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OUR WORLD

PROJECT PLAYBOOK

CREATED IN PARTNERSHIP WITH

Aspen 
CHALLENGE



Welcome to Nickelodeon Our World Playbook —an opportunity for young people to design impact projects to some of the most pressing issues their communities face.

Your goal is to work with your classroom or after school program (team) to identify an opportunity for change in your community by designing a project that will both be fun for your young people to create and make an impact. Throughout the Nickelodeon Our World Project, your team will work together to design an original project and implement their ideas in their chosen community. This project should be on a topic that your young people are passionate about, give them a chance to work collaboratively as a team, and inspire pride in their ability to create real change in their communities.

At a time when the world is facing some of its biggest challenges, we want to give young people a voice and the agency to play a significant role in problem-solving. The Nickelodeon Our World Project will allow young people to hone their skills in seven key leadership outcomes: agency, leadership efficacy, social perspective-taking, collaboration, resilience, social generativity, and navigating pathways (see page 4 for definitions).

The Nickelodeon Our World Project is designed for young people to be creative and see the hard work of their project come to life. By the end of the project, they will have seen their project start from an idea and culminate in an impactful, living, breathing community solution. This Playbook is a valuable resource that will help you support and guide your team through the process, step by step. The most important thing to remember is to have fun and to not be afraid of letting your young people lead the way to sustainable community change.

Created in partnership with Aspen Challenge, a program of the Aspen Institute. Aspen Challenge provides inspiration, tools, and a platform for young people to design and implement solutions to some of the most critical issues humanity faces. Since its inception in 2013, Aspen Challenge has partnered with school districts in Los Angeles, Denver, Chicago, Washington DC, Philadelphia, Dallas, Louisville, Miami, New Orleans, and Brooklyn. For more information, please visit [aspenchallenge.org](https://www.aspenchallenge.org).

GUIDING QUESTIONS

Here are guiding principles that will help to ensure your team's project is able to come to life:

• PROJECT IMPACT

- » How will your team know their community change project's key issues successfully impacted their community?
- » What will your team's community know or do differently once the team has implemented their community change project?

• COMMUNITY ENGAGEMENT

- » How will your team integrate their chosen community?
- » What kinds of meaningful opportunities will their community have to get involved?
- » How will their community benefit from their community change project?

• CREATIVITY AND ORIGINALITY

- » How will your team's community change project meet a need that is not already being addressed in their community?

• FEASIBILITY

- » How will your team successfully launch their project in the community?

• TEAMWORK

- » How will your team clearly identify and assign roles and responsibilities to each member to ensure that everyone has a part to play in the project's creation?
- » How will team members collaborate effectively with each other and with peers outside of the team?

If you work to answer each one of these questions carefully, you will be on your way to creating an impactful and effective community change project—both for the individuals on your team and for their community at large.



LEADERSHIP OUTCOMES

At the completion of the Nickelodeon Community Change Project, your team will have had the opportunity to engage and strengthen their skills in the following areas:

1. **Agency:** The ability to create and work toward a goal.
2. **Leadership Efficacy:** Belief in the likelihood of success when you take the lead.
3. **Social Perspective-Taking:** The ability to take another person's point of view and accurately infer their thoughts and feelings.
4. **Collaboration:** The desire and ability to work effectively with others in the group processes.
5. **Resilience:** The ability to persist amid adversity and positively cope with stress.
6. **Social Generativity:** Concern for future generations, as well as engagement in current actions to advance the future of the community.
7. **Navigating Pathways:** The ability to envision multiple pathways to achieve a goal.

ADDITIONAL TIPS FOR SUCCESS

- **Teamwork:** Every member of the team plays an important role. When a team identifies its core values, sets guidelines for decision-making, and delegates tasks, that team truly collaborates and maximizes its diverse perspectives and skills.
- **Values-Based Learning:** Remember to apply the team's values that you will establish together during Step 1. Lead by example with hard work, openness, a positive attitude, trust, and fairness.





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THE PLAY BOOK



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OURWORLD

STEP 1: WHAT MAKES A GOOD TEAM?

Timeline Suggestion: 2-3 days

Overview: Your team will interview each other to find common ground and discover what matters most to them as a group.

Details: Encourage your team to use this step to think deeply about what's important to them. Have them listen to each other and make connections to build trust and unity.

(Note: You may recognize these activities if you are familiar with [Responsive Classroom](#) practices and principles.)

TEAMMATE INTERVIEWS

Identifying shared values and finding common ground are essential for building a cohesive and collaborative team. Before diving into creating a team agreement for working together, give your team the opportunity to get to know each other better with teammate interviews.

There are many different ways to lead this kind of work. Here are a couple of structures that might be helpful to you/fun for your team as they complete this important relationship building:

1. [Concentric circles](#)
2. [Speed dating](#)



Suggested interview questions:

The Warm Up

1. What's your favorite food? Why?

2. What's your favorite class? Why?

3. What do you enjoy doing in your free time?

Let's Go Deeper

1. What is one thing people would find surprising to learn about you?

2. Who do you admire and why?

3. How do you like to learn? (Reading, watching, discussing, creating, etc.)

4. Name three things you are passionate about.

5. What is a problem you see in your classroom, neighborhood, or community that you wish you could solve?

6. Why is this problem important to you?

7. If there were four people who you would want to help you with your community change project, who would they be?

8. How could you encourage these people to join you in participating in your project? How can you make it fun to work together?

When your team has completed the interviews, consider debriefing the activity by asking them why you had them do the activity, what they liked about it, etc.

YOUR TEAM AGREEMENT

Before starting your community change project, your team needs to come up with a plan for how they will work together. This exercise will help determine how your team will make decisions, handle disagreements, and establish values that will unify them.

Follow these two steps to build your team agreement:

1. Facilitate a discussion about the purpose of this agreement. Questions you might use to guide your discussion include:
 - a. Why might we need an agreement for how to work together?
 - b. How can we make sure that the agreement feels fair to everybody on our team?
 - c. What if we change our minds about one of the rules/norms in our agreement down the line? What should we do?
2. Once your team has established why creating a team agreement makes sense, use the questions below to guide the creation of your team charter.
 - a. What are our team's most important values? Some examples of values include thoughtful listening, honesty, kindness, and compassion.
 - b. How will our team make decisions that ensure all voices are heard? Will decisions be made by consensus? By voting?
 - c. How will our team resolve disagreements?
 - d. What will our team do when faced with a problem or roadblock?

Once your team finalizes their agreement, post it in your classroom/space so that teammates may reference it throughout your community change project. Here is a suggested template:

OUR TEAM AGREEMENT

OUR VALUES:

HOW WE MAKE DECISIONS:

HOW WE RESOLVE DISAGREEMENTS:

HOW WE OVERCOME OBSTACLES:

GAMIFY: HOW MANY POINTS DID YOUR TEAM EARN DURING STEP 1?

- +2 — You learned something new about yourself or a member of your team.
- +5 — Your team has created their Team Agreement.
- +3 — Your Team Agreement is posted in your classroom/space for all to reference throughout the creation of your community change project.

POINTS FOR STEP 1: _____

Total possible points: 10

STEP 2: WHO IS IN MY COMMUNITY?

Timeline Suggestion: 2-3 days

Overview: Now that your team has united behind shared values and a team agreement, it's time to talk to community members about what matters most to them. Through these community interviews, your team will gain inspiration for their community change project and begin to consider how they might engage others as they begin their work.

Details: Use this step to encourage your team to listen and make connections with those around them who could potentially help with—and benefit from—their project.

DEFINING COMMUNITY

Before your team heads out to interview community members, it's important that they have a shared definition of community.

For the purposes of this project, 'community' is defined as a group of people who live in/work in/go to school in the same place or who have something important in common. Here are some examples of communities:

- The neighborhood where they live
- Their school
- Their city/town/borough/ward
- Everybody in their grade at school

[Here's a great video](#) that clearly defines and explains "community."

Consider leading an activity or two to help your team understand what community means and which communities they belong to. Here are some ideas:

- Facilitate a discussion where teammates share what they think community means before giving them the definition.
- Have teammates reflect on which communities they belong to and invite them to list/draw their communities to share with each other.
- Have teammates research a specific community (their neighborhood or your school, for example) and share what they've learned with each other.
 - » [Here's some guidance](#) on how you might facilitate this work.

Once your team has a clear understanding of community, invite them to identify community members they'd like to interview as they begin to brainstorm potential topic areas for their community service project.

COMMUNITY INTERVIEWS

Bringing people together who have different perspectives is powerful. It ensures that good ideas do not go untapped, and that your team will learn from—and work together with—those around them.

Understanding what's important to your team and their intended community will help define how best to create and implement their community change project. Encourage your team to interview three to four people—both inside your school/organization and out. At the beginning of Step 3, you will summarize what your team has learned about the needs of their community to help design the community change project they plan to launch.

SUGGESTED INTERVIEW QUESTIONS TO ASK YOUR COMMUNITY MEMBERS

The Warm Up

How long have you been a part of this community?

What do you like about our community?

Let's Go Deeper

What is a problem you see in our community that you wish you could solve?

Why is this problem important to you?

What are some things you think might help solve this problem?

Have your team share what they learned from their community members. This could be done as a whole-team discussion, as short presentations, as a 'gallery walk' where teammates could view others' interview responses, etc.

GAMIFY: HOW MANY POINTS DID YOUR TEAM EARN DURING STEP 2?

+5 — Your team has defined what community means to them.

+5 — Your team has interviewed at least three members of their community.

POINTS FOR STEP 2: _____

Total possible points: 10

STEP 3: DECIDE YOUR COMMUNITY CHANGE PROJECT TOPIC AREA

Timeline Suggestion: One Week

Overview: Now is the time for your team to distill what they learned during the interviews conducted in Step 1 and 2 to come up with topic areas from which they will create their community change project. Take into consideration both the passions of your team as well as the needs of their community to identify specific themes that will both be fun and impactful for your team to design their community change project around.

Details: Your team should come up with five themes they can choose from to create their community change project. At the end of the step, they should agree upon one theme that will act as the topic area for which they will design their project.

Possible Topic Areas:

- Mental health
- Food insecurity
- Healthy living
- Poverty alleviation
- School bullying
- Community clean up
- Anti-racism
- Access to play spaces
- Extracurricular educational activities

ACTIVITY SUGGESTION: CHALK TALK

As your team begins to narrow topic areas down to the one where they would like to focus their community change project, consider facilitating a [chalk talk](#). Write each possible topic area and a short definition on individual pieces of chart paper, then post the topics around your classroom/space. Have teammates silently circulate the room to comment on each topic in writing.

Possible prompts they could respond to as they circulate:

- What about this topic interests you/makes you excited?
- What are some problems within this topic that you wish you could solve?
- Is this a topic you think our team could/should focus our community change project on? Why or why not?

However you choose to guide your team to narrow their focus (chalk talk, discussion, debate, etc.), come together as a team to pick the topic you plan to address with your community change project by doing the following:

1. List the most popular topic areas that came up from your team's interviews with each other.
2. List the most popular topic areas that your team can identify from interviewing community members.

3. Now put them together: What are the topic areas that overlap from what they are passionate about and from what they heard from their community?
4. From the overlapping topic areas, choose the one area that is most exciting for the team to design their community change project around.

Here's an Idea...

Once your team has selected the topic around which they will create their community change project, invite a professional from your community who works in that field to talk with the team about the issue and ways in which they can tackle the problem. This will help them see real-world examples of how the issue is relevant in their community and how they can play a role in its solution.

GAMIFY: HOW MANY POINTS DID YOUR TEAM EARN DURING STEP 3?

- +3 — Your team identified five topic areas they are passionate about.
- +3 — Your team identified five topics areas that their community is passionate about.
- +4 — Your team identified overlapping topic areas that are important to both them and their community.
- +10 — Your team decided on one topic area that they plan to create their community change project around.

POINTS FOR STEP 3: _____

Total possible points: 20



THE MOST POPULAR TOPIC AREAS FROM TEAM INTERVIEWS:

THE MOST POPULAR TOPIC AREAS FROM COMMUNITY INTERVIEWS:

THE TOPIC AREAS FROM THE TEAM AND COMMUNITY THAT OVERLAP:

THE MOST EXCITING TOPIC AREA FROM THE LIST THAT OVERLAPS:

STEP 4: DESIGN YOUR SOLUTION

Suggested Timeline: Two Weeks

Overview: Now is the time for your team to design their community change project around the theme they have selected.

Details: Throughout this Step, they will finalize the topic area in which their community change project falls, outline their goals for the project, create a plan for implementation, and strategize about ways in which they will to get their community involved.

TOPIC AREA

What is the topic area your team plans to solve?

DETERMINE YOUR TEAMS GOALS AND MILESTONES

Your team's goal is the impact they want to achieve. What will be changed or different because of their solution? Their milestones help them measure their progress toward their goal. What action will your team put into the community to create change? Using the SMART method, define your team's goal and milestones.

SMART= Specific – Measurable – Actionable – Realistic – Time-bound

Here is an example of a goal: We want to improve school comradery through inter-grade reading groups. Here is an example of the same goal, but SMART:

We will increase the number of positive inter-grade connections between our class and the second graders in our school through a lunch time reading group that meets two times per week for the remainder of the school year.



SPECIFIC	Our class and second graders
MEASURABLE	Increase the number of positive inter-grade connections
ACTIONABLE	Lunch time reading group
REALISTIC	Two times per week
TIME-BOUND	Remainder of the school year

Now, what is the goal of your team's solution? Let's make it SMART.



SPECIFIC
(WHO WILL BENEFIT?)

MEASURABLE
(WHAT WILL THE IMPACT BE?)

ACTIONABLE
(WHAT IS THE ACTIVITY YOUR TEAM WILL DO TO
IMPLEMENT YOUR SOLUTION?)

REALISTIC
(WHAT MAKES YOUR GOAL POSSIBLE TO ACHIEVE?)

TIME-BOUND
(WHAT IS YOUR GOAL'S DEADLINE?)

PUT YOUR TEAM'S SMART GOAL INTO ONE SENTENCE BELOW:

WORKING TOGETHER

Organizing your team into working groups will help ensure all teammates feel valued and are playing a role in the success of their community change project. Spend some time brainstorming with your team different committees that are relevant to launching their project.

What committees do the individuals on your team want to be on in order to bring your community change project to life? Some committee examples are:

- Public speaking
- Art materials
- Event preparation
- Community outreach
- Other committees your team would like to create?

Once you establish your committees, have your team choose to join the committees that align with their interests/strengths.

THE WORK PLAN

Now that your team has done the hard work of thinking about your team's topic and community change project design, it's time to put it all together in an outline to create a Work Plan.

1. **Topic Theme:** What topic/theme/issue will your team address?

2. **Goal and Milestones:** What is your team's SMART goal? What does your team want to accomplish with their community change project?

3. **Committees:** What are the committees that will be needed to launch your team's community change project and who will play a role to ensure the success of each?

4. **Community Engagement:** How will your team encourage your community to participate in your project?

5. **Project Success:** How will you and your team be able to tell that the project is successful?

GAMIFY: HOW MANY POINTS DID YOUR TEAM EARN DURING STEP 4?

- +4 — Your team officially decided on the topic area in which their community change project will solve.
- +6 — Your team identified their goal and made it SMART.
- +5 — Your team created committees to ensure every team member will play a role in the success of their community change project.
- +10 — Your team put it all together in a Work Plan.

POINTS FOR STEP 4: _____

Total possible points: 25

STEP 5: GIVE YOUR SOLUTION A VOICE

Suggested Timeline: One Week

Objectives: Develop your solution's creative identity

Details: Now that your team has selected a challenge and planned their community change project, it's time to get crafty! In this Step, your team will come up with a team name and create materials that will introduce your community to the project.

4 M'S OF SUCCESSFUL COMMUNICATIONS

Communications include anything you say, write, or show people about your community change project or cause. Below is a framework to help your team discover who they are trying to reach and how they plan to reach them.

1. **Market: Who do you want to reach?**

a. What is the age of the community you are trying to reach with your project?

b. Where do these people hang out? Knowing this will be helpful when you want to put fliers up and get the word out about your project.

2. **Messages: What do you want to say?**

a. What kind of information will let your community know how to get involved?

b. Will you be hosting an event? Make sure to clearly state when, where, who is invited, and what to expect at the gathering.

3. **Messenger: Who will persuasively communicate your message?**

- a. Is there a member of your team who enjoys talking in front of a group? Put that person/people on it to get the word out to friends, family, and your community!

- b. What other adults can help you spread the word of your project? Teachers? Principals? Guardians? Siblings?

4. **Medium: What tools and channels will you use to promote your message?**

- a. Does your school have morning announcements?

- b. What local businesses may be willing to advertise your project?

CREATE YOUR SOLUTION IDENTITY

Support your team in developing a name and logo to build awareness and support for their community change project. Use this time to get the team's creative juices flowing and allow them to draw both a team logo and fliers that can be put up around school/organization and their community which will invite folks to the activities their solution will create. Remind them that their team's logo and fliers should reflect the goals of their community change project! Encourage them to make it both fun and compelling to help their audience remember them!

Consider having all teammates draft a logo by participating in this ["personal logo" lesson](#). Your artwork committee can lead their team in narrowing things down to one logo to represent their change project.

PUT IT ALL TOGETHER!

What is your team's name?

Draw the logo

Draw a flier

Who in the community do you want to reach?

- _____
- _____
- _____
- _____
- _____

Where will you put out your fliers and other materials to reach that community?

Who on your team and beyond will get the word out? How?

PLAY IT SAFE

Meeting new people and telling them about the exciting work your team is doing in creating their community change project is exhilarating—but we want to make sure we're doing it safely. When your team is meeting with people outside of the team, always make sure they have one buddy (teammate) and one adult present. When posting online, ensure they have an adult next to them making sure the website is safe and what they are posting is relevant and beneficial to getting your team's community change project off the ground.

GAMIFY: HOW MANY POINTS DID YOUR TEAM EARN DURING STEP 5?

- +2 — Your team decided on their name.
- +5 — Your team drew a logo.
- +5 — Your team drew fliers for outreach.
- +2 — Your team identified who you are trying to reach with their community change project.
- +2 — Your team identified who will get the word out about the community change project.
- +2 — Your team identified at least two ways in which their community will find out about their community change project.
- +2 — Your team decided on who will put up their fliers—and where.

POINTS FOR STEP 5: _____

Total possible points: 20

STEP 6: IMPLEMENT YOUR COMMUNITY CHANGE PROJECT

Suggested Timeline: Three+ Weeks

Overview: Implement your team's community change project, learn, and adapt.

Details: Now for the fun part! Let's launch the community change project! In this Step, your team will reflect on their Work Plan and get it into motion. Don't forget to help them to get the word out to the community about how they can be involved!

IMPLEMENT YOUR PROJECT

Now that your team knows what they want to accomplish and has a plan for community outreach, it's time to launch their solution! Use the Work Plan that your team created in Step 3 to carry out the tasks necessary to accomplish their SMART goal. Things to encourage your team to think about when launching their community change project:

What do they need to get ready for your event(s)?

Who will take ownership of each task to make sure they have everything you need for a successful launch?

Does their community know when, where, and how to show up?



OUTLINE COMMUNITY CHANGE PROJECT LAUNCH

Who is invited to the community change project launch?

What will they be doing at the community change project launch?

Where will they be meeting for the community change project launch?

Why will they want to join the community change project launch?

When is the community change project launch?

COMMUNITY CHANGE PROJECT LAUNCH

Today is the day! Make sure to take lots of pictures of the activities your team has planned to engage their community!

DON'T FORGET- SAFETY FIRST!

Make sure each member of your team has at least one buddy and one adult with them at all times when they are headed out into their community during the launch of their community change project.

GAMIFY: HOW MANY POINTS DID YOUR TEAM EARN DURING STEP 6?

- +10 — Your team identified roles and responsibilities for your team to be ready for a successful launch of your community change project.
- +10 — Your community knows when, where, and how to show up for your team's community change project launch.
- +20 — Your team launched their community change project!

POINTS FOR STEP 6: _____

Total possible points: 40

STEP 7: REFLECT AND GROW

Timeline Suggestion: One Day

Overview: Pause to reflect on your team's journey and all their successes and learnings.

Details: Now that your team has successfully launched their community change project, it's time to celebrate! Use this time to discuss as a group what members of your team learned as individuals and as a collective.

REFLECTION MEETING

This time allows an opportunity for your team to reflect on all that they learned and accomplished throughout the creation of their community change project. They may have formed new values, exercised new skills, identified areas where they want to grow, and learned what it means to work hard as a team. The questions below will serve as a guide for a reflection conversation you can have with your young people.

1. How are you feeling now that you have completed your community change project?
2. What are you the proudest of?
3. If you were to design a community change project again, is there anything you would do differently?
4. What was the hardest part of creating and launching your community change project?
5. How did your team work together to overcome these challenges?
6. What is one thing you learned about yourself while completing your community change project?
7. What is one thing you learned about a member of your team while completing your community change project?
8. Would you want to do a project like this again? Why?

Here are some possible ways to structure your conversation in addition to whole-group discussion:

- [Think-pair-share](#)
- [Concentric circles again](#) (see Step 1)
- [Silent discussion](#)

BONUS ACTIVITY: SHOW OFF YOUR TEAM'S SUCCESSSES

You did it! Your team designed and launched a project that had a great impact on their community. Keep the celebrations going by having them present what they accomplished to their school, another class, an after school organization, or a community group. Showcase photos of your team's project launch and have them tell the audience about their project, what impact it had, and what they learned. It's a great way to continue to grow their confidence when speaking in front of an audience and to relish in the pride they have for successfully completing their community change project.

GAMIFY: HOW MANY POINTS DID YOUR TEAM EARN DURING STEP 7?

- +4 — Your team identified areas that they worked together to solve challenges while creating their community change project.
- +3 — Your team learned something about themselves throughout the process of creating their community change project.
- +3 — Your team learned something about their teammates throughout the process of creating their community change project.
- +5 — Your team is proud of themselves for the hard work they put into creating their community change project.

Bonus points: +10 — Your team presented their project and learnings to an audience outside of their team.

POINTS FOR STEP 7: _____

Total possible points: 25

ADD UP YOUR TEAM'S POINTS FOR A FINAL SCORE!

Step 1 Points Earned: _____ out of 10 points

Step 2 Points Earned: _____ out of 10 points

Step 3 Points Earned: _____ out of 25 points

Step 4 Points Earned: _____ out of 20 points

Step 5 Points Earned: _____ out of 40 points

Step 6 Points Earned: _____ out of 25 points

Total Points: _____ **out of 130 total points**