

GET ON ^{THE} BUS
GUIDE

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Introduction

Get On The Bus is a new initiative co-sponsored by BayCoast Bank and EdUp that is aimed at making education the number one priority for the SouthCoast of Massachusetts. Our goal is to shine the light on why education matters and how it profoundly impacts everyone in our community.

The initiative is bolstered by a real bus that drives around our region to collect stories. There is also a supporting microsite where people can visit to share their education-based stories or read others'. The Get On The Bus team will collect the stories, and choose the most compelling ones to win prizes and grants for schools and programs associated with the story. In that way, we will directly help make a difference for education in the SouthCoast. By having the focus on storytelling, we'll also help bring it to the forefront of people's minds. By raising awareness of this initiative, we will directly help make education a priority for the people of the SouthCoast.

Our Mission

We believe that education is the single most important tool a person can carry through life. Why? In the same way that a mechanic relies on a wrench or a carpenter on a saw, education equips young people to reach higher and achieve their dreams.

We know that receiving a high-quality education is not always readily available to everyone. We want to change that. How? By reminding ourselves, our friends, our neighbors and our peers why education matters to us—to all of us. Only by coming together to make education important can we begin to see real change take place within our schools and our community.

Who's your favorite teacher? What is your favorite subject? What's something you learned that really stuck with you? How did YOU help someone learn? We all have stories about the impact education has had on our lives and those close to us. We believe education can change lives. We also believe in the power of storytelling. We want to hear your story.

When and where you might ask? Well, get ready to see a blue bus rolling through town with one mission: to hear and record your story. We'll be collecting your stories throughout the summer, and into the school year, starting in September. Our mission? To learn where we can help. We're listening, and if we hear about a school or program that needs a hand—we'll give two.

It's time to "Get On The Bus", SouthCoast. Let's make education our number one priority.

Learn more at GetOnTheBusSoCo.com.

A joint effort of BayCoast Bank and EdUp.



Contacts

BayCoast Bank

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Sean Tracey Associates (Marketing Agency)

STA Office: (603) 427-2800, info@seantracey.com

The BLUE BUS

WHO CAN DRIVE?

BayCoast Bank will designate specific people who can drive the bus, due to the insurance carrier. The designated driver DOES NOT NEED a CDL.

WHO CAN RIDE?

The bus is open to the public when parked and anyone that signs a video release form can be recorded telling their story on the bus. However, when the bus is in motion, only the driver may occupy the vehicle.

SPECS

Height (Watch out for that low Underpass!): 10 Feet

Weight: 26,000 lb.

PARKING RECOMMENDATIONS

The bus should be parked in the parking lot of the BayCoast headquarters, or at an alternate location, such as a bank branch, Chamber of Commerce, or other designated site when not in use. Prior to attending an event, parking should be secured with the city or vendor (i.e. attending a local baseball game, you should ensure they have parking reserved for the bus near the entrance).

The bus should always be locked when parked and unattended.



Equipment & Technology

WHAT TO PLAY ON THE BIG SCREEN

Using WiFi (either a purchased mobile hot spot, or an available network) and the Chromebook, the TV should play the 1:30 explainer video, or a series of submitted stories.

WHAT TO DO WITH THE IPADS

The iPads are available for multiple uses, but the most common will be a method of collecting stories. When connected to WiFi, the iPads have a shortcut to the GetOnTheBusSoco website on the home screen. By tapping the icon, the user can choose to submit a video, which will be captured by the iPad and submitted all at once!

If no WiFi is available, the iPads can play pre-loaded videos, or collect stories via the camera feature, although those submitting stories will need to fill out the release form via the app on the iPad as well.

Engaging with the Students, Teachers, and Others

BEST PRACTICES

When engaging with students, parents, and school faculty it's important to keep some best practices in mind. Please remember that as an ambassador of the Get on the Bus initiative, you are a representative of our brand. Our ambassadors work with key stakeholders in education to capture the powerful stories of their educational experience. We expect all of our ambassadors to respect the people they work with by showing an interest in their personal stories, demonstrating active listening, approaching each situation with kindness, and ensuring that all involved feel they are in a safe and welcoming environment.

Here are best practices to consider when serving as an ambassador of our program:

Students

- Introduce yourself
- Be aware of your body language—make eye contact, smile, crouch down to get on the same level of the child, respect personal space, etc.
- Respect limits—don't push students to record their story if they say no, and stick to the topic of education
- Use age and culturally appropriate language
- Don't be alone with a child



Partnership Management: Parents, Teachers, Administration

- Introduce yourself by name and title to all school faculty and parents involved
- Briefly explain the GOTB initiative
- Ask for permission to record
- Acquire written consent and signed release forms from parent or guardian prior to recording any minors

Recording Logistics

- Be friendly and warm toward everyone. You are an ambassador of the brand!
- Don't operate the bus while people are in it or a story is being recorded
- Ask open ended questions before and during the videotaped interview

DO'S AND DON'TS

DO be friendly and warm toward everyone. You are an ambassador of the brand!

DO ask open ended questions to warm people up, especially before and during interviewing them for the video camera.

DO address parents for permission to ask their child to be in the video.

DO introduce yourself by name and title, and explain what the GOTB initiative is all about.

DO get on a child's level and crouch when you are able to talk to younger kids.

DON'T be alone with a child.

DON'T push anyone to record their story if they say no.

DON'T operate the bus while people are in it or a story is being recorded.

DON'T record any minors without the express consent and signed release form from a parent or guardian.

DON'T use big words that kids might have a hard time understanding. Keep it simple!

DON'T make inappropriate, off-color, or suggestive remarks or jokes that could be interpreted as innuendos.

DON'T ask any personal questions. Stick to the topic of education.



Story Submission Rules

- **Submissions must pertain to education.** All submissions must be centered around education. Whether it be your own personal story, or one of a parent/friend/relative, all submissions must be relevant to education.
- **Submissions should tell a story:** We're excited to help the SouthCoast provide a better education for its residents, but submissions should not be a simple request for donations. We will be choosing who to support based on the most compelling stories that are submitted.
- **Keep it clean.** Make sure you keep the language and subject matter clean. Words or topics that are not allowed in schools need to be left out of submissions.
- **We can't post them all.** Although we would love to post everything we get, there is a chance, for a number of reasons, that we won't be able to post your submission on our website or on our social media pages.
- **We need your contact information.** Before we post your video, we'll need to contact you. Make sure your email address and/or phone number is correct or else we won't be able to post your video, or help your school.
- **We need your permission (or your parent's if you're under 18),** or we will not be able to post your story/video. See one of the bus team members for a release form.
- **The more the better.** Please provide as much information in the comment field as you can. If there are multiple people involved, give us their names and contact info as well!
- **Proper Format:** If you're taking video on an iPhone, hold it horizontally so it fits the screen on the website well.

Filming

RELEASES

Release forms should always be on hand. Every person that is videotaped must fill out a release form and it must be securely filed and scanned. You need one for everyone and if someone is under 18, his or her parent or guardian will need to sign it too.

EasyRelease App on the iPad will be a great way to capture releases that will be securely stored in a server. Unless the iPad is unavailable and the only form available is a paper copy, please always use the app. Here is how to use it:

- Open the app on the iPad
- Click on the + sign to add a new release form
- Title the project "GOTB [insert that day's date]"
- Enter location
- Click to add person to that project
- Enter the person's information
- Have him or her read and sign the form with a finger or stylus
- Take his or her photo to go with the form
- Click on "send" email
- All set!

POSTED NOTICES FOR PUBLIC PLACES

In the bus, located in the locker, there are a dozen “VIDEOTAPING IN PROGRESS” signs. Post them visibly at all entrances to areas that you are filming where there are crowds. This posted notice serves as a blanket release for anyone captured on camera.

PROCESS

Whenever the bus is out for collecting stories, a videographer should be present to stay with the camera at all times. This could be a hired videographer, or our in-house videographer could train a designated employee of BayCoast Bank to use the equipment.

The videographer will be the only person who can operate the camera. He/she will follow standard protocol with recording, saving, and uploading collected footage to a server. The collected footage will be used by STA when creating a final video to showcase the event.

QUESTIONS

Refer to our “Frequently Asked Questions” section at the end of this document. If you get a question that you aren’t sure about or that is not included in the FAQ section, please take down the person’s contact info and let him or her know you will follow up. Then, reach out to STA with the question and the contact info and we will be sure to follow up.

STORYTELLING 101

Representatives of BayCoast Bank who ride on the bus to collect stories should encourage participants to tell their story in a compelling way by making them feel comfortable in front of the camera and asking open-ended questions designed to get them engaged and talking passionately about their education story. Here are some tips to follow:

- Be friendly and ask the participant questions about himself or herself before even getting in front of the camera. Conversation should be lighthearted and should attempt to get the participant to laugh.
- Once in front of the camera, ask the participant to state his or her full name, age, and what they had for breakfast that morning (or any silly question to get them comfortable). We need this on video to identify people and make sure we have a release form from them.
- Then ask them to share a memory or a story of something related to education. It could be a memory of that time they studied hard and aced a test, or got accepted into their first choice college, or a teacher did something particularly kind.
- Once they have shared a story, ask them to say why that was so important/impactful. Now that they have found something interesting to talk about, they’ll feel more natural and will be able to more comfortably get at the core of why education is important to them.
- Throughout the interview, nod to show encouragement, but try not to use audible agreement (don’t say anything that’ll interrupt their story’s audio track).
- Once the interview is done, thank the participant and tell them they did a great job. We want them to walk out of there as brand ambassadors and if we make them feel like a million bucks, they’re sure to become champions for our cause.



Driving, Parking, Opening and Closing the Bus

DRIVING

Doors

After removing the padlock, open the doors manually. When you walk up the steps, look to your right and up. There is a handle above the windshield. Switch the handle from “Manual” (horizontal) position to “Automatic” (vertical) position. This allows you to open and close the door from the orange switch just to the left of the seated driver’s left knee.

Ignition

The bus is a Diesel. This means you can’t simply turn the key all the way to start the bus right away, as the coils have to be heated first. When starting the bus, put the key in the ignition and turn it one click to the right. You will hear a loud buzzing noise and the dash panel will light up with a bunch of indicator lights. Wait for all of them to go out EXCEPT the parking brake light (top left). Once the parking light is the only one illuminated, you can turn the key the rest of the way and hold it there until the engine turns over. Keep in mind this is a Diesel engine, so it may take a second or two longer to turn over than a car engine.

Parking Brake

Just to the right of the driver’s right knee on the dash is a parking brake button. Push the button in to release the brake. The light on the dash will go out, and you’ll be able to hear the air pressure in the brakes release. Make sure your foot is on the brake when releasing the parking brake, as the bus has no “park” feature and is left in neutral when parked.

Driving

From this point on, the bus drives like any automatic vehicle, albeit a bit slower.

PARKING

When you’re ready to park, put the bus in neutral and pull the parking brake button out until it clicks. The parking light will illuminate on the dash.

Turn the bus off as you would any vehicle.

Open the doors with the same switch used to close them. If the bus is being parked and locked, flip the switch above the windshield to the “Manual” position before exiting the bus. Close the doors manually and lock the doors using the same padlock that you took off when starting the bus.



OPENING AND CLOSING

Back Stairs

The stairs for the back door are stored underneath the back of the bus and locked in with a cotter pin. Remove the pin, which is located on the end of the left guide-rail that the stairs are stored on. The pin is attached to the bus via a cord, so it can hang until the stairs are put back.

There are two large pins that extend from the underside of the top panel of the stairs. They slide right into the two holes that have been drilled in the bottom frame of the back door.

The railing slides right into place and is stored behind the media wall, accessible via the back door of the bus, above where the stairs are stored.

Although the stairs don't weigh very much, due to their size, it takes two sets of hands to put them in place and return them when the event is over.

When returning the stairs under the bus, **MAKE SURE** to take note of where the cotter pin hole is before you slide the stairs on the guide-rails.

Awning

The crank for the awning is stored alongside the railing for the stairs behind the media wall in the back of the bus. There is a small loop on the left edge of the awning that the hook on the crank slides into. Extend the awning all the way out using the crank. It'll be hanging low by the time it's all the way out, but that's normal.

Next, pull the support arms out of the front edge of the awning. They need to be pulled **ALL THE WAY OUT** horizontally before they are turned in towards the bus. Each arm has an orange tab towards the end. This piece needs to be switched open in order to extend the arm to its final length.

When attaching the arms to the side of the bus, locate the white clips on the side of the bus under the outside edges of the awning. Slide the bottom of the chrome clip on the end of the fully-extended arm into the white clip. Hold the chrome cross "bar" in the clip up with your fingers and lay the rest of the clip flush against the bus. The chrome cross bar will then fall over the front of the clip, securing it.

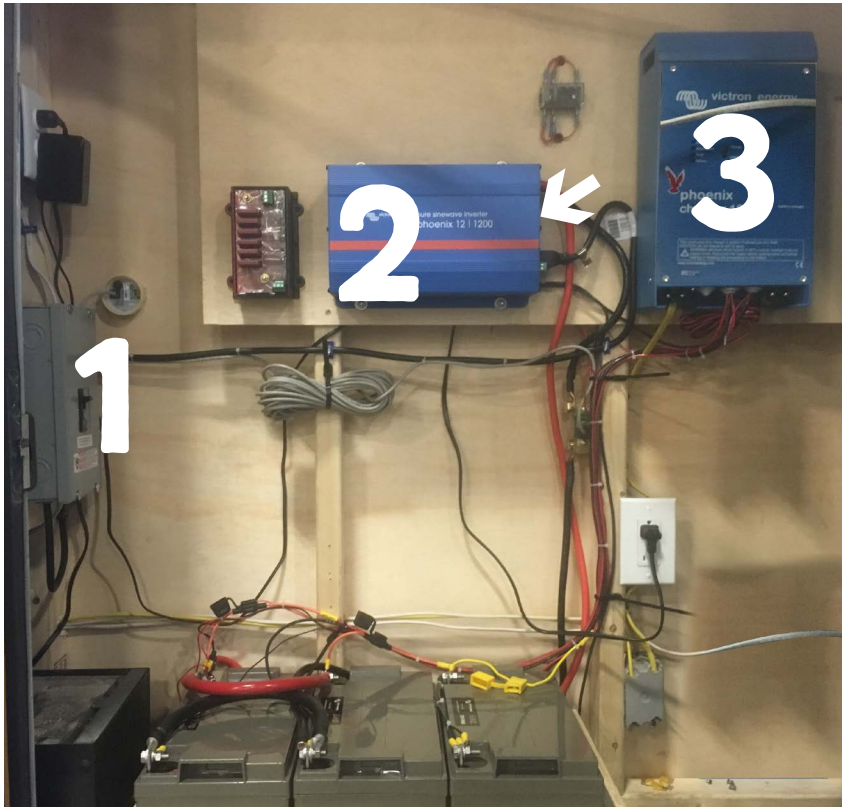
When retracting the awning, slide the chrome cross bar up on the clip and lift the arm out. It may take a bit of elbow grease to free the arm from the side of the bus. Flip the orange buckle on the arm open and retract the arm into itself. Next, pull the arm all the way out to the side and push it back into the front of the awning. Keep in mind that when pushing the awning arm back into the front of the awning, it must go straight in and cannot be at an angle.



Electronics

BACK OF THE BUS COMPONENTS AND SETTINGS

Although the electronics behind the media wall look complicated, there are 3 main pieces of equipment, two of which may need to be adjusted.



1) The Master Switch.

When the bus is in use, the switch must be switched on.

When the bus is off, the switch can be either on or off, although if the bus will be sitting for an extended amount of time, we recommend switching it off.

2) Inverter.

The inverter has a switch on the right hand side (see arrow on previous page) that has three settings: Up, Middle and Down. The switch should be in the **MIDDLE POSITION** when the bus is in use. The **DOWN POSITION** is off. When the switch is in this position, none of the bus electronics will work. The **UP POSITION** is standby. This means the inverter will work when an electronic device starts pulling power. This position will, however, constantly draw small amounts of power, meaning it will deplete the battery if it stays in that position for a long time.

3) Charger.

This is the charger. There are no switches on this device.



Microsite and Social Media

URL: www.GetOnTheBusSoCo.com

HOW TO ENGAGE WITH IT

Whenever possible, encourage people to explore the website, to submit their story, and to read other stories.

HOW TO SUBMIT YOUR STORY ON THE MICROSITE

There are a few ways to submit your story.

1. Visit www.GetOnTheBusSoCo.com and click on the “Tell us your story” tab.
2. Fill out as many of the fields as you can. **YOU MUST** include an email and/or phone number in order for your story to be eligible to be shared.
3. Click “Upload Video” and either choose a video from your camera roll/desktop, or use the camera on your phone/tablet to record one and upload it all at once. Remember to hold your phone horizontally!
4. Agree to the privacy policy and hit submit!*

*Anyone who submits a story and is under the age of 18 will need to be on the lookout for a follow up email asking for parental permission to use the submitted story.

FACEBOOK

Facebook should be used for two reasons. First, we should let our followers know where the bus will be (when it'll be at public events), and second, it should be used to share the best videos we get.

The Facebook URL is:
<https://www.facebook.com/GetOnTheBusSoCo/>

TWITTER

Twitter, like Facebook, will be used to announce where and when the bus will be rolling and potentially to share some real-time images of the event.

The Twitter URL is:
<https://twitter.com/GetOnTheBusSoCo>

User Name: xxxxxxxxxx
Password: xxxxxxxxxx

INSTAGRAM

Unlike Twitter, Instagram is the perfect place to pump out the videos we collect. Still photos from the events, or even event prep can be uploaded, too!

Instagram URL:
<https://www.instagram.com/gotbsoco/>

User Name: xxxxxxxxxx
Password: xxxxxxxxxx



Giveaways

When the bus is out collecting stories, we will also be giving away premiums to build awareness and entice people to submit stories. In general, when giving away premiums, keep the following guidelines in mind.

1. Only one giveaway per person.
2. The higher-end items should go to people who submit stories either on the iPad or via our videographer.
3. Items should be given away by a GOTB team member and not left out for a grab-all.
4. Items should be given out after the person has gone through the bus!

FAQs and How to Answer Them

- **What is this all about?**

Get on the Bus is an initiative co-sponsored by BayCoast Bank and EdUp. Its goal is to raise awareness for the importance of education within the SouthCoast community along with directly creating opportunities within the community by donating to programs and schools that need financial assistance.

- **Who can participate?**

Everyone can participate—students, teachers, administrators, parents and grandparents of students, local businesses, and any community members. If you have a story to share about the importance of education in your life, we want to hear your story! If you are under 18 you will just have to get the permission of your parent or guardian.

- **How can I participate?**

- You can participate in a few different ways.
- One way is to submit your story to either the website (self taped) or find the Big Blue Bus and share your story there.
- Another way is to spread the word to your family and friends! They may also have stories they want to share.



Is there/What is the compensation?

There is no compensation for sharing your story. All sharing is voluntary.

- **What if I don't want to be on camera?**

- You can still share your story! Write up a story and submit it to our website without recording the video. Or, send us an education-based photo and a quick caption or blurb.
- You can also encourage your friends and family to share their stories that you think are important. In that way, you are still helping spread the word, without directly sharing your story.

- **Where does the bus go?**

The bus will go to public locations around the SouthCoast.

- **When/where can I see the bus?**

You can check the schedule of where and when the bus will be on our website: www.GetOnTheBusSoCo.com

- **Can I request the bus at my event?**

Yes! It depends on the event and the schedule of the bus, but email marketing@baycoastbank.com to make a request and we will work with you to get the bus at your event and to record your stories. Please be aware that the bus cannot be used to cross promote your business, organization or event. Its sole purpose is to collect stories on behalf of the Get on the Bus initiative.

- **Can I rent the bus for my organization?**

Unfortunately, the bus is not rentable.

- **How does it benefit local schools?**

Local schools benefit by getting a chance to voice what their needs are. This initiative is about collecting stories to determine where we can donate money. For example, if we hear about a music program that is struggling to equip students with enough instruments, we'll donate money for the purchase of those instruments.

- **How much money will you raise/donate?**

Our goal is to donate \$1,000 a week depending on the breadth and depth of submissions. Beyond that, our hope is that other local businesses and organizations will get on the bus, so to speak, and donate to local public schools and programs as well. If we can create a powerful, local movement to drive funding toward our schools, who knows how much we can raise and how much of a difference we can truly make!



- **Who else is involved with this?**

EdUp, a subset of the Chamber, is also involved in sponsorship.

- **What schools are eligible for the donations?**

Any public or charter school is eligible.

- **How do I get money for a program?**

We give away money based on the most compelling stories and most dramatic needs. If you tell us your school doesn't have enough science books and you also tell us why science education is important and how it can make a difference to you or other students, we will consider your story for donation. If you only submit a video asking for \$1,000 for your school, we won't know why and will likely look for someone who gives us a better reason for the need.

- **How do I spread the message?**

You can help us spread the message by sharing our website and video on your social media channels, telling your friends and family about them, and participating! Nothing works better than to share your story. Follow us on Facebook, Twitter, and Instagram.

- **What are the benefits of sponsoring the bus?**

- Sponsoring the bus is a great way to get your business involved with this important initiative. For the price of a monthly sponsorship, we will create a vinyl advertisement to be placed on the bus, thanking your business directly for 'getting on the bus' and donating to this great community cause. We will also promote the sponsorship on our social and digital channels.
- This physical advertisement and digital presence will garner goodwill within the community and help your business stand out as a local superstar that believes in the power of education.

- **As a sponsor, can I decide how my sponsorship money is spent/who it is donated to?**

Unfortunately, Get on the Bus reserves complete authority over donation funding. We will of course take your recommendations into account, but final decisions will be made by the Get on the Bus committee. With so many important factors to consider, we must be mindful that our donations are fair, diverse, and appropriate.



Logins and Passwords

GOTBxxxx@xxxxxx

The general email, **GOTBxxxx@xxxxxx**, should be used whenever possible, and was used to sign up and register everything from the Apple ID on the iPads to the Twitter account.

- GOTBxxxx@xxxxxx password is: xxxxxx

The official user names and passwords for everything are listed below:

APPLE ID

- Email: **GOTBxxxx@xxxxxx**; Password is: xxxxxx
- Security Questions:
Name of high school best friend: xxxxxx
Dream job: xxxxxx
Favorite sports team: xxxxxx

IPADS

- Passcode: xxxxxx

SOCIAL MEDIA

- Facebook: **Users must be invited**
(xxxxxx and xxxxxx from xxxxx are admins)
- Twitter
User Name: GOTBxxxx@xxxxxx password is: xxxxxx
- Instagram
User Name: GOTBxxxx@xxxxxx password is: xxxxxx



Notes

