

# Toolkit Instructions

**NEXT  
STEPS**  
IDAHO

In 2015, the Idaho State Board of Education launched the Next Steps Idaho website, [NextSteps.Idaho.gov](http://NextSteps.Idaho.gov), to provide easily accessible, Idaho-focused information about postsecondary options for Idaho students. The site helps connect kids and their families with resources that help students prepare for life after high school. For example, students can view timelines and checklists based on their age, and educators can find tools they can use for classroom discussions about life after high school.

The State Board is currently working to promote Next Steps Idaho. The enclosed toolkit contains materials to encourage use of the site by school staff, students, and families.

## Toolkit Contents, Audiences, & Suggested Uses

### ➔ Brochures

*Intended audience*

Parents, adult family members, and educators.

*Suggested uses*

Back-to-school nights or parent-teacher/parent-counselor meetings to help inform families about resources available.

*Other notes*

This kit includes a starter set of brochures for your use and has been designed so that when you run out, you are able to print more on standard office printers. The file for the brochure is included on the thumb drive.



### ➔ Magnets

*Intended audience*

Either an adult or student audience; primarily intended for families and educators to display on metal desks, file cabinets, or in their homes as a reminder that the Next Steps Idaho website is “here to help.”

*Suggested uses*

Back-to-school nights, sent home with SAT information, provided at other open-house type events.



### ➔ Posters

*Intended audience*

Students.

*Suggested uses*

The goal is to spark student interest and reinforce other Next Steps Idaho materials. The best placement will be in areas where students can read and process the information as well as take note of the site name and web address. In particular, outside or inside counseling offices, nurses' offices, classrooms, and libraries would be ideal locations.



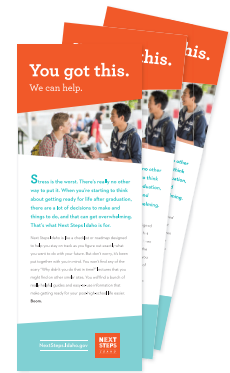
## ➔ Info Cards

*Intended audience*

Students.

*Suggested uses*

Intended to be used as a leave-behind for one-on-one student/educator conversations or in classroom discussions about planning for the future. The cards are written for students, acknowledging that the decisions they face can be stressful, and there are tools available to help them prepare for and make these big choices. Adults could use the blank backs of these cards to point students to particular pages on the site they think would be useful or hand the card itself to a student as a reminder to check out the resources available at the site. The card is meant to be distributed with some context provided.



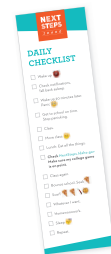
## ➔ Bookmarks

*Intended audience*

Students.

*Suggested uses*

This funny, day-in-the-life checklist can be made available for students to pick up on counselors' desks or in college/career planning classrooms, distributed at school events, passed out during college application week, or put out in other places where students gather.



## ➔ Stickers

*Intended audience*

Students.

*Suggested uses*

The sticker messages are highly targeted to students using pop culture references and emojis. Encourage students to affix them to laptops, notebooks, water bottles, and other everyday items.



## ➔ Thumb Drive

**Instruction Sheet**

A PDF of this instruction document is included on the thumb drive so it can be electronically shared with staff members.

**Brochure File**

A PDF of the Next Steps Idaho brochure, which can easily be reproduced on any office printer by printing the file two sided and folding in half. It's suggested that if a school plans to reproduce these, copies are made on 24lb or heavier paper to avoid bleed-through of images.

**Screensaver**

A JPG image to be loaded (as a desktop or screensaver image) onto computer lab or library computers.

**Digital Graphics**

- Social media graphics to help schools promote the Next Steps Idaho website using school Facebook pages. There are two images for a student audience and two for a parent/family audience.
- Next Steps Idaho images for school e-newsletters or other promotional materials. These feature Idaho middle and high school students and can be used in printed or digital materials produced by schools to promote Next Steps Idaho as a resource for students and families.
- Banner ad sets to use on school websites or to be distributed to community partners (media, libraries, nonprofits, other community organizations) that help students and families plan for the future. There are two ad sets: one for websites students might visit and one for websites parents, families, and educators might visit.