




My Learning Why - Tōku Akoranga, he aha āi

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A bit about what we did...

1. “Call-to-action email” to ACE providers around Ōtautahi.
2. Film a 30 second video (smartphone video quality), sharing the stories of a diverse range of learners (at least 3)



3. Ask questions to help guide learners:

- What is your learning "why"?
- What motivates you to learn?
- Why do you study?
- Why do you turn up to class?

4. Send videos of learners (with their permission) for the Facebook page.



Promoted that learners that upload videos will go in the draw to win an incredible prize!

A “People’s Choice” prize for video with the most likes.

Give a clear date for people to send their videos in time to go in the draw for the prize.



Regular reminders via emails and posts on the Facebook page to encourage participation.

Organised a learner celebration event that included:

- Prize draw
- Showed edited highlights video using some of the entries.



Learnings ...

Get advice or help from technology or social media savvy staff or volunteers.

Start first, so people get inspired!!

Get creative about where you capture the stories of learners.

Promote, share, remind then remind again!

Expect a flurry of video entries near the closing date.



**THINGS
TO
CONSIDER**

