



## Partner Toolkit

### ***Program Overview:***

The Why I Love Alberta (**YI#LOVEALBERTA**) Youth Challenge is designed to engage students in understanding the world in which they live, focusing on citizenship, identity, and quality of life.

The objective is for students to express, through a brief and creative video in their own words, why Alberta is an excellent place to study, work, and live.

This toolkit is designed to assist our partners and community builders in promoting and engaging grade 9 – 12 Social Studies students in their communities in showcasing why Alberta is a fantastic place to study, work and live.

By actively engaging in the **YI#LOVEALBERTA** Youth Challenge, students are given a platform to express their individual perspectives on the benefits of living and working in Alberta communities and they contribute valuable insights that hold significant relevance for economic developers and community builders.

### ***Outcomes of Partner Participation***

- ***Gain a unique and fresh perspective:*** This challenge encourages students to share their authentic experiences and views about Alberta, offering economic developers an invaluable, unfiltered insight into the preferences and aspirations of the youth demographic.
- ***Identify key attraction factors:*** Students often highlight aspects of Alberta that resonate with them, such as educational opportunities, quality of life, and cultural aspects. Economic developers can use this information to tailor strategies that attract and retain young talent in the region.
- ***Strengthen community bonds:*** The challenge fosters a sense of community pride and connection among students. Economic developers can leverage this enthusiasm to strengthen community engagement initiatives and build a cohesive sense of identity among residents.

- **Highlight economic opportunities:** Students may showcase local businesses, industries, or initiatives that have positively impacted their perception of Alberta. This provides economic developers with an opportunity to showcase the region's economic strengths and potential to a wider audience.
- **Inform educational and workforce strategies:** Students' reflections can shed light on the factors influencing their decisions about education and career paths. Economic developers can utilize this information to align local educational offerings with the demands of emerging industries, contributing to workforce development.
- **Enhance Alberta's image:** The contest provides a platform to highlight the appealing aspects of Alberta that resonate with the younger demographic. Economic developers can use these positive narratives to shape marketing campaigns aimed at attracting businesses, investors, and new residents.
- **Inform strategic planning:** The submissions can be analyzed to extract valuable data on the preferences and priorities of the youth population. This data can inform strategic planning efforts, helping economic developers make informed decisions about resource allocation and development priorities.
- **Foster collaboration:** The challenge provides an opportunity for economic developers to connect with local educational institutions, fostering collaboration between academia and the economic development sector. This collaboration can result in mutually beneficial initiatives that support both educational and economic goals.

## Activities for community builders to inspire student involvement.

### 1. **Promote on Social Media:**

Click [HERE](#) to access the social media creative content. Simply download the images to your desktop as JPG or PNG.

- **Sample Social Media Posts for Start of Challenge:**
  - “Calling all Grade 9-12 students! It’s time to share why Alberta rocks! Join the YI#LOVEALBERTA Youth Challenge and let’s show the world why we love Alberta! #LoveAlberta Learn more here: [www.lovealberta.ca](http://www.lovealberta.ca)”
  - “Ready to win cash prizes for showcasing why Alberta is THE place to be? The YI#LOVEALBERTA Youth Challenge is ON! #LoveAlberta
  - “Students, it’s time to shine! The YI#LOVEALBERTA Youth Challenge is officially underway. Let your creativity flow and share why Alberta is your ideal place. Check out the contest info here: [www.lovealberta.ca](http://www.lovealberta.ca)”.

- *Sample Social Media Posts for Halfway Through Challenge Period:*
    - “Midway through the YI#LOVEALBERTA Youth Challenge and the video entries are pouring in! Alberta’s youth keep showcasing your unique stories and don’t miss a chance to win big! #LoveAlberta”
    - “Behind-the-scenes look at the incredible entries for the YI#LOVEALBERTA Youth Challenge! What makes YOUR Alberta special? Keep those videos coming! #CreativityUnleashed #LoveAlberta.”
  - *Sample Social Media Posts Closing and Winner Announcement:*
    - “The moment we’ve all been waiting for! The winners of the YI#LOVEALBERTA Youth Challenge are here! Let’s celebrate the champions who best captured the #WinnersRevealed #LoveAlberta.”
    - “Drumroll, please! A huge congratulations to the talented winners of the YI#LOVEALBERTA Youth Challenge. Your creativity and love for Alberta truly shone through! #ABYouthAdvantage #Champions #LoveAlberta”
2. ***Collaborate with local schools, to promote the challenge.*** Highlight the significance of their voices in shaping the future of Alberta. Emphasize the opportunity for students to enhance their communication, creative, and critical thinking skills, which are valuable assets in various professions.
  3. ***Collaborate with local youth organizations, clubs, and associations to extend the reach of the challenge.*** These organizations often have established networks and can help promote the contest to a broader audience.
  4. ***Utilize the student videos for community promotion.*** Economic developers gain access to these videos, to integrate authentic narratives into your community marketing strategies, thereby enhancing the promotion of the region for economic development purposes.

Thank you for participating in the **YI#LOVEALBERTA** Youth Challenge! This toolkit is designed to make the process smooth and enjoyable. We look forward to seeing the creativity and passion of Alberta's youth as they express why they love this incredible province.