

Dear Shad Ambassador,

Thank you for your help in promoting Shad within your school and community. This Presentation guide accompanies the [Shad Ambassador Slide Deck](#) and provides speaking notes, tips and information so you can be equipped to deliver an effective presentation.

Getting Started:

1. [Download & Customize the Shad Ambassador Slide Deck](#) - add your own photos to personalize this deck to share your own Shad story
2. [Request Shad Promo Package](#) - fill out this form to receive a package of posters & brochures. Put up posters around your school, drop off brochures at your guidance office and to your teachers, and give them out to students who attend your presentation.
3. **Give announcements** to promote your presentation. Here is an example:
“Do you want to spend a month living and learning at a university campus next summer? The Shad enrichment program is an opportunity for student leaders to explore STEAM & Entrepreneurship through hands-on, experiential learning in the form of workshops, seminars and labs while living at a host university. Learn how you can explore Canada, gain leadership skills and meet like-minded leaders from across the country at the Shad Info Session taking place at ____ (time) on ____ (date) in room ____.
Session is open to those in grades 10 and 11.”
4. Talk to your teachers about promoting Shad in their classrooms - ask them to pass on information to their students, give announcements, etc.

Presentation Day Reminders:

- Wear your Shad swag & pin - if you have misplaced your pin, email outreach@shad.ca and we will mail you a new one!
- Take Photos - have a friend snap a photo of you presenting and send it to us at outreach@shad.ca or tag us on Instagram @ShadProgram

Ambassador Presentation Guide

The following speaking notes accompany the Shad Ambassador Slide Deck.

These notes are a starting point - please do add your own stories & anecdotes!

1. Title Slide

2. Hello my name is ___ and I'm a proud Shad Fellow

- Introduce yourself and why it's important for you to give this presentation
- Include where you went to Shad and the impact that the program has had on you

3. Shad exists to empower exceptional youth to make the world a better place

- What is Shad?
- A summer enrichment program where student leaders spend 27-days in July living and learning at a host university campus outside their hometown. You'll engage in experiential learning in STEAM & Entrepreneurship, meet inspiring youth from across Canada and build a tightly-knit community with them.
- Shad is a non-profit that exists to empower exceptional youth to make the world a better place.

4. Experience

- Shad offers the opportunity to experience: living on a university campus, hands-on learning in diverse subjects, a community of like-minded peers and social, cultural and recreational activities
- It is so much more than a STEAM program - it allows you to realize your potential as a Change Maker and leader
- You'll leave transformed with a deeper understanding of different career paths and academic disciplines
- Here are some of the things you will experience in a day in the life at Shad ... (next slide)

5. Lectures, workshops & labs in STEAM & Entrepreneurship

- You will get to experience lectures, workshops and labs in areas of STEAM (Science, Tech, Engineering, Arts, Math) and Entrepreneurship.
- Everyday is an opportunity to learn in hands-on ways through exposure to university professors and lab spaces, and educational field trips off campus.
- Shad is intentionally diverse to give you a look at a wide array of subjects and career paths - in one day you can go from a lecture on marine biology to a Bollywood dance workshop then straight to a medical science lab.
- Each campus will utilize the expertise and resources around it, so

there may be variances in content among the campuses though one thing is for certain - you will get exposure to diverse topics in all areas of STEAM, Entrepreneurship and beyond.

6. Explore Canada

- A lot of learning at Shad happens beyond the classroom.
- Shad offers the opportunity to explore a new city in Canada and take in new experiences through social, cultural field trips and recreational activities.
- You'll get a chance to go for outdoor hikes, experience an overnight camping trip and gain a deeper appreciation for how geographically diverse Canada is.
- Perhaps you'll see the Pacific or Atlantic ocean for the first time, try new foods or conquer your fear of heights on a high ropes course.

7. Build a Community

- One of the most powerful aspects of the Shad experience is the people you'll meet. At the start of the month you walk in as strangers but by the end of it, you leave as a family.
- Shad brings together like-minded, go-getter youth from across Canada and allows you the space to create an inclusive and supportive community.
- It is inspiring to hear the stories of other Shads and you will learn a lot from them through their stories and passions.
- There are many community-building activities intentionally scheduled in the program that allow for meaningful connections & conversations to happen.
- The friendships made at Shad are truly lifelong and you will feel an incredible sense of belonging in the program.

8. Real World Design Challenge

- A cornerstone of the Shad experience is the Real-World Design Challenge.
- Each year, Shad sets out a theme or problem statement for the Shads to solve.
- You'll be placed into teams of 8-10 on your campus and given the challenge of solving this problem by coming up with a novel business idea/product or service. During the month, you'll work together to complete a full business plan, working prototype and then finally, a presentation pitch to a panel of judges.
- You'll gain skills in business and entrepreneurship, exposure to the engineering/prototyping and experience in public speaking.
- As a result of the Design Challenge, many Shad alumni go on to become entrepreneurs because this experience gives you the skills, knowledge and confidence on how to solve big problems through both an entrepreneurial and scientific approach.

9. Get Out Of Your Comfort Zone

- Throughout the 27 days, you will be challenged in ways you never thought possible. It is an ambitious schedule of non-stop activities and designed in such a way to allow you to stretch beyond your boundaries.
- Through each of these challenges, you gain strength, courage and confidence to face your fears. The supportive community of both Shads and Team Members provides you a safe space to explore and step outside your comfort zone. This allows you to discover things within yourself that you didn't think were possible.

10. Shad Host Campuses

- These are the 19 universities that will be hosting Shad 2020. In the Shad application, you will be asked to rank these by your preference of where you want to experience Shad. Shad does its best to place you in a campus outside of your hometown and you will not go to the same campus as other students in your school. Regardless of where you are placed, your Shad experience will be memorable!
- **New this year:** Laurentian University in Sudbury, Ontario has joined as a host campus and will be running a **bilingual Shad program**. Great opportunity for those who are interested and able to spend their July in a bilingual environment.

11. Why Shad?

- Why should you apply to Shad?
- You'll make lifelong friendships with ambitious leaders from across Canada, discover more about yourself and possibilities that you never knew existed, gain skills & confidence to tackle big problems and leave feeling empowered as a Change Maker.

12. Who Should Apply?

- It is a competitive application process. Shad is open to students in grades 10 and 11 and looks for youth who are:
- Well-rounded in their interests and activities. Youth who strive for excellence in these areas and their passions
- Open-Minded --> youth who love learning for the sake of learning and are willing to engage meaningfully in different opportunities
- Engaged & Involved --> Youth who give back meaningfully to their school or community and strive to make a difference for others
- Change Makers --> Youth who can't wait to realize their potential and use it to make the world a better place

13. Application Requirements

- The Shad 2020 application is due by November 18, 2019
- The application entails:
 - i. A personal profile, which includes a list of your extra-curricular involvements & achievements
 - ii. Personal Essays
 - iii. Academic Transcript

- iv. Letter of Reference from an educator and
- v. Optional Creative Demo --> you can choose to submit a creative demonstration that showcases who you are beyond an essay. This can be a painting, video, photo collage, website, piece of creative writing or any other creative piece you would like to submit!
- o Shad looks for youth who can demonstrate self-awareness in their essays - admission to Shad is not just based on marks! Take time to reflect on your experiences and write your essays from a place of authenticity and genuinity

14. Financial Support

- o Financial support in the form of bursaries are available to students to ensure the program is accessible and that the cost of the program is never the reason a student does not apply
- o In 2019, Shad provided over \$1 million in bursaries to youth with demonstrated financial need
- o The full program fee is \$5,800 plus travel costs to your host campus

15. Learn More

- o Visit shad.ca to get started on your application today
- o Follow @ShadProgram on Instagram for updates and to get a look at a day in the life of Shad
- o If you have further questions about the program or application, you can always email info@shad.ca

16. Thank you!

- o Any questions?

Frequently Asked Questions

1. What criteria are considered in the selection process?

- o Applicants are assessed on several factors including: academics, extra-curricular activities, creativity, innovation and commitment to excellence

2. What is the minimum average that is needed to apply?

- o There is no cut-off average, as applicants are assessed on both their academics and their personal experiences as demonstrated in their essays.

3. What if I can't afford it?

- o You can apply for financial support through Shad's bursary program. Bursary applications are made available at the time you submit your application
- o Financial support ensures the program is accessible and is provided based on demonstrated financial need
- o In 2019, Shad provided over \$1 m in bursaries to students

4. When will applicants know if they have been selected to attend the program?

- Applicants will be contacted by email in February regarding the status of their application.

5. How competitive is the application process?

- In 2019, Shad received about 2,600 applications for 1,000 available spots in the program. With the addition of 2 new campuses for 2020, there will be 1,100 spots available.

6. Do participants get to choose which campus they attend?

- When a student applies to Shad, they will be asked to rank all of the campuses. While Shad tries to accommodate preferences, space is limited at each campus and Shad tries to strive for diversity at each campus.
- The Shad experience at every campus is similar in that it includes an immersive program of lectures, workshops, labs, projects in areas of STEAM & Entrepreneurship. At each campus, a strong community is built and a rich learning environment is offered to participants.

More questions? Email info@shad.ca!