



2017 McDonald's Education Initiative

USHLI STUDENT LEADERSHIP SUMMITS



WHAT IS THE MCDONALD'S EDUCATION INITIATIVE?

McDonald's joined USHLI and CoolSpeak to create this education initiative in an effort to **MOTIVATE** students to pursue higher education; while also increasing awareness of the brand's support of the HACER® Scholarship program and other scholarships available to Latino students.



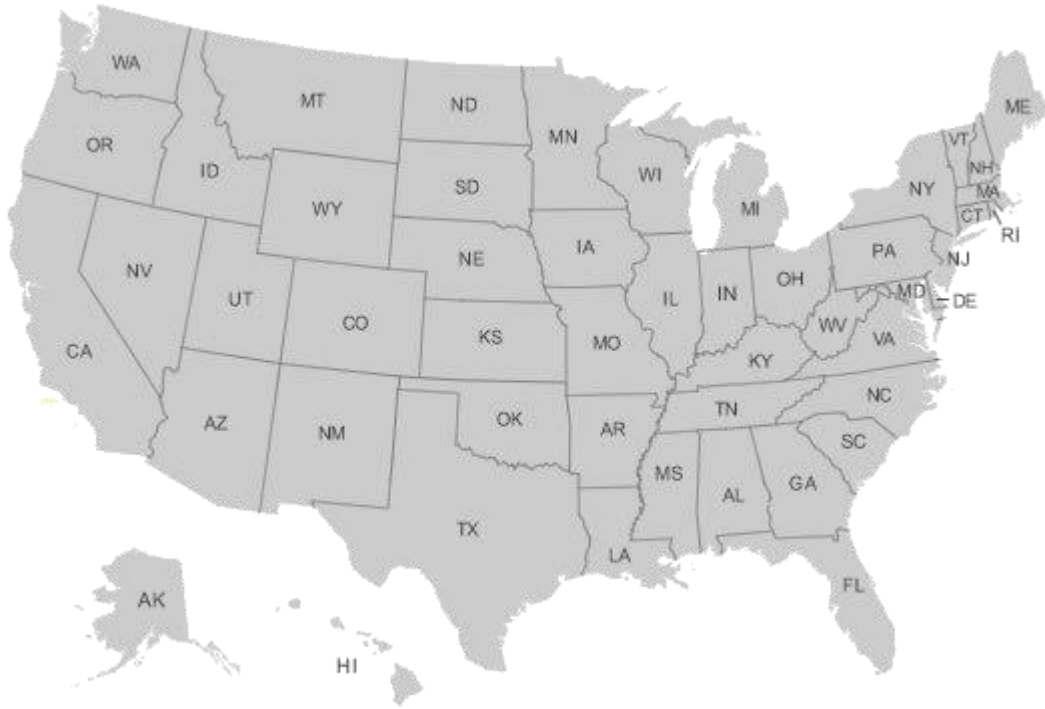
HOW DO WE REACH THE STUDENTS?

Two leading organizations, the United States Hispanic Leadership Institute (USHLI) and motivational speakers from CoolSpeak, come together with McDonald's to host exclusive events at high schools that allow for increased interaction with students, creating

The USHLI Student Leadership Summits *Presented by McDonald's*



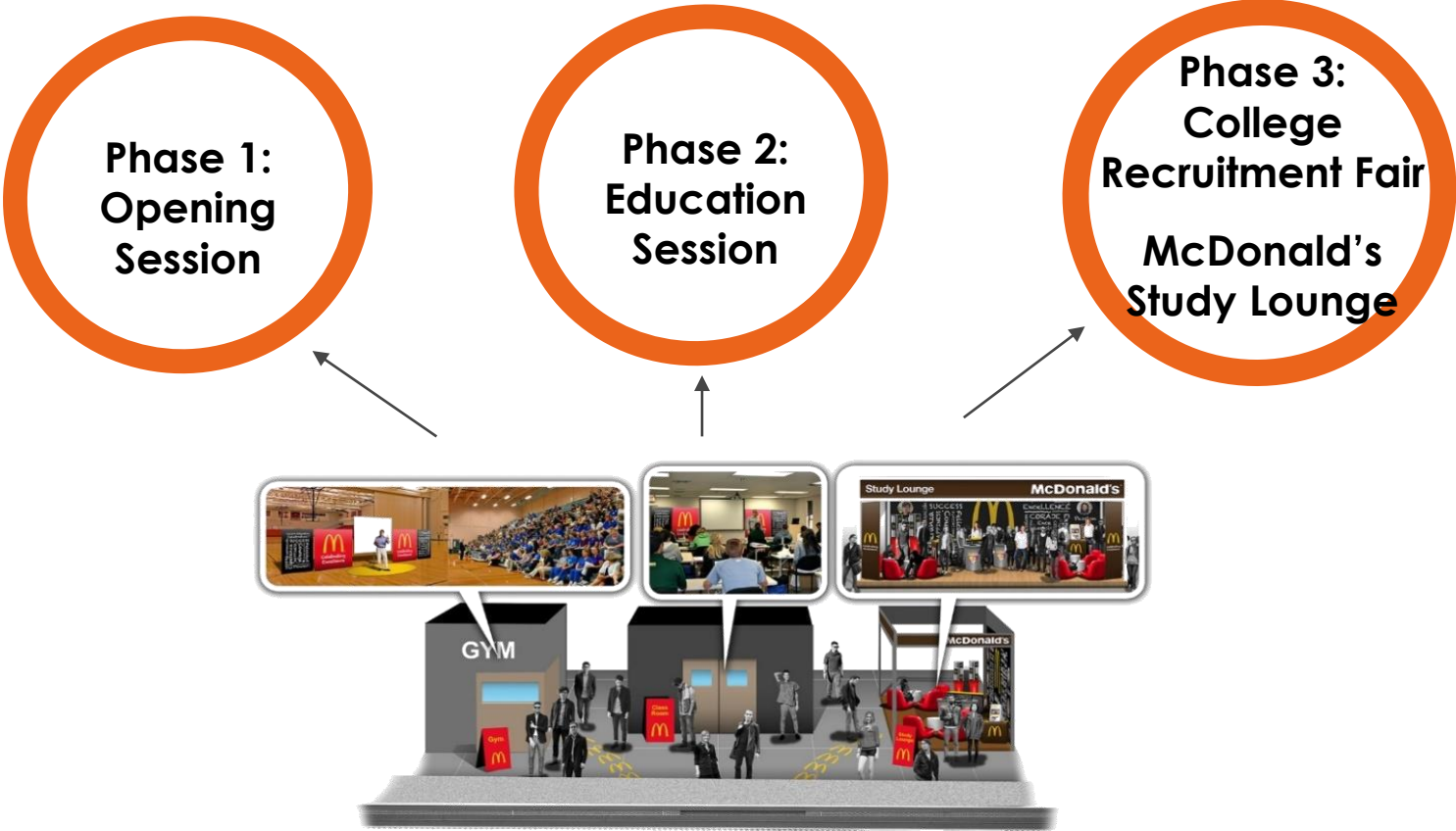
WHERE DO THESE SUMMITS TAKE PLACE?



Market	Date
Miami, FL	Sept. 1 st
New Jersey	Sept. 8 th
Grand Rapids, MI	Sept. 18 th
Chicago, IL	Sept. 20 th
Houston, TX	Sept. 26 th
Dallas, TX	Sept 28 th
Phoenix, AZ	Oct 3 rd
Las Vegas, NV	Oct. 6 th
Los Angeles, CA	Oct. 16 th
Salinas, CA	Oct. 19 th
Atlanta, GA	Nov. 4 th



WHAT DOES THE EVENT FLOW LOOK LIKE?



PHASE 1: OPENING SESSION (45mins)



Event Overview & Flow*

- During this session we ask the school principal and/or school district representative to welcome students to a great day ahead
- Immediately following, we have our partners from USHLI and McDonald's community representatives address the crowd
- CoolSpeak will highlight the session via a motivational and inspirational speech, ending phase 1 on a high note!

Location

- Usually held at the school's auditorium or gymnasium

Who

- All participating grade levels, divided into groups accordingly

**Note: Sound system and screen are required. If not available, we will coordinate a rental*



PHASE 2: EDUCATION SESSION (40-50mins)



Event Overview & Flow

- This session hosted by CoolSpeak is an education-focused workshop dedicated to life and leadership skills development, financial aid and scholarship resources
- HACER scholarship details and application process information will be integrated into the communication, in addition to various scholarships geared to Hispanic students

Location

- Usually held at the school's auditorium or gymnasium

Who

- All participating grade levels, divided into groups accordingly



PHASE 3: COLLEGE RECRUITMENT FAIR (40mins)



Event Overview & Flow

- The College Fair will have a free flow, allowing students to visit the different areas and talk to college recruiters
- The McDonald's area – Study Lounge – will be setup allowing for students to meet the speakers, learn more about scholarships, take a photo with friends, and pick up branded prizes
- Opportunity of sampling McDonald's snacks (i.e. apple slices, water) to be discussed with school directly

40x40 Structure Includes

- HACER Integration
- RMHC Integration
- Photo Opportunity
- Premium Distribution

Location

- Held at the school's gymnasium

Who

- All participating grade levels, divided into groups accordingly



SAMPLE SCHEDULES FOR TWO GROUPS*

Sample Schedule #1

Total of (2) Groups

8:00am	Opening Session - Group I & II <i>(all selected grade levels)</i>
9:00am	Group I stays in the auditorium to participate in the Education Session Group II visits the Study Lounge and college fair
9:45am	Group I & Group II switch
10:30am	Program Ends

Sample Schedule #2

Total of (2) Groups

8:00am	Opening Session - Group I & II
8:40am	Education Session - Group I & II
10:05am	Group I (i.e. Freshman & Sophomores) visits the Study Lounge and college fair <i>Group II back to class</i>
10:40am	Group II (i.e. Juniors & Seniors) visits the Study Lounge and college fair
11:10am	Program Ends

*Note: Schedules are not limited to the ones shown here



SAMPLE SCHEDULES FOR FOUR GROUPS*

Sample Schedule #3

Total of (4) Groups

8:00am	Opening Session - Group I & II
9:00am	Group I stays in the auditorium to participate in the Education Session Group II visits the Study Lounge and college fair
9:45am	Group I & Group II switch
10:30am	Opening Session – Groups III & IV
11:30am	Group III stays in the auditorium to participate in the Education Session Group IV visits the Study Lounge and college fair
12:15am	Group III & Group IV switch
1:00pm	Program ends

Sample Schedule #4

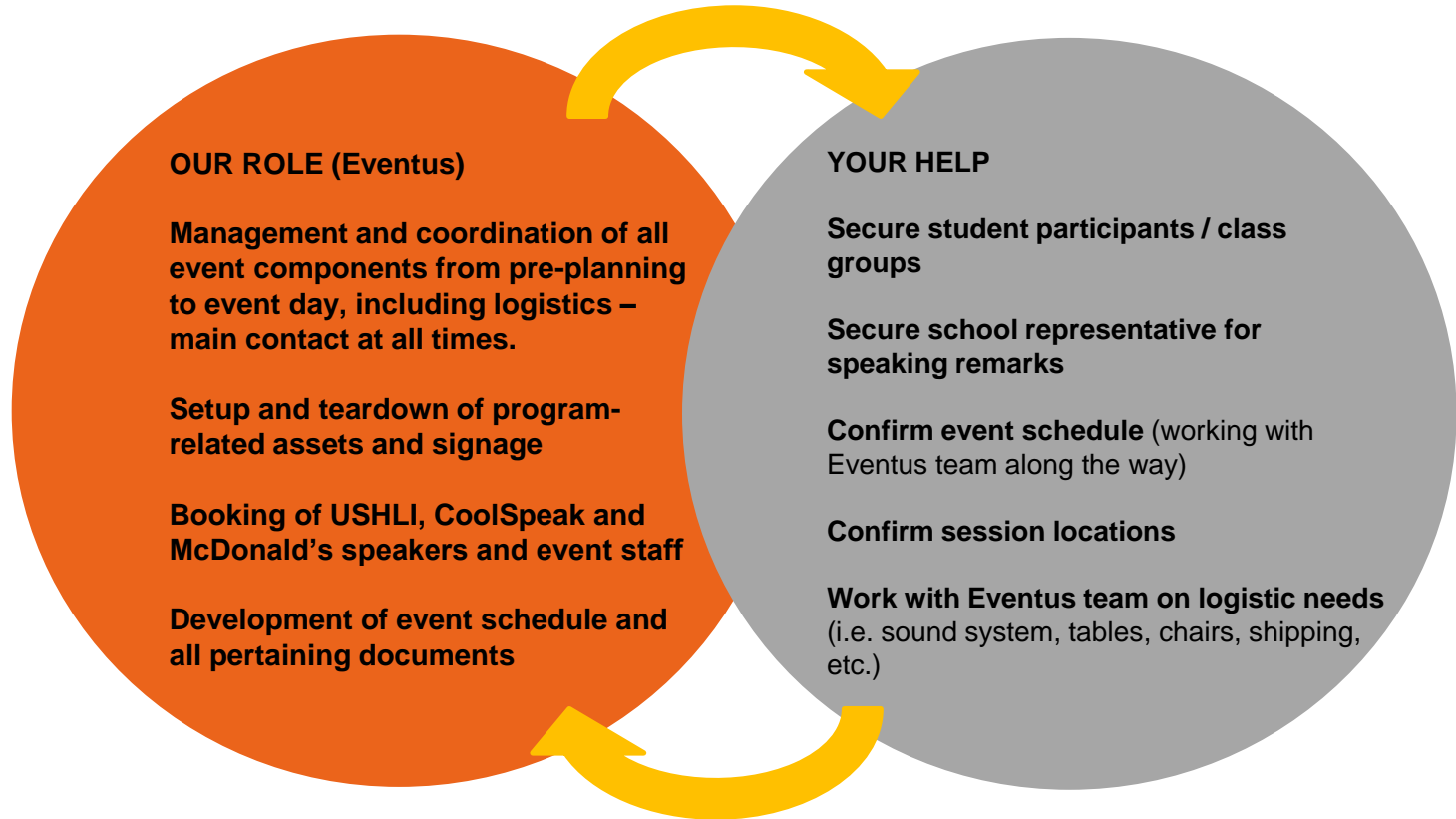
Total of (4) Groups

8:30am	Opening & Education Session - Group I
10:00am	Opening & Education Session - Group II
11:30am	Study Lounge & College Fair visit – All groups
12:30pm	Opening & Education Session - Group III
2:00pm	Opening & Education Session - Group IV
3:30pm	Program ends

**Note: Schedules are not limited to the ones shown here*



HOW DO WE WORK TOGETHER?





THANK YOU!

¡GRACIAS!