Your Place in Space Challenge

Communications Toolkit

Prepared by Luminary Labs

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# Challenge launch overview

On March 21, 2023, the U.S. Department of Education (the Department) launched the [Your Place in Space Challenge](https://www.yourplaceinspacechallenge.com). This is the first challenge in [CTE Momentum](https://www.ctemomentum.com), an annual challenge series to prepare high school students for rewarding careers and increase access to career and technical education (CTE). The Your Place in Space Challenge invites high schools to submit designs for a product or service that will contribute to space missions and exploration.

Teams may pursue designs in an area of their choice or find inspiration from one of four suggested areas for exploration — covering topics such as space debris, the International Space Station, space travel, and the environment. The Department invites high schools to submit their designs by 6:00 p.m. ET on October 30, 2023. An independent judging panel will review submissions based on the challenge selection criteria and recommend up to 10 winners, who will each receive at least $5,000. The Department anticipates announcing the winners and launching the next annual challenge in early 2024.

**Help share this opportunity with your networks:**

This spring, teachers are encouraged to consider how they will bring the Your Place in Space Challenge into classrooms next school year. Help by sharing this opportunity from your social media accounts, blogs, and newsletters; this document provides sample content for these digital channels.

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# Sample social media

***Series hashtag:*** *#YourPlaceinSpace*

***Series web presence:*** *YourPlaceinSpaceChallenge.com*

***Series social media graphics:*** [*Download here*](https://www.dropbox.com/sh/c0f4jkd7cxdr9hq/AAA3IXkG9CLu6--9yAVGIy0ka?dl=0)

*See below for sample messages to share from your social media channels. To help amplify other messages about the Your Place in Space Challenge and the CTE Momentum series, you can also look for posts from the following accounts to like and retweet/share:*

* **Ed Prizes:** [Twitter](https://twitter.com/EdPrizes)
* **U.S. Department of Education:** [Twitter](https://twitter.com/usedgov), [LinkedIn](https://www.linkedin.com/company/usedgov/), and [Instagram](https://www.instagram.com/usedgov/)

*Sample tweets*

*Option #1*

JUST LAUNCHED: @usedgov’s #YourPlaceinSpace Challenge will inspire #highschool students to connect #CTE skills to #careers in the #space industry.

#Teachers — sign up for news and explore resources to bring the challenge to classrooms:

https://www.yourplaceinspacechallenge.com?utm\_source=validators&utm\_medium=social-short&utm\_campaign=YPIS-launch

*Option #2*

Almost any #career can be a #space career. That’s why @usedgov has launched the #YourPlaceinSpace Challenge, inspiring #highschool students to connect the dots between #CTE skills and rewarding #careers in #space.

#Teachers — start planning your submission:

https://www.yourplaceinspacechallenge.com?utm\_source=validators&utm\_medium=social-short&utm\_campaign=YPIS-launch

*Option #3*

Since #astronauts first walked on the Moon, #space has become an important part of the #economy. That’s why @usedgov has launched the #YourPlaceinSpace Challenge, inspiring #highschool students to connect #CTE skills to #careers in space. Learn more:

https://www.yourplaceinspacechallenge.com?utm\_source=validators&utm\_medium=social-short&utm\_campaign=YPIS-launch

*Sample Facebook and LinkedIn posts*

*Option #1*

JUST LAUNCHED: The @U.S Department of Education’s #YourPlaceinSpace Challenge will inspire #highschool students to connect the dots between the skills they’re building in #CTE programs and rewarding #careers in the #space industry.

#Teachers — sign up for news and explore curated resources as you prepare to bring the challenge into classrooms:

https://www.yourplaceinspacechallenge.com?utm\_source=validators&utm\_medium=social-long&utm\_campaign=YPIS-launch

*Option #2*

From #trainers and #welders to #chefs and #datascientists, almost any #career can be a #space career. That’s why the @U.S. Department of Education has launched the #YourPlaceinSpace Challenge, helping #highschool students connect the dots between #CTE skills and rewarding #careers in #space.

#Teachers — sign up for #CTEMomentum news and learn how you can bring the first challenge to #students:

https://www.yourplaceinspacechallenge.com?utm\_source=validators&utm\_medium=social-long&utm\_campaign=YPIS-launch

*Option #3*

In the five decades since #astronauts first walked on the Moon, #space has become an important part of the American #economy. That’s why the @U.S. Department of Education has launched the #YourPlaceinSpace Challenge, inspiring #highschool students to connect the skills they’re building in #CTE programs to rewarding #careers in the space industry.

Learn more about the challenge and sign up for the latest #CTEMomentum news:

https://www.yourplaceinspacechallenge.com?utm\_source=validators&utm\_medium=social-long&utm\_campaign=YPIS-launch

# Sample blurb

*See below suggested copy for inclusion in digital channels, such as newsletters.*

**U.S. Department of Education launches the Your Place in Space Challenge**

The U.S. Department of Education recently launched the [Your Place in Space Challenge](https://www.yourplaceinspacechallenge.com?utm_source=validators&utm_medium=newsletter&utm_campaign=YPIS-launch). This is the first challenge in [CTE Momentum](https://www.ctemomentum.com?utm_source=validators&utm_medium=newsletter&utm_campaign=YPIS-launch), an annual challenge series to prepare high school students for rewarding careers and increase access to career and technical education (CTE). The Your Place in Space Challenge invites high schools to submit designs for a product or service that will contribute to space missions and exploration.

Teams may pursue designs of their choice or find inspiration from one of four suggested areas of exploration — covering topics such as space debris, the International Space Station, space travel, and the environment. Submissions are due by 6:00 p.m. ET on October 30, 2023. An independent judging panel will review submissions based on the challenge selection criteria and recommend up to 10 winners, who will each receive at least $5,000. The Department anticipates announcing the winners and launching the next annual challenge in early 2024.

To learn more about the Your Place in Space challenge and receive updates on all CTE Momentum challenges, [visit YourPlaceinSpaceChallenge.com](https://www.yourplaceinspacechallenge.com?utm_source=validators&utm_medium=newsletter&utm_campaign=YPIS-launch) and [sign up for the series newsletter](http://eepurl.com/iiLRJn).

# Sample newsletter and web content

*See below suggested language for a full-length feature in a newsletter or an online announcement.*

*Subject line:*

Your Place In Space Challenge will help high school students build skills for space careers

*Body:*

**U.S. Department of Education launches the Your Place in Space Challenge**

The U.S. Department of Education recently launched the [Your Place in Space Challenge](https://www.yourplaceinspacechallenge.com?utm_source=validators&utm_medium=newsletter&utm_campaign=YPIS-launch). This is the first challenge in [CTE Momentum](https://www.ctemomentum.com?utm_source=validators&utm_medium=newsletter&utm_campaign=YPIS-launch), an annual challenge series to prepare high school students for rewarding careers and increase access to career and technical education (CTE). The Your Place in Space Challenge invites high schools to submit designs for a product or service that will contribute to space missions and exploration.

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**Helping students pursue space careers**

The space industry is expected to triple in size over the next 30 years, employing over 1.5 million people and generating $780 billion in economic activity by 2050. From welders and cybersecurity experts to communications professionals and botanists, space careers promise higher-than-average wages and strong growth expectations over the coming decades. But space careers demand specialized skills — and students need new opportunities to build skills for future success. CTE programs are uniquely positioned to meet these needs because they offer students hands-on opportunities to apply knowledge and skills that they learned in a classroom setting..

“Our students need interdisciplinary opportunities to gain the skills critical for valuable careers — and our teachers deserve support in creating these inspirational educational programs. Through the Your Place in Space Challenge, the U.S. Department of Education is helping students connect the dots between the skills they build in CTE programs and fulfilling careers in the space industry.”

— **Dr. Amy Loyd**, Assistant Secretary, Office of Career, Technical, and Adult Education

**Learn how to get involved**

Get started by exploring [the curated resources](https://www.yourplaceinspacechallenge.com/resource-hub/?utm_source=validators&utm_medium=newsletter&utm_campaign=YPIS-launch) for inspiration on how to bring the Your Place in Space Challenge into classrooms during the 2023-2024 school year. To learn more about the challenge and receive updates on all CTE Momentum challenges, [visit YourPlaceinSpaceChallenge.com](https://www.yourplaceinspacechallenge.com?utm_source=validators&utm_medium=newsletter&utm_campaign=YPIS-launch) and [sign up for the series newsletter](http://eepurl.com/iiLRJn).

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