



Shine On!

Shine True, Strong You

2021 Annual Report



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Director's Message

In 2021, we have once again found ourselves in the midst of fighting for normalcy. No stranger to challenges, the Shine On! committee again figured out how to adapt. We couldn't talk about the importance of character if we didn't apply it ourselves!

By being adaptable and optimistic, we secured a national opportunity with NASA that even they had never experienced. We proposed a virtual conference for Pre-K to 8th-grade students throughout New York State to encourage kids to enter STEM fields by showing students how character strengths can help them reach the stars. In our conference entitled, "Look to the Stars: #CharacterCountdown," we reached almost 6,250 children in 350 classrooms throughout the state in a three-week program that consisted of workshops and resources about STEM and character development. The highlight was a once-in-a-lifetime opportunity to ask questions of two astronauts on the International Space Station during a live downlink.

Shine On! women don't give up over something like a pandemic getting in our way. They figure it out. They adapt. They find new ways to be successful, and I am so proud of them. This NASA downlink and accompanying virtual conference with almost 30 workshops was the largest event I've ever organized, and the 2021 committee of students did the job of professionals. This event spread the word of Shine On! across the state, country and even out of this world!

From there, we started the new year fresh, excited that schools would be open and life would return. Sadly, our Education Outreach program found itself virtual again as we began planning for a smaller overnight conference for spring 2022 with social distancing requirements. However, this allowed time to more fully develop our Shine On! In-A-Box initiative, which is on the cusp of being trialed with 100 teachers in the next couple of months.

If nothing else, this additional year of the pandemic has taught us to adapt, persevere and thrive in the face of adversity. While we may all need to acknowledge what we've lost, Shine On! women know we can't wallow in "what should have been." My Nana used to say, "shake the crumbs off young lady because the work still needs to get done and just who do you think is going to do it?" We are forever grateful for the continued support from our sponsors and those who've allowed us to continue doing our work.

With grit and gratitude,
Colleen

About Us

Shine On! is an organization of SUNY Plattsburgh women dedicated to raising resilient, confident girls by focusing on media literacy, communication skills and character strengths. This will better equip girls to live successful lives by resisting negative societal pressures.



Shine On! has four components:



Our free annual overnight conference for elementary school girls.



Our Education Outreach program, available to schools throughout Northern New York.



Our parent workshop series entitled "Raising Resilient Girls."



Our Shine On! In-A-Box program, which delivers ready-to-teach content directly to elementary school teachers.

Community impact over the last 13 years

12

Education Outreach
Schools in Clinton, Essex
and Warren counties

99

Community volunteers
workshops

620

SUNY college women
mentors

Our curriculum is designed to decrease participation in negative behaviors by engaging with young girls before they reach middle school. We're not looking to fix statistics; we're aiming to prevent them.

9,000

Elementary School
Students

4

Shine On! scholarships

21

Fantastic sponsors

2021 Conference



Our conference was far different than previous years; however, that did not stop Shine On! from putting on their biggest conference yet.

Elementary and middle school students across New York state had the opportunity to develop a love of STEM. The highlight was an in-flight educational downlink with astronauts on the International Space Station.

Teachers were sandwiched between pre- and post-conference programming, teaching children that STEM can be hard, but with grit, they can succeed.

36

NYS School Districts

350

**Participating
Classrooms**

6,250+

Amazing Students

2021 Presenter Workshops

Communicating Science: Explaining Lifesaving Information to the Public

Presenter: Caitlin Napoleoni, WPTZ
meteorologist

Neuroscience of Space Exploration

Presenter: Dr. Jennifer Bremser,
Associate Professor of Psychology
at SUNY Plattsburgh at
Queensbury Branch Campus

To Infinity and Beyond

Presenter: Elizabeth Pearl, Pearl
Physical Therapy

Thinking like a physicist

Presenter: Josh LaBounty, Graduate
student at Washington State

34

Optimistic Presenters



These are just some of
the great presenters
and workshops that
were apart of our Look
to the Stars conference.

Click to view [Pre-
conference resources](#).

Click to view [post-
conference resources](#).

Shine On! In-A-Box

The Shine On! In-A-Box program sends Shine On! to local third to fifth grade teachers for use in their classrooms to teach them the foundation of Shine On!

The three lesson modules are as follows:

- 1) Shine True, Strong You (character)
- 2) BeYOUtiful (social media)
- 3) Communication Skills

Included in these boxes are all materials, lessons plans and everything needed to open the box and start teaching. Each lesson is aligned to meet the new New York State standards for social, emotional learning to make it simpler for overworked teachers.



9

Interactive Lessons

3

Lesson Modules

30-45 minutes

Lesson Times

Shine On! Sunny Buddy

The Shine On! Sunny Buddy program works with third to sixth grade boys and girls to teach communication skills, media & marketing literacy and character strengths through interactive lessons.

Some of the lessons are as follows:



The power of influencers along with do's and don'ts of social media.



Identifying bullying and knowing the difference between tattling and helping.



Understanding character strengths using scenarios.



7

**Weeks of virtual
group mentorship**

1

Hour Zoom meetings

23

**Enthusiastic
students**

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