

## PUBLICITY TOOLKIT



# ABOUT WORK IN WATER

The Wichita State University Environmental Finance Center created Work in Water as a classroom learning module and summer internship program for high school students. **The goal of Work in Water is to increase students' knowledge of the importance of water treatment for the environment and public health, and to stimulate interest in occupations in environmental water management.**

The project provides interactive classroom lessons to high school students across Kansas. Student participants are eligible to apply for an exclusive, paid summer internship at their local water or wastewater utility for hands-on career exploration and real experience for their resume.

The need for qualified employees in the public water industry is rapidly increasing. Many employees who work in this industry are nearing retirement, leaving a large number of jobs crucial to community health vacant. Employment has ranked among the top five concerns in the American Water Works Association annual state of the industry report for the past three years, alongside security issues and water supply. The people that fill these jobs are critical assets to our lives in a variety of ways. The need for treatment and delivery of safe, clean water to community members is a first-world luxury that requires many smart and dedicated employees to make sure the job gets done, 24/7.

Facilitated by the WSU Environmental Finance Center, Work in Water creates an informational network between schools, state agencies and professionals in the field, that helps provide teachers and school counselors with resources about occupations in water and wastewater to further promote water related careers to students.

Not only does Work in Water aim to help fill positions that are crucial to community health and safety, it also plans to show students the vast ways their unique skills and talents can be used in a public service career after college, or even straight out of high school.



*Project partners include the Kansas Department of Health and Environment, Kansas Municipal Utilities, the Kansas Section American Water Works Association and the Kansas Section of Water and Environment.  
Funding provided by US EPA.*

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This publicity toolkit contains all the pictures, captions and marketing materials you need to promote the Work in Water experience at your school, as well as helpful lesson plan ideas to start educating students about the public water industry before the event.

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# EMAIL MARKETING



## EMAIL

Use our already created email template to forward on to your school's email contacts. You may also insert a custom message before sending to your contacts.

[Get the email >](#)

From: Wichita State University Environmental Finance Center [mailto:koda.garnier@wichita.edu]  
Subject: WSU Water Career Exploration & Internship Opportunity at Garden City High School  
Preheader: Fun day away from class with friends + summer internship opportunity at WSU's Work in Water Experience on July 12  
Reply: koda.garnier@wichita.edu

ENROLLMENT OPEN  
Wichita State University's Work in Water Experience | June 12  
Garden City High School



Join the WSU Work in Water Experience, and discover how your skills can be used for a career in the water industry.

- Fun day away from class for career exploration and learning.
- Interactive, hands-on projects, experiments and field trip with friends.
- Participants qualify to apply for an exclusive summer paid internship.
- Add this experience on your resume.
- All students are eligible to participate.

[Sign up in the school counselor's office!](#)



Work in Water is a career mentorship program designed by Wichita State University's Environmental Finance Center to increase students' knowledge of the importance of water treatment for the environment and public health, and to stimulate interest in occupations in environmental water management.

Project partners include the Kansas Department of Health and Environment, Kansas Municipal Leagues, the Kansas Section American Water Works Association and the Kansas Section of Water and Environment. Funding provided by US EPA.



## WHO TO SEND TO

- students
- parents
- teachers
- school board members
- local newspaper

# POSTERS

## POSTERS

Hang these posters in hallways, classrooms, cafeterias and more to encourage student participation.

[Mail me posters to hang at my school >>](#)

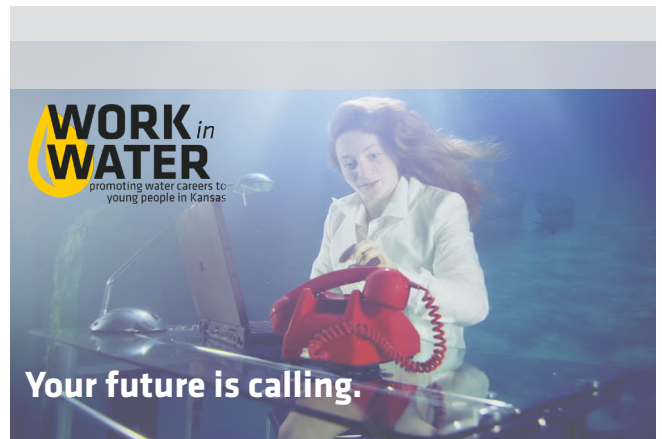
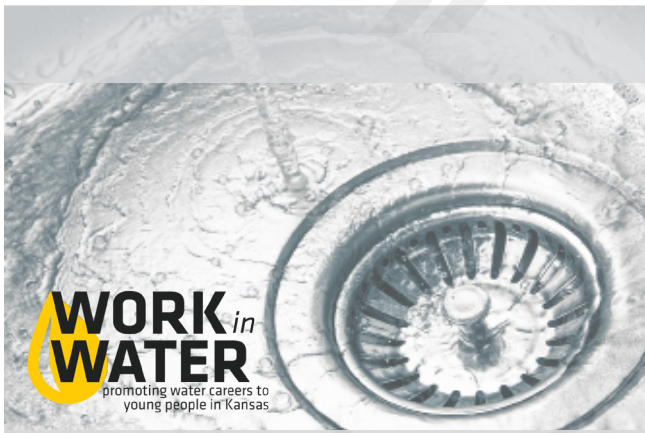
[Download posters to print myself >>](#)



*Sign up in the school counselor's office  
for Garden City High's*

### **WORK in WATER** EXPERIENCE

- ▶ Fun day away from class for **career exploration & learning**
- ▶ Hands-on **experiments, projects and field trip** with friends
- ▶ Participants qualify to apply for an **exclusive paid summer internship**
- ▶ Put this experience **on your resume**



### **WICHITA STATE UNIVERSITY'S** **WORK in WATER** EXPERIENCE

- ▶ Fun day of **career exploration & learning with friends**
- ▶ Hands-on **experiments, projects and field trip**
- ▶ Participants qualify to apply for an **exclusive paid summer internship**
- ▶ Put this experience **on your resume**

*Sign up in the school counselor's office!*

# FACEBOOK POST

Download the photo below or use an image of your choice, along with the following caption ideas to share on your Facebook profile. Consider adding hashtags unique to your school in the post. Be sure to include clear directions on how to register for Work in Water at your school.



## PHOTO

[Download Photo >](#)



## CAPTIONS

WSU's Work in Water Experience is coming to <High School Name> on <Date>! This experience is a fun day of career exploration and hands-on learning about the water industry, as well as the chance to apply for a paid summer internship. Great for your resume! Students may sign up in the counselor's office. #workinwater

Looking for an opportunity to boost your resume? Join WSU's Work in Water Experience, coming to <High School Name> on <date>! See the counselor for more info. #workinwater

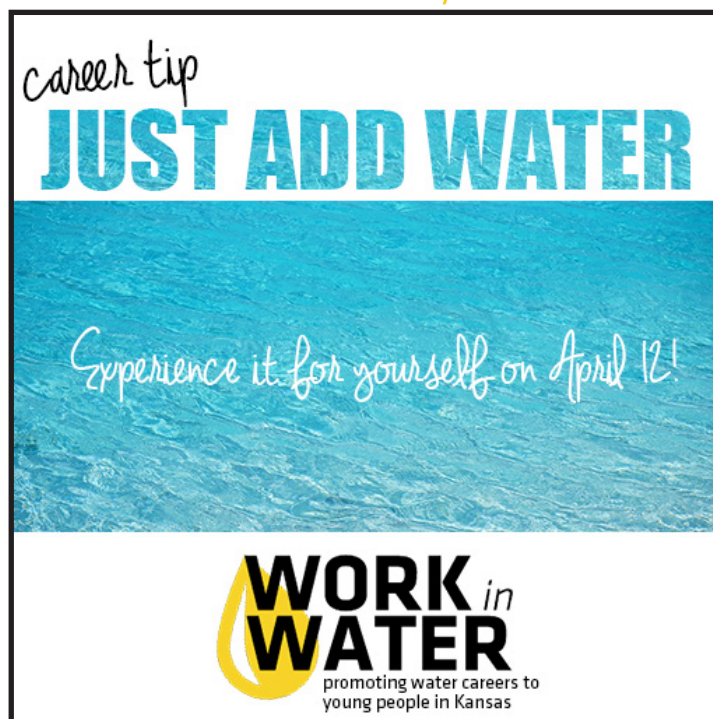
# INSTAGRAM POST

Download the photo below or use an image of your choice, along with the following caption ideas to share on your Instagram profile. Consider adding hashtags unique to your school in the post as well. Be sure to include clear directions on how to register for Work in Water at your school.



## PHOTO

[Download Photo for your school >](#)



## CAPTIONS

WSU's Work in Water Experience is coming to <High School Name> on <Date>! This experience is a day of career exploration and hands-on learning about the water industry, as well as the chance to apply for a paid summer internship. Great for your resume! Sign up in the school counselor's office. #workinwater

Looking for an opportunity to boost your resume? Join WSU's Work in Water Experience, coming to <High School Name> on <date>! Sign up in the school counselor's office. #workinwater

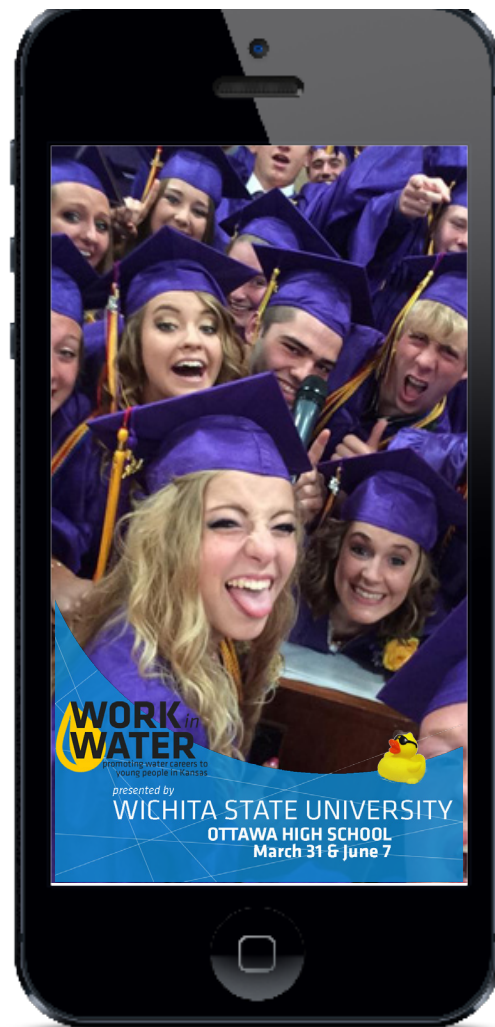
# SNAPCHAT FILTERS



## SNAPCHAT

Do you find your students “snapping” during passing period and lunch? Ask us for a custom Snapchat geotag that will promote the Work in Water Experience to your students (and their classmates!) while they are using Snapchat at school.

[Request a custom Snapchat filter >>](#)



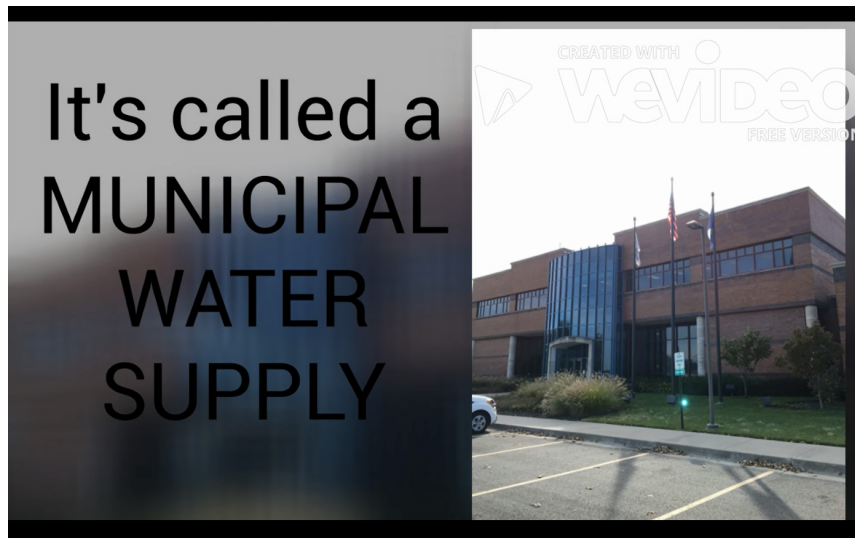


# VIDEO



## VIDEO

We've created two videos you may share on social media or YouTube to help create interest in the Work in Water Experience coming to your school.



“Water = Liquid Awesome”

[Download Link to Share >](#)



“Work in Water Like Bey”

[Download Link to Share >](#)

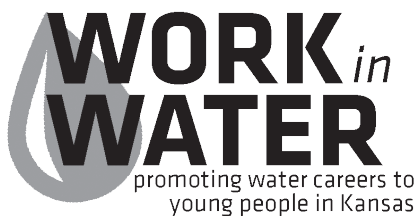
# SCHOOL NEWSPAPER/BROADCAST



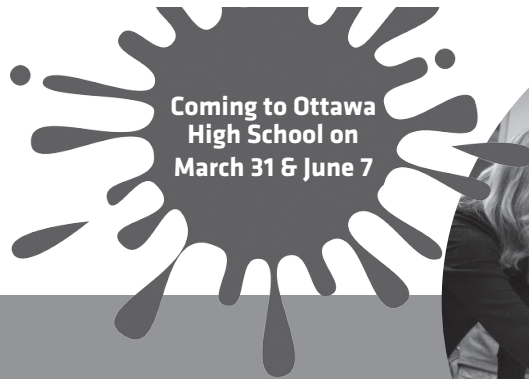
## NEWSPAPER

Submit a custom ad to your school newspaper staff to run in the next edition.

[Download newspaper advertisement >>](#)



Coming to Ottawa  
High School on  
March 31 & June 7



WICHITA STATE UNIVERSITY'S

### **WORK in WATER Experience**

- Fun day of career exploration & learning with friends
- Hands-on experiments, projects and field trip
- Participants qualify to apply for an **exclusive paid summer internship**
- Put this experience on your resume
- **Sign up today in the school counselor's office**

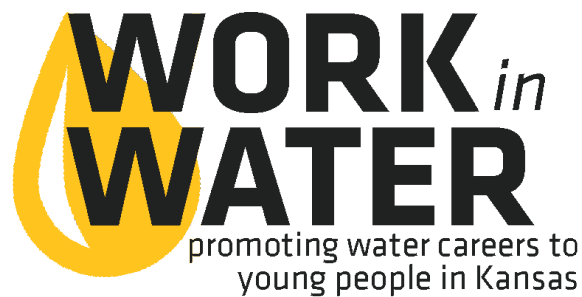


## SCHOOL BROADCAST

Be sure to mention Work in Water in your daily announcements or school news broadcast. Use the script below to tailor to your school's needs.

[Download broadcast announcement >>](#)

Looking for a fun way to boost your resume and explore your career options? Wichita State University is bringing the Work in Water Experience to <<High School Name>> on <<date.>> This day-long experience will include field trips, interactive learning and hands-on science experiments, all designed to show you the importance of jobs that provide safe, clean water to the community. You'll also learn how **your** skills and talents will work great in water! Students who participate have the chance to apply for a paid, summer internship. <<All students/Seniors and Juniors>> are eligible to sign up. Sign up in the counselor's office today!



## PRE/POST EVENT LESSON PLANS

### **Help Wanted**

Have students write a job ad for one of the jobs that they learned about related to water or waste water. Make sure the job lists salary range, education required, skills necessary and job description.

### **Bottle It?**

- Compare bottled water and tap water. Use [EPA's fact sheet on bottled water](#) and online resources.
- Compare the regulations that impact bottled water with the regulations that impact water from public water systems.
- How do the costs compare? How much tap water can you buy for the cost of a bottle of water? A can of pop? etc.

### **Money Down the Drain**

Calculate the amount of water lost due to water leaks. Set a faucet to drip. Have students conduct their own experiment to answer the questions: how much water do I lose in a month, week, year if my faucet drips at this rate.

### **Water Droplet Journey**

Have students write a journal, create a presentation, etc about the journey of a water drop, falling as rain, and then going through the city's water system.

### **Water Chemistry Debate**

Research both sides of the issue, and then hold a classroom debate on fluoridation of municipal water supplies. Be sure to discuss credible vs. non-credible websites. How do you tell the difference?

### **Water Pollution From Inside the House**

Have students research issues related to prescription drugs in wastewater. How are antibiotics, painkillers, endocrine disrupters, etc impacting wildlife, fish and human water supplies? Have students develop a plan to reduce this type of pollution.



## PRE EVENT STUDENT RESEARCH

### Fun Websites to Explore the Water Treatment Process

- Audio Blog – What Happens to “Number 2” in the Second City  
→ <https://soundcloud.com/curiouscity/what-happens-to-number-2-in-the-second-city>
- Interactive Online Graphics for “Where Does Your Poop Go”  
→ <http://interactive.wbez.org/curiouscity/poop/>

### Water Career Sites to Explore

- [www.workforwater.org](http://www.workforwater.org)
- Top 10 Reasons to Get a Career in Water
- <http://watergrades.com/1960/top-10-reasons-to-get-a-career-in-the-water-treatment-industry/>

### Scholarships

- Kansas American Water Works Association, Terry L. McKanna Scholarship – One or more \$1,000 scholarships each year. Students enrolled in an accredited college or university in KS. Applicants should be enrolled in courses related to career fields associated with the waterworks industry.  
→ <http://www.ksawwa.org/conference/terry-l-mckanna-scholarship.html>
- American Water Works Association – various scholarships for various academic levels  
→ <http://www.awwa.org/membership/get-involved/student-center/awwa-scholarships.aspx>