



STATE OF MICHIGAN
DEPARTMENT OF EDUCATION
LANSING

RICK SNYDER
GOVERNOR

MICHAEL P. FLANAGAN
STATE SUPERINTENDENT

November 7, 2013

MEMORANDUM

TO: Local and Intermediate School District Superintendents
Public School Academy Directors
Non Public School Directors

FROM: Mike Flanagan, State Superintendent 

SUBJECT: Superintendent's Dropout Challenge Video Contest

The Michigan Department of Education (MDE) would like to announce its **2013-2014 Superintendent's Dropout Challenge Video Contest**, sponsored by the Superintendent's Dropout Challenge committee. The intent of the project is to create a video that can be shared with schools, districts, and communities to raise awareness of dropout and dropout prevention methods. Videos should highlight early warning signs (attendance, behavior, course proficiency), and/or student/school/community enthusiasm towards school completion and graduation.

The videos should be three to five minutes long. There are three contest categories: upper elementary (3-5), middle (6-8), and high school (9-12). Teams need to register online at <https://www.surveymonkey.com/s/docvc13> by January 31, 2014 to show interest.

Video submissions must include school name, team contact, and contest category. Entries can be submitted either online (Vimeo, Youtube, etc.) and email the link of the posted videos to mdedropoutchallenge@michigan.gov, or by DVD by **February 22, 2014**. DVD entries must be postmarked one week earlier, by **February 15, 2014** to allow for shipping time and sent to the following address:

**Dropout Video Challenge
c/o Ann-Marie Smith
Office of Education Improvement & Innovation
Michigan Department of Education
608 W. Allegan St.
Lansing, Michigan 48933**

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MDE representatives will judge videos based on the following three categories: content, creativity and use of technology, videography/production. Winners will be notified in May of 2014. The top 10 videos may also be highlighted on the Dropout Challenge website at www.michigan.gov/dropoutchallenge. Prizes will be awarded to selected videos.

The MDE highly encourages contest participants to register as a Dropout Challenge School if not already registered.

Schools can sign up here: <http://tinyurl.com/dropoutsignup>.
Download the flyer here: <http://tinyurl.com/kp8mm2y>.

Added Resources for Schools:

IES Dropout Prevention Practice Guide (<http://tinyurl.com/IESguide>)

For more information, please contact Ann-Marie Smith at 517-335-2775 or by email at smitha24@michigan.gov.

cc: Michigan Education Alliance