

Messaging Matrix

SC Governor's School for Science & Mathematics

November 20, 2020



	Students	Parents	Partners (administrators, educators, etc.)	Donors	Alumni
Desired Outcome	Apply or learn more about GSSM offerings	Encourage their child to apply	Encourage their student(s) to apply and/or become a school that offers GSSM's virtual program	Donate	Donate and/or serve as an informal brand advocate
Key Message	<p>Governor's School isn't for just anyone. And you're not just anyone. Academically gifted and eager for a challenge, you're ready for a STEM experience that will take your skills to the next level—for an experience that will set you on a lasting path toward success in middle school, high school, college, and all that comes after. So, what are you waiting for? [Get your application started today/Learn more about GSSM's offerings.]</p>	<p>At the Governor's School, your child will connect with an open-minded, inclusive group of like-minded peers. They'll also expand their academic abilities in a learning environment that <i>actually</i> challenges them. You'd be hard-pressed to find a more supportive, college-ready crowd than this engaged group of young people. Talk to your child about applying today.</p>	<p>They can't get where they're headed without help from educators like you. Connect academically motivated young people in your classes with the Governor's School, where our unique STEM-centered environment will push them to realize their full potential. Remember, their victories are your victories. Help them achieve their goals—talk to your students about applying today.</p> <p>With GSSM's virtual program, your students get the best of both worlds: an undergraduate-level STEM curriculum from the comfort of their old high school. Reach out to learn more about the Governor's School and the benefits of its virtual program.</p>	<p>We're empowering the next generation of innovators, connecting South Carolina's most driven elementary, middle, and high school students with world-class faculty in an inclusive, one-of-a-kind learning environment. Help them pursue their professional and educational objectives—keep GSSM going strong with a tax-deductible contribution.</p>	<p>With your tax-deductible contribution, you're making a bold statement—that STEM education in South Carolina matters, and that the futures of our young people do, too. Help us ensure that the unique educational opportunities you enjoyed will be available for the next generation. Give now.</p> <p>You of all people know just how transformative the Governor's School experience can be. Connect an academically motivated young person in your network with the educational opportunities available at GSSM.</p>

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Rigorous Messaging	Fast-paced and challenging, our unique approach to education pushes motivated students beyond their perceived levels of academic ability, maximizing their potential.				
	<ul style="list-style-type: none"> • Elementary Schoolers – “Science and math have always been a breeze for you. Ready for something a bit more challenging? Ask your teacher or your parent about the Governor’s School.” • Middle Schoolers – “High school is just around the corner. Hone your science and math abilities through an intensive [summer program/outreach program], where you’ll work hard and deepen your knowledge about the subjects you love.” • High Schoolers – “You’ve got the ability, and you’ve got the drive. Put them both to use in a challenging environment that will make you more college-ready than a traditional school experience.” 	<ul style="list-style-type: none"> • “Make no mistake. When your student comes to the Governor’s School, they’re going to work—and they’re going to work hard. But when it’s time to apply for college, admissions officers are going to reward them for their tenacity and their drive.” • “The programs here are no cakewalk. But we can guarantee that—on the other side of this challenge—your child will be infinitely more mature and infinitely better equipped for [high school/college, and the professional world].” • “Governor’s School programs are tough. But they’re not impossible to navigate. Your child is gifted, motivated, and hungry for an experience like this, which will push them academically and personally.” 	<ul style="list-style-type: none"> • Outreach & Summer Programs – “You can already recognize the potential in that student of yours. Help set them on a path toward lasting success in their education. Introduce them to the challenging STEM opportunities available through GSSM.” • Virtual – “Our virtual high school program is just as intensive as our in-person residential program. Why? Because we exist to push students out of their comfort zone. Join forces with GSSM to offer our virtual program to your students.” • Residential – “We’re the first to admit it—Governor’s School isn’t right for everyone. But that driven, focused student in your midst could stand to benefit tremendously from this experience. You’ve always been their champion. Help maximize their potential by connecting them with GSSM.” 	<ul style="list-style-type: none"> • “We’re one of the few residential public high schools in the nation offering rigorous academic experiences for exceptionally talented young people. Help us continue to improve lives in South Carolina through STEM education. Contribute to the Governor’s School today.” • “When you make a strong investment in students, you make a strong investment in progress. Help advance a brighter future for South Carolina. Invest in the next generation of innovators at the Governor’s School with a tax-deductible contribution.” 	<ul style="list-style-type: none"> • “You chose to come to this school because you knew it would challenge you. Because you knew it would force you to grow not only as a scholar, but as a person. The next generation of learners deserves that same kind of experience. Ensure that they will continue to have access to it—make a tax-deductible contribution to the Governor’s School today.” • “Not too long ago, you were a student hungry for a fast-paced pre-college experience that would force you to up your game, and to exhibit a maturity beyond your years. Now there are other students, just like you, striving for the same. Pass on that transformative opportunity to the next generation—connect an academically talented young person in your network with GSSM.”

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Supportive Messaging	Our inclusive, tightly knit community prioritizes collaboration ahead of competition. Here, we connect all of our students with the resources they need to thrive.				
	<ul style="list-style-type: none"> • Elementary Schoolers – “Here at GSSM, it’s not about ‘being the best’ at math or science. It’s about connecting deeply with the subjects you love in a community of learners just like you.” • Middle Schoolers – “Leaving home for the first time—even if it’s just for summer camp—can be hard. But at GSSM, there are plenty of people here to help you through those challenging moments, whether it’s the faculty and staff, or all of the new friends you’ll make during your time here.” • High Schoolers – “Join the ranks of passionate STEM enthusiasts at the Governor’s School, where you’ll make lifelong friends with likeminded peers, all of whom are striving for academic excellence—just like you.” 	<ul style="list-style-type: none"> • “At the Governor’s School, your child will connect with a group of intelligent, inquisitive, inclusive peers that will encourage them to be their best selves—both inside and outside of the classroom.” • “Regular faculty office hours, an on-staff counselor, involved administrators. No one falls through the cracks when they come to the Governor’s School. Here, your child will find an uncommonly support environment unlike any other.” • “This isn’t a competitive atmosphere. We don’t rank our students, and we strive to cultivate an atmosphere of inclusion and support so that everyone has what they need to succeed.” 	<ul style="list-style-type: none"> • Outreach & Summer Programs – “We’ll be there for your students when you can’t be. Our diverse, inclusive, close-knit environment makes sure that no one slips through the cracks.” • Virtual – “We don’t believe in competition here at the Governor’s School. Our atmosphere is one of mutual aid and support—whether it’s coming from our students, our faculty, or the administration. Because we believe that distance learning doesn’t have to be isolating, in any sense of the word.” • Residential – “Leaving home doesn’t mean sacrificing your network. If anything, when a student arrives at the Governor’s School, that network is bolstered by a community of encouraging, engaged peers who are all rooting for each other to do well.” 	<ul style="list-style-type: none"> • “We’re setting a new standard for schools across the country, actively cultivating an environment where support and encouragement are the norm—and competition the outlier.” • “We work hard to empower all of our students, so that they can achieve their goals while attending the Governor’s School.” 	<ul style="list-style-type: none"> • “Over the years, you’ve come to depend on your Govie community. It’s more than just a professional network—it’s a family. Your tax-deductible contribution to the Governor’s School gives others like you the opportunity to build similarly lasting relationships. Will you give them that chance? Give now.” • “Your experience at the Governor’s School made you a better communicator, a better worker, and a better friend. Help new generations of young learners build community with one another here in Hartsville. Give to the Governor’s School today.” • “Once a Govie, always a Govie. Contribute today to demonstrate your #GoviePride, and to ensure that this school will be around for all of the future innovators following in your footsteps.”

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Impactful Messaging	<p>We raise the bar for STEM education in South Carolina, empowering middle school students, high school students, and educators across the state to pursue their objectives and contribute to their communities.</p>				
	<ul style="list-style-type: none"> • Elementary Schoolers – “Discovery is the name of the game here at the Governor’s School. Our in-depth approach to STEM education will widen your sense of the possible and introduce you to a range of new subject areas you’ve never dreamt of exploring.” • Middle Schoolers – “Here, it’s not about test scores or who’s smartest. It’s about what you learn, and how you use that knowledge to be of service to others.” • High Schoolers – “No one comes to the Governor’s School and leaves unchanged. You’ll emerge energized, mature, and ready to take on whatever challenges are in store for you at college or in your professional life.” 	<ul style="list-style-type: none"> • “Assured, responsible, focused. These are just a few of the traits that Governor’s School students walk away with after coming here. We’re impacting more than just their college prospects—we’re helping shape them into mature young adults, so they can thrive in whatever environment they find themselves in.” • “A good education encompasses more than just rigorous coursework. A good education instills strong values, so that young people are equipped to judge right from wrong and be of service to their communities. That’s what we do here at the Governor’s School.” 	<ul style="list-style-type: none"> • Outreach & Summer Programs – “This experience could set them on a new trajectory with their education. Empower your students to pursue transformative opportunities like these at GSSM.” • Virtual & Residential – “You’ve always demanded excellence from your students. Help them raise the bar even further—connect them with the unique opportunities available through the Governor’s School. Together, we’ll make a stronger impact on their lives than we could apart.” • Professional Development – “We don’t just support middle and high school students. We support educators, too, offering regular professional development opportunities designed with you in mind. Start planning your visit to our Hartsville campus so that you can enhance your lesson plans.” 	<ul style="list-style-type: none"> • “Conventional metrics of accomplishment like GPAs and class rankings don’t interest our students much. Why? Because, for them, the value of an education can’t be found in grades or praise—it’s in what you learn, and how you apply what you learn. Help us connect with the next class of brilliant young leaders here in the Palmetto State. Contribute to GSSM today.” • “We’re not just making a difference in the lives of Governor’s School students. We’re making a difference in the lives of students statewide. How? Through dynamic professional development opportunities for educators. Get involved today—make a tax-deductible contribution to GSSM so we can keep up the good work.” 	<ul style="list-style-type: none"> • “To describe your experience at the Governor’s School as lifechanging would be an understatement. It’s hard to put into words, but rest assured, we understand just how much this school means to you—and just how much of an effect it’s had on your life. Why not help us widen our impact with a contribution? It will help us reach more academically motivated students like you.” • “Think of the person you were before you came to the Governor’s School. And the person you are now. All motivated students deserve the kind of transformative high school experience you had—connect the eager young learners in your life with GSSM today.”

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Immersive Messaging	<p>Whether we’re working with outreach program participants, summer campers, or high schoolers, we believe in comprehension—in thoughtful explorations and deep dives that alter our perspectives and our abilities for the better.</p>				
	<ul style="list-style-type: none"> • Elementary Schoolers – “We don’t believe in busywork. We believe in exploration—in hands-on approaches to learning that will push you in new directions.” • Middle Schoolers – “Immerse yourself in the STEM-related disciplines that you love, in an open, inclusive, welcoming environment that gives you the room you need to focus.” • High Schoolers – “Like learning a foreign language, immersion is the best route toward comprehension—regardless of the subject. Our in-depth approach to STEM education will have you functioning on a much higher level than your peers by the time you attend college.” 	<ul style="list-style-type: none"> • “Our approach to STEM education is all-encompassing. Hands-on labs, group projects, individual assignments—immersion is key to our process here. Students should expect to work hard, to absorb a great deal of information, and to emerge transformed as a result.” 	<ul style="list-style-type: none"> • Outreach & Summer Programs – “We want to impart a love of math and science to all young people that come here. And the way to do that is through immersive, hands-on experiences they won’t find anywhere else.” • Virtual – “We don’t believe in busywork. Especially not for our virtual students, who should expect coursework that is as comprehensive as anything they’d find in our residential program.” • Residential – “Our classrooms offer full-scale immersion on STEM-related subjects, with access to top-line equipment, unique summer research opportunities, and more. Connect academically motivated students in your network with this uniquely immersive opportunity—a once-in-a-lifetime chance for your students to dive even deeper into the subjects they love.” 	<ul style="list-style-type: none"> • “‘Superficial’ and ‘busywork’ are not in our vocabulary. Here, our students pursue meaningful, hands-on work that connects them deeply to the subjects they care about. Want to support our immersive approach to STEM education? Make a tax-deductible contribution to GSSM today.” 	<ul style="list-style-type: none"> • “Where else in South Carolina can engaged young scientists and mathematicians fully immerse themselves in STEM-related disciplines? GSSM is truly one of a kind. Help us keep it around for future generations with a tax-deductible charitable donation today.” • “Outreach programs, summer camps, virtual and residential high school programs. The opportunities available through the Governor’s School are always growing. Help sustain our immersive approach to STEM education with a contribution. The young math and science aficionados following in your footsteps will thank you one day.”