaign Overview

By partnering with
educators, we can
inspire the next
generation of scientists,
engineers and
innovators.

Genomics will change everything—from how we diagnose and treat cancer to feeding the world's population.

Igniting genomic curiosity in students is a critical first step to achieving our mission.

Throughout April, we will connect with 50,000 learners through Illumina genomic literacy programs.

“The Future is Bright” campaign aims to:

- 01 Increase equitable access to STEM Education for All, with a focus on underserved communities
- 02 Engage Illumina employees to share their time and talent with their local community and abroad
- 03 Reduce financial barriers by providing free educational resources
- 04 Elevate free on-demand resources for educational partners



Key Campaign Events & Opportunities

Educator Led



SD Festival of Science & Engineering Sessions
April 24 – May 2



X-STEM San Diego
April 19



DNA Decoded Curriculum



DNA Day Event Calendar

Featured Activities



Career Chats



Strawberry DNA Extractions

Educator Driven Volunteer Opportunities



As an educator participating in our *The Future is Bright* activities you will either:

- Lead your class through a hands-on Strawberry DNA Extraction
- Host a virtual career chat with an Illumina employee to learn about their experience and discuss career opportunities in genomics



The activity you complete is determined by what you requested. All requests are closed this year for activities and 2022 participants will have advanced access to our 2023 supplies.

Preparing for Your Session

illumina®



Career Chat - Campaign Overview

Current Stages



Register Your Class

In order to join our pool of volunteers employees need to:

- Sign up on DNAday.org to:
 - Request a career chat



Volunteer & Partner Match

Volunteers and community partners are matched

In the event you are not able to participate, we will have a second matching day on March 9th.



Connect with Community Partner

Matched parties (Illumina employee & community partner) connect to identify & review:

- Event time & date in April
- Preferred video conferencing medium
- Session Content



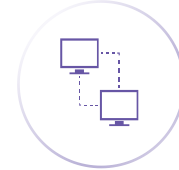
Partner Training

Volunteer Managers host training sessions for educators

Training sessions will provide an overview of campaign activities and educational best practices

All trainings will be recorded.

April



Event Activation

Volunteers and Employees will execute activities in their community.

We encourage community partners to participate in our events all month long!

Feb 1 – Feb 25
Volunteer Registration

March 1 & March 9
Employee & Partner Match

March 2 – 31
Finalize Logistics

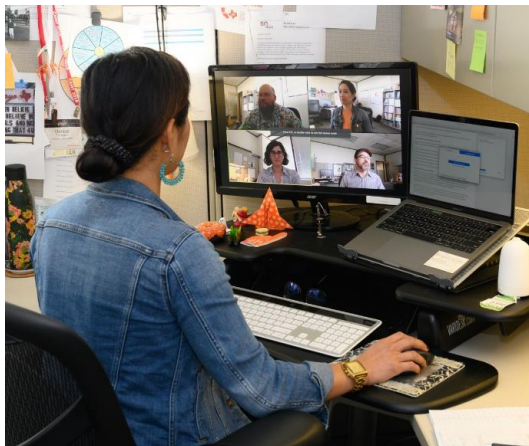
March 8 & 9
Community Partner
Training

April 1 - 31
DNA Month

Activity Timeline: Career Chat with an Illumina employee

Finalize Activity Planning

- The Illumina employee who has been matched to you will reach out to you to introduce themselves.
- Our pre-session discussion topics will help guide the conversation around dates, format and tech.
- Schedule a first meeting by March 16



Employee Chat Prep

- Familiarize your students with Illumina and the Life Science industry ahead of time.
- Ask them to think about the career and questions ahead of the meeting.
- Decide who will moderate the chat and platform
- Decide how the flow of your classroom will go with the employee.

Recap

- Complete educator survey.
- Post about you and your students experience on social media using **#Genomics4All**
- Use our social media toolkit to help with content.

Strawberry DNA Extraction - Campaign Overview

Current Stages



Register Your Class

In order to join our pool of volunteers employees need to:

- Sign up on [DNAday.org](https://www.dnaday.org) to:
 - Receive a free Strawberry DNA Extraction kit



Kits are Shipped

Kits will be shipped starting Feb 24th. All kits will be delivered by mid-March.

All kits are fully paid for by the Illumina Corporate Foundation, however you will receive an invoice for the kit from Carolina Biological Supply for your records.



Partner Training

Volunteer Managers host training sessions for educators

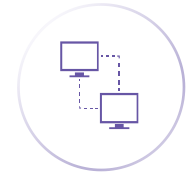
Training sessions will provide an overview of campaign activities and educational best practices
All trainings will be recorded.



Prepare for Session

Instructions are included in kit on how to lead the extraction.

Visit [DNAday.org](https://www.dnaday.org) -> Participate -> "[Explore K-12 Resources](#)" for a full list of other resources to support the extraction.



April

Event Activation

Execute activities in your community.

We encourage community partners to participate in our events all month long!

March 1 – March 12
Volunteer Registration

Feb 24 - March 11
Employee & Partner Match

March 8 & 9
Community Partner
Training

March 11 – 31
Finalize Logistics

April 1 - 31
DNA Month

Activity Timeline: DNA Extraction

**REMEMBER TO BUY
STRAWBERRIES (fresh
or frozen)!**



Finalize Activity Planning & Logistics

- Kits will be mailed out starting Feb 24th and should arrive by mid March.
- Familiarize yourself with the experiment protocols.

Strawberry DNA Extraction Prep

- Prepare supplies for your in-person experiment
- OR
- Break up the kit into individual experiments to have sent home to students. *NOTE: Give yourself time to coordinate the date for kit pick-ups.*

Recap

- Complete educator survey.
 - Post about you and your students experience on social media using **#Genomics4All**
- Use our social media toolkit to help with content.

Available Resources



Available Resources to Prepare You

1

DNADay.org

Our DNADay.org site includes

- **Social Media content** for you to use.
- Tips & Tricks Sheets
- Coloring pages for younger students
- Strawberry **DNA Extraction** Protocol

2

Illumina Partner

Your Illumina partner is your **go-to resource for any questions.**

If your partner does not know the answer, please reach out to IlluminaCares@illumina.com

3

Office Hours

Want real-time feedback?

Drop by our “The Future is Bright” Office Hours

Tuesday, March 15: 12-12:45pm (PT)

Tuesday, March 22: 12-12:45pm (PT)

4

Tutorial Videos

Check out our Distance Learning tutorial for breaking up your kit and the Strawberry DNA Extraction tutorial video.

Social Media Toolkit

Download

Download our backgrounds, frames, cards and posters to help spread the #Genomics4All message.

Assets include:

- Digital backgrounds
- Social media frames
- Selfie cards
- Classroom posters

Share

- Take a selfie holding one of our “selfie cards” – choose the message that fits you best.
- Use our frame template – just open in PowerPoint, insert your picture then right click on image and select “save as picture.”
- Share one of our premade images.

Tag

Don't forget:

- Hashtag your post with #Genomics4All
- Tag Illumina when you post!

 @Illumina

 @IlluminaInc

 @IlluminaInc

 @Illumina

Next Steps



Next Steps

1

Your Illumina Partner
Will be Reaching Out

Be on the lookout for an email from your
matched employee (if you have one)

Schedule a meeting to chat and review
of pre-session discussion topics

2

Review Resources on
DNAday.org & Attend Office
Hours

Office Hours are on March 15 & 22
from 12-12:45pm (PT)

Any questions? Reach out to
IlluminaCares@illumina.com

3

Get posting on social media

We would love to see your students
participating in the Future is Bright.

Please use our social media toolkit and
#Genomics4All.

Q&A
