



# TASC Endorsed Program Request



## Board of Directors Policy Regarding Endorsements and/or Partnerships

Programs/projects that complement the mission and purpose of student council may be considered by the Board for an endorsement/partnership. Programs or projects interested in forming a partnership with TASC must demonstrate in writing the ways in which the program enhances the work of or provides a resource to student councils. Programs/projects sponsored by member schools are preferred. The Board will approve this type of relationship at the summer board meeting. The board may determine to limit the number of endorsed programs. These relationships benefit TASC member schools directly, either by providing a resource to the council or to individual students. Endorsed programs often exhibit at TASC events and present at TASC events. Benefits to an endorsed program/partner may include access to member schools data for marketing, inclusion in conferences through presentations and reduced exhibit rates, a link on the TASC website, and inclusion in the TASC Resource Guide. Relationships are established by a board vote and are renewed annually. Existing programs must demonstrate participation by and benefit to schools and justify the continuation of the relationship in writing.

|  |   |
|--|---|
| <b>Indicate if this is a new or continuing partnership</b> | Continuing  |
| <b>Name of Organization/Program</b>                        | Youth Transportation Safety Program/Teens in the Driver Seat  |
| <b>Primary Contact Information</b>                         |   |
| <b>Name</b>  | Lisa Minjares-Kyle  |
| <b>Address</b>   | 1100 NW Loop 410, Ste. 605, San Antonio, Texas 78213  |
| <b>Phone Number</b>  | 210-321-1214  |
| <b>Email</b>   | l-minjares@tti.tamu.edu   |
| <b>Website</b>   | t-driver.com Social Media: @teensdriverseat   |
| <b>Secondary Contact Information</b>                       |   |
| <b>Name</b>  | Rubiana L Mares   |
| <b>Address</b>   | 1100 NW Loop 410, Ste. 605, San Antonio, Texas 78213  |
| <b>Phone number</b>  | 210-321-1211  |
| <b>Email</b>   | r-mares@tti.tamu.edu  |
| <b>Mission/Purpose of Organization</b>                     | <p>Teens in the Driver Seat® is the first peer-to-peer program for teens that focuses solely on traffic safety and addresses all major risks for this age group and involves teenagers directly in developing and delivering driving safety messages.</p> <p>The mission of Teens in the Driver Seat® is to raise awareness of the top driving dangers for teens and prevent crashes involving young drivers. The program seeks to save lives and prevent injury among youth through education, empowerment, and peer-led outreach.</p> |

|   |   |
|---|---|
| <p><b>How does your mission align with the goals/purpose of Texas Student Councils? (See About Us tab at <a href="http://www.tasconline.org">www.tasconline.org</a>.)</b></p> | <p>The Teens in the Driver Seat® (TDS) program is a peer-to-peer driving safety program designed by teens for teens. Just like TASC, TDS encourages students to develop leadership skills by serving as program ambassador and creating lifelong positive impact changes in their community.</p> <p>Upon starting the program, the students are placed in the leadership position to design and structure the program to suit their own community. Students are encouraged to work in groups, to effectively customize and conduct the program.</p>   |
| <p><b>Describe in detail the process for TASC member school participation in this program.</b></p>  | <p>To participate in the Teens in the Driver Seat® program TASC members schools should use this process:</p> <p>Step 1: Identify team members and order a Resource Tool Kit</p> <ul style="list-style-type: none"> <li>Once a team has been identified and established, the team will fill out and submit an order form for their free Resource Tool Kit. The items in the toolkit are used to remind students about safe driving.</li> </ul> <p>Step 2: Find out what people know</p> <ul style="list-style-type: none"> <li>It is recommended that schools administer program surveys to their students. This will help to assess the students’ levels of driving risk awareness as well as their driving behavior. A report of the survey findings will be sent to the school after completion.</li> </ul> <p>Step 3: Spread the Safe Driving Message</p> <ul style="list-style-type: none"> <li>Once the students have completed the surveys, the team is ready to start informing and changing the students’ attitudes about driving safety. Teams are encouraged to plan out activities for the year by using the activity guides and resources provided. Teams earn cash prizes after they complete activities and submit the activity/event form.</li> </ul> <p>Step 4: Keep the program going</p> <ul style="list-style-type: none"> <li>We encourage program schools to plan activities throughout the entire school year. Participate in the All-Star Awards program by submitting activities and events conducted at their school or in their community, so that the students are reminded of the TDS safety message. Lastly, it is important that at the end of the school year, students recruit new team leaders to plan for and continue the program for the next school year.</li> </ul> |
| <p><b>What is the benefit of this partnership to the TASC organization as a whole, its member schools or individual advisors/students?</b></p>                                | <p>The Teens in the Driver Seat® program has been instrumental in reducing the number of teen-driver crashes in Texas. In fact, since the program’s introduction, the number of teen drivers involved in fatal crashes has declined more steadily in Texas than in any other state. By a number of different measures, Teens in the Driver Seat® has demonstrated its effectiveness.</p>  |

|  |  |
|--|--|
|  | <p>Through this partnership, TASC is closely affiliated with a growing program by educating teens, their peers, and the community on the risks and dangers associated with car crashes, which are one of the leading causes of injury and death for this age group. Teens help shape the program and are responsible for implementing it and educating their peers and parents; Texas A&amp;M Transportation Institute (TTI) provides the science, guidance, and project resources.</p> <p>The program also helps develop leadership skills among students and facilitates opportunities for them to serve on the statewide Teens in the Drive Seat® Teen Advisory Board (TAB). This TAB involvement has helped many students enhance their leadership skills, get community service credit(s) and bolster their resumes as they work toward goals beyond high school.</p> |
| <p><b>What is the benefit of this partnership to your organization?</b></p>                        | <p>Partnering with TASC has allowed the Teens in the Driver Seat® program to, effectively and efficiently, reach young drivers, passengers, and vulnerable road users, helping to promote a healthier driving safety culture and helping to ensure that capable young leaders are at the forefront of that mission. We look forward to continuing our partnership with TASC so that this trend can continue.</p>   |
| <p><b>Is there a fee for TASC schools to attain resources or participate in the program</b></p>    | <p>No, the Teens in the Driver Seat program is available for all Texas junior high and high schools at no cost.</p>  |
| <p><b>Does participation in this program require student fundraising of any type?</b></p>          | <p>No, participation with the Teens in the Driver Seat program does not require any fundraising to be involved.</p>  |
| <p><b>Is this program available to student councils statewide?</b></p>                             | <p>Yes, the Teens in the Driver Seat program is available to all Texas junior high and high schools.</p>   |
| <p><b>Describe in detail the resources available to TASC schools through this partnership.</b></p> | <p>Every participating school receives a free resource kit with educational-outreach items and activity ideas, to support their action plans. Participating schools in subsequent years receive outreach educational items each year. Furthermore, schools receive access to all available downloads, activity ideas, presentations, How-To guides, and other online resources to help promote the safe driving message at their school.</p> <p>Additionally, virtual and in-person resources are available to schools/students to download free of charge. These resources include:</p> <ul style="list-style-type: none"> <li>○ FREE Teen Driver Safety App</li> <li>○ TDS Pledge</li> </ul>   |

- Youth Transportation Safety Summit
- Facts and statistics about teen transportation safety
- Teen-generated posters and public service announcements
- Video and written testimonials
- Downloadable presentations, posters, and videos
- Activity ideas
- Zero Hero - Distracted Driving, Seat Belt, and Pedestrian Observations
- Opportunities to serve on the Teen Advisory Board
- Annual Driving the Message poster and video contest
- Annual Teens in the Driver Seat® All-Star Awards Program
- Pedestrian & Bike Safety Information
- Big Rig Safety Information
- Passenger Safety Information
- Online Educational Resources
- Traffic Safety Trivia
- Social Media Contests
- Social Media networking sites
  - Facebook
  - Twitter
  - Instagram
  - YouTube

Participating students have an opportunity to apply to be a member of the Teens in the Driver Seat® Teen Advisory Board, the members of which:

- Provide insight on how to engage their peers and sustain their interest in Teens in the Driver Seat® most effectively.
- Assist in organizing program-oriented events and activities.
- Provide feedback, ideas, and opinions on new program materials, safety messages, promotional items, and related elements.
- Participate in meetings.
- Serve as ambassadors and leaders for Teens in the Driver Seat® and the cause of young driver and passenger safety.

**Describe the plan for serving schools across the state of Texas.**

Teens in the Driver Seat® (TDS) continues to help reduce the amount of teen driver fatalities and car crashes on Texas roads. TDS will continue to involve all partners in expanding and supporting the program to reach more schools and teens across Texas. This expanded partnership will benefit participating TASC schools by making available a greater amount of assistance and support in the form of volunteer effort as well as financial sponsorship at the local school level.

|   |   |
|---|---|
| <p><b>Describe your intent to exhibit or present at the TASC Advisors Workshop in September, the TASC Middle Level Conference in November, and the TASC Annual Conference in April. (Presentation topics must be submitted and approved prior to each conference. Endorsed programs are eligible for reduced fees for exhibiting. Forms are available under Exhibitors/Sponsors at <a href="http://www.tasconline.org">www.tasconline.org</a>.)</b></p> | <p>The Teens in the Driver Seat staff is fortunate to have partnered with TASC for many years and appreciates the opportunity to attend all TASC Conferences as an exhibitor and/or a presenter. We value the partnership we have created in the past and look forward to continuing this strong partnership. We always welcome the opportunity to present at workshops to spread our live-saving message and encourage students to stay involved in extracurricular activities, like Student Council.</p>  |
| <p><b><u>Continuing Programs Only:</u> Provide data on the number of TASC schools that participated in this program in the previous year.</b></p>   | <p>Over 200 TASC schools have participated in the Teens in the Driver Seat® program over this previous year.</p>  |
| <p><b><u>Continuing Programs Only:</u> Explain how TASC school/student participation has increased or changed since the partnership began.</b></p>  | <p>Teens in the Driver Seat® is delighted to be a strong partner with TASC over the last several years. Through this partnership, TASC school participation has grown by 25 percent each year since we first started partnering.</p>  |
| <p><b><u>Continuing Programs Only:</u> Describe any <u>new plans</u> for serving schools and student councils across the state of Texas.</b></p>  | <p>Teens in the Driver Seat® (TDS) staff are ready with interactive workshop ideas to share with students at future TASC conferences. The TDS program is always evolving to create new and effective ways to help students learn the five risks and dangers, so they can spread them at their school and throughout their community. The TDS staff members are Certified Peer Program Educators (CPPE), which has given the staff the opportunity to develop leadership skills to provide, create and implement campus programs. Additionally, the TDS staff has created Online Resources for online e-learning and trivia for online e-learning.</p> |
| <p><b><u>Continuing Programs Only:</u> Please share any suggestions you have regarding ways that TASC can add value to this partnership.</b></p>  | <p>Teens in the Driver Seat® (TDS) appreciates the opportunity to continue to partner with TASC. We are fortunate to be a part of this organization and look forward to another successful year.</p>  |

**Thank you for your service to student councils, schools, and student leadership.**