

Jobs for Montana's Graduates (JMG) has been our state's best kept secret and we don't want to keep it under wraps anymore! JMG will be launching a media campaign to educate the communities around the state of Montana and we want to hear from you!

There is no one better to tell the story of JMG than a student. We are inviting you to develop a media piece for our press kit. Both **middle school** and **high school** chapters are encouraged to participate – \$150 will be awarded to the winning design. The winning design can be a video, print piece – your chapter decides how to best capture the magic of JMG! ([Read more...](#))

Your design needs to answer the driving question listed below. Also, there are specific requirements, outlined below, that need to be included in your design.

### DRIVING QUESTION

How do we as a chapter develop a marketing tool to promote our education, experience, and skills gained through Jobs for Montana's Graduates to recruit and educate businesses, community members, and schools?

### USES

We will be using your marketing piece in our press kit that is used to recruit new schools, share about JMG to business partners, and showcase your amazing work to the legislature.

### WHAT IS PROVIDED

- Jobs for Montana's Graduates, as well as Jobs for America's Graduates are based on three pillars: Project-based learning, trauma informed care, and employer engagement. It is important that you incorporate these three pillars into your marketing piece.
- Logos – [JAG](#), [JMG](#), and [DLI](#)
  - All three logos will need to appear in your marketing piece
- Gold Standard PBL Form ([Read more...](#))
  - Since your marketing piece will be used in a variety of ways, it is important that all the components of a gold standard PBL are included - \*\*\*Especially the employer engagement section
- Style Guide ([Read more...](#))
  - The style guide is an outline of what fonts and colors should be used when designing a product for Department of Labor and Industry.
- Project-based Learning Rubric
  - This project will be evaluated using the attached rubric.
- DLI Media Release ([Read more...](#))
  - Anyone who speaks or is shown in your marketing piece will need to complete the DLI Media Release form. The completed forms will need to accompany your submission.

### HOW TO SUBMIT

- Your work will need to be submitted in a digital format; PDF, jpeg, mp4, etc.
- Email to: [Kdelzer2@mt.gov](mailto:Kdelzer2@mt.gov)
- Deadline: December 18, 2018

<b>School:</b>		<b>Judge:</b>	
<b>Content</b>			
Submission addressed the three pillars: PBL, Trauma Informed Care, and Employer Engagement		15	
Promoted the students' experience in JMG and its' impact		20	
Content flowed smoothly and covered all required elements		10	
Submission was professional (video and/or audio was high quality)		10	
<b>Effectiveness</b>			
Submission was creative, drew in the attention of the audience		20	
<b>Requirements</b>			
All three logos were included; JMG, JAG, DLI		3	
Free of spelling and/or grammatical errors		15	
Gold standard form was completed and returned with submission		20	
Style guide was followed		5	
DLI Media Release forms completed and submitted		2	
	<b>Total</b>	<b>120</b>	
<b>Comments</b>			