

The Minnesota Technology Association



## How to be a SciTech Champion

Because you're a fan of SciTech, the next steps to becoming a great SciTech Champion are easy! Simply promote SciTech through your network by recommending the program to small companies who could benefit from hiring interns but have yet to apply.

To help make this as convenient as possible, we've sent you a complimentary Champion Toolkit. Inside you will find everything you need to talk about, share and promote the program.

### **The materials include:**

- A program overview
- Answers to frequently asked questions
- Student and employer testimonials
- Sample emails
- Sample blog posts/newsletter articles
- Sample social media posts
- The success stories one-pager
- Program photos and logos

Digital copies of the materials are included in the SciTech Champion flash drive, and are always available to you for download online at [scitechmn.org/champion](http://scitechmn.org/champion).

### **Talking about SciTech**

We encourage you to share the included content both at your leisure and on a regular basis. If you need some help on where to begin, here are some examples of how to promote SciTech like a champ:

- Feature one of the sample articles in your company/organization's newsletter or blog
- Share the social media posts with your community on Twitter, Facebook or LinkedIn
  - (Using **#SciTechChamp** will help unite our network of champions and can connect you with fellow ambassadors to see their approach to talking about the program)
- Send a monthly or quarterly email to your professional network that includes some of the champion materials

- Remember to always link back to [scitechmn.org](http://scitechmn.org), the [Employer Page](#), or the [enrollment portal](#)

New content for sharing is always available on the SciTech blog, which updates with the latest success stories, internship features and employer and student resources every Monday.

If you haven't already, be sure to [subscribe to the blog](#) and follow SciTech on all your favorite social channels. You can find SciTech on [Facebook](#), [LinkedIn](#), [Instagram](#), and Twitter [@SciTechMN](#).

**Looking for more ways to support Minnesota's STEM Workforce Economy?** Become a member of the Minnesota Technology Association (MnTech)! Each year, thousands of professionals strengthen their companies and organizations through the power of MnTech programs and events. MnTech members are critical to the success of programs like SciTech, and allow our community to speak with one voice as we advocate for policies that support Minnesota's innovation economy at the State Capitol.

Contact Membership Director Ray Hoover for more information at [ray@mntech.org](mailto:ray@mntech.org). Or visit [www.mntech.org/membership/](http://www.mntech.org/membership/)

If you have any questions about how best to use the materials or need some help talking about the program, don't hesitate to contact us.

Please direct your questions and feedback to:

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On behalf of the SciTech team, we thank you again for helping us spread the word about the SciTech Internship Program and wish you joy in your champion journey.

Sincerely,

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Program Director

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Marketing Manager

*Molly Mitchell*

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