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## STR ADVOCATE PROGRAM

STR's Advocate Program is a great way to positively influence science instruction. As you already know, STR's multi-purpose video microscope Education Kits are one of the most innovative tools for science teachers today. They save class time, have multiple applications and most of all, they get students excited about science and other subjects! We want you to join our family and help us carry out our primary purpose; to provide educators with tools that create excitement and love of learning in students.

This is where the Advocate Program comes in, because you have first hand experience with the successes these cameras can create, you can help make this goal a reality.

The following describes the benefits of being a scope advocate and what we desire from program participants on how to help us increase the usefulness of the scopes for others.

### **Give Aways/Donations**

STR Advocates will be the first to receive any merchandise we donate to schools. These give aways typically consist of accessories and training material.

### **Discounts**

Certain discounts and sales will be offered exclusively to those involved in our Advocate Program.

### **Website**

Through our website, you will be able to communicate with the rest of our advocate community about the scopes or other common interests (in development). We will also place a link from our website to yours with scope related material.

### **Lesson Plans and Ideas**

The wonderful Teacher Resource CD included in our Education Kits is full of great lesson plans and other useful ideas written *by* teachers *for* teachers. As with any type of curriculum we are always looking to expand and improve. When you submit material, other teachers have the opportunity to use your lesson plans and new ideas with their students. You can simply send us your ideas or collaborate directly with us to develop a specific curriculum.

## **Photos/Videos**

If you are capturing digital images and movies with your scope and have some good samples saved on your computer that you would like to share, email them to Mark Hoffman, [mhoffman@strscopes.com](mailto:mhoffman@strscopes.com), we use these on our web site and in our print media as examples of uses in education.

Also, send us photos or videos of your students using the scopes. If the photos or videos are accompanied by signed authorization and release forms (STR can provide these forms) we can use the photos to train other teachers and promote continuation and improvement of our education tools and programs through media, displays, brochures and websites.

## **Seminars/Presentations**

STR regularly exhibits at major conferences all over the U.S. Presentation slots are available at most of these events where our Advocates can present the scope Education Kits and their benefits to other teachers. The presentation will be designed by you and will only highlight the camera microscopes as much as you are comfortable with. We will provide assistance and any equipment/materials you need for your presentation.

You can also use the scopes for presentations you may already be planning. We will provide extra equipment, materials and literature to assist you.

STR offers seminars for groups of 15 or more. In a one day seminar each teacher will receive an video microscope Education Kit and be provided with training and lesson plans. We can work with you to set up a seminar in your district or region.

## **Let Others Know/Loan Program**

Word of mouth is a great way to help other teachers learn about these valuable classroom tools. If you already own your own video camera Education Kit, show it around or tell others about its values. Our loan program (two week equipment loan free of charge) is always available to you or anyone you refer to us. Our "Share The Loan" program is also available to earn credit for future STR product purchases. Provide names of people you have shown the scopes to AND who are interested in receiving literature from us. Each name is worth \$10 in STR credit. More details about the Loan Program and Share The Loan program are available on our website.

## **Success Stories and Articles**

Short stories about your successes with your scope should be submitted for use on STR's web site or in any of our printed media and in our STR Email Newsletter. We can also work with science and education magazines to create feature articles that incorporate the video microscope kits.

## **Recognition**

Acknowledgment will be given to you/ your students on items such as photos, success stories and lessons plans when they are made public.

## **Be an Advocate!**

To sign up as an STR Advocate, contact:

Mark Hoffman  
877-395-1001 x112  
[mhoffman@strscopes.com](mailto:mhoffman@strscopes.com)