



# 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>	Hi, How Are You Project
<b>Primary Contact Information</b>	
<b>Name</b>	David Lobel (Director of Operations & Events)
<b>Address</b>	PO BOX 49845, Austin, TX 78765
<b>Phone Number</b>	512-785-3783
<b>Email</b>	david@hihowareyou.org
<b>Website</b>	www.hihowareyou.org
<b>Secondary Contact Information</b>	
<b>Name</b>	Adam Cicero (Operations Manager)
<b>Address</b>	PO BOX 49845, Austin, TX 78765
<b>Phone number</b>	985-778-6386
<b>Email</b>	adam@hihowareyou.org
<b>Mission/Purpose of Organization</b>	The <b>Hi, How Are You Project</b> (HHAYP) is an Austin, TX based 501c3 non-profit organization with the mission to remove the stigma around mental health, one conversation at a time. We aim to educate people worldwide about the importance of mental health and well-being while promoting a culture of inclusion.
<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>	All of the TASC's vision, mission, belief, and values statements are amplified when mental health awareness and de-stigmatization is also part of the equation. Community and a strong web of support is successful when mental health conversations and checking in on one another are normalized. We strongly believe that our mission greatly

	helps the TASC and its member affiliates thrive in a very stressful and post pandemic landscape.
<b>Describe in detail the process for TASC member school participation in this program.</b>	TASC members can reach out to the Hi, How Are You Project and we will communicate about the best programs, resources, or creative media that is available, and we will attempt to custom tailor a program to suit their needs – whether it be as basic as sending posters or as elaborate as a workshop, a mental health awareness event, or co-producing a media campaign customized to the school.
<b>What is the benefit of this partnership to the TASC organization as a whole, its member schools or individual advisors/students?</b>	Our resources and programs are highly accessible and can be absorbed easily on the student level, used effectively by advisors, and also transfer to the professional workspace for faculty and staff. Mental health awareness and being comfortable to talk in that space is of massive benefit to the TASC on every level imaginable!
<b>What is the benefit of this partnership to your organization?</b>	As we grow as an organization we continue to move further into the awareness and preventative space for the middle and high school age, which is directly served by the TASC and all its affiliates. We couldn't ask for a more beneficial partnership.
<b>Is there a fee for TASC schools to attain resources or participate in the program</b>	There is no fee, our only ask would be to pay wholesale cost for some of the media (like full size color posters) and shipping charges if applicable. If not, we would do our best to underwrite cover those costs. Please see question below for further explanation.
<b>Does participation in this program require student fundraising of any type?</b>	Generally no – but if the student council wanted to bring a member of the Hi, How Are You Project to speak or give a presentation, we would expect travel costs to be covered plus a reasonable honorarium. For example, one of our board members and resident medical advisor is Dr. Sonia Krishna, who specializes in child and adolescent psychiatry. She is often willing to represent us in this capacity. Additionally, organizations will throw their own “Hi, How Are You” events (music, art, etc) and often net proceeds would be donated to our organization, or we would be offered an honorarium to help produce the event directly.
<b>Is this program available to student councils statewide?</b>	Yes
<b>Describe in detail the resources available to TASC schools through this partnership.</b>	Creative and thoughtful media – including our Happy Habits illustrated set (digital and physical posters), our Peer-to-Peer Support video series, <i>Hi, How Are You Pledge</i> Campaign, ‘Get Involved’ and more. We also have access to mental health experts, and nationally recognized musicians, artists, creatives that could be available for programs. Additionally, we have been partnering with schools to help produce mental health awareness and ‘happy habits’ videos.
<b>Describe the plan for serving schools across the state of Texas.</b>	We would still like some assistance and collaboration with TASC to develop this plan and help increase our footprint state-wide. But on a basic level, we would put together a ‘Greatest Hits’ type package of media and resources that could be serviced directly to each school or student council organization, and then follow up individually from there.

<p>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>.)</p>	<p>Per availability of staff and budget, we would be happy to participate in the workshops and/or conferences.</p>
<p><b><u>Continuing Programs Only:</u></b> Provide data on the number of TASC schools that participated in this program in the previous year.</p>	<p>Roughly 150 would be our best estimate - this is adding up all the schools or programs that we sent resources to (posters or merchandise), used Hi, How Are You Programs in school (such as the Happy Habit-A-Thon), or that we met up with at the TASC Conference.</p>
<p><b><u>Continuing Programs Only:</u></b> Explain how TASC school/student participation has increased or changed since the partnership began.</p>	<p>We have seen a nice uptick in students or faculty reps reaching out for resources or guidance on how to have in-school Hi, How Are You Project events or programs. We have also seen a jump in social media following within that age group and demographic, especially in Texas, which indicates that our messaging is reaching TASC affiliates.</p>
<p><b><u>Continuing Programs Only:</u></b> Describe any <u>new plans</u> for serving schools and student councils across the state of Texas.</p>	<p>In Spring 2023 we collaborated directly with Travis Middle School (McAllen, TX) to write, create, and produce a HAPPY HABITS video series (YouTube playlist <a href="#">HERE</a>). With this pilot series in hand, we hope to encourage other schools to work directly with us on a 2024 version of the HAPPY HABITS. This would also come with custom branding, graphic design, soundtrack, and more - all tailored to the look and feel of the school (like mascot, colors, themes, etc).</p>
<p><b><u>Continuing Programs Only:</u></b> Please share any suggestions you have regarding ways that TASC can add value to this partnership.</p>	<p>It would be great if TASC could provide some more direct connections and introductions to schools or their associated student councils or student council faculty representatives. Especially those that are mission aligned or have expressed interest in the organization.</p>

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