

# 2020-2021 CAS-CIAC / HORACE MANN PARTNERSHIP SUMMARY





# Year Round Visibility on CIAC Homepage with Direct Link to Horace Mann's Website.

**10.9M+**  
**Yearly Site Visits:**  
**CIAC Website**  
July 1, 2020 - June 21, 2021



Schedules



About/Contact



Network



Updates



esports



Tickets



Hall of Honor



Class Act Schools

- Home
- Sports
- Schools
- Administrators
- Coaches
- Officials
- Students/Parents
- Unified Sports®
- Medical Hand

- Elig. Cent.
- Handbook
- MS Guidelines
- CIACcast
- Register
- Vacancies
- Games Wanted
- Media
- Minutes
- CAS
- Facebook
- Twitter
- Instagram

 **CIAC MEDICAL HANDBOOK** →  
2020 - 2021



**2021 FALL SPORTS SCHEDULES  
HAVE BEEN POSTED!! >>**

## CIAC Partners



**Horace Mann**  
Founded by Educators for Educators



 **TOURNAMENT CENTRAL**

Pairings & Results,  
Schedules & Postponement Info,  
Rosters, Videos, Tickets,  
Merchandise and More!!

Home	CIAC	Away
77		77

**Get in the action >>**



# Year Round Visibility on CAS Homepage with Direct Link to Horace Mann's Website.

The screenshot shows the top navigation of the CAS website. The header includes the CAS logo, the text 'THE CONNECTICUT ASSOCIATION OF SCHOOLS', a search bar, and social media icons for Facebook and Twitter. Below the header is a horizontal menu with items like 'Event Registration', 'About', 'Advocacy & Legislation', 'Awards & Recognition', 'Center for Leadership & Innovation', 'Student Activities', and 'Executive Coaching'. A secondary menu below that includes 'Calendar', 'Position Vacancies', 'Publications & Resources', 'CASconversations Podcast', 'Principals' Discussion Forum', 'CIAC', and 'Corporate Pa'. The main content area features a 'CAS CORPORATE PARTNERS' section with a prominent banner for 'HORACE MANN'. The banner includes the Horace Mann logo and the website address 'horacemann.com'. Two red arrows point from the banner to the Horace Mann website screenshot below.

**97k+**  
**Yearly Site Visits:**  
**CAS Website**  
July 1, 2020 - June 21, 2021



The screenshot shows the Horace Mann website homepage. At the top, there is a navigation bar with links for 'For School Administrators', 'For Institutional Retirement', 'CLAIMS', 'PAYMENTS', 'FIND AN AGENT', and 'LOG IN'. Below this is the Horace Mann logo and a secondary navigation bar with links for 'Insurance', 'Savings & Retirement', 'Educator Programs', and 'Student Loan Solutions'. The main content area features a dark teal banner with the text 'We're on a mission to help every educator in America reduce the burden of student loan debt!' and a 'Sign up' button. Below the banner is a section titled 'Select a product' with icons and links for 'Auto', 'Home', 'Renters', 'Life', 'Supplemental', 'Retirement', and 'Student Loan Solutions'. At the bottom, there are links for 'Get a Quote' and 'Learn More'.

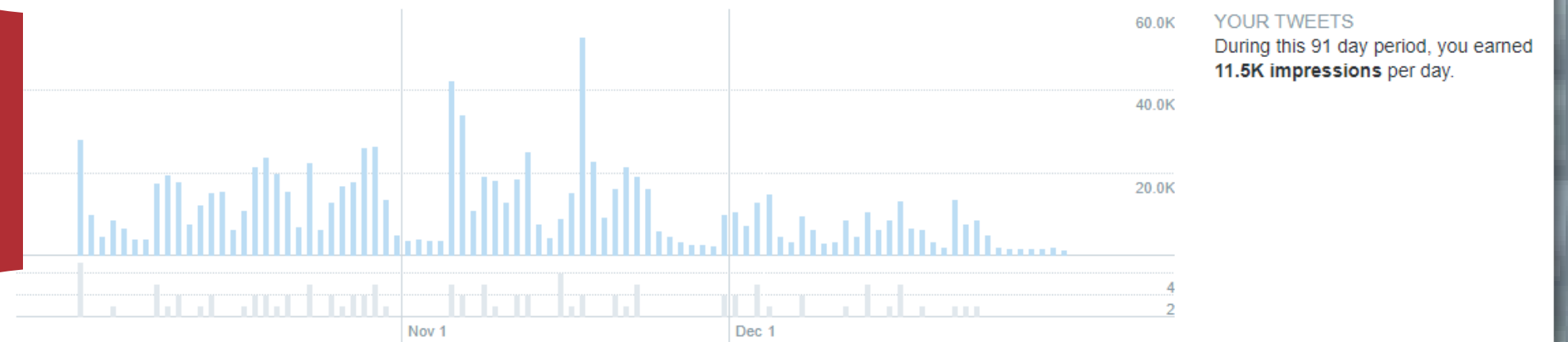


# CIAC Sports Twitter Impressions Summary: Oct 2020 - June 2021 (by Qtr)

28.2K Tweets

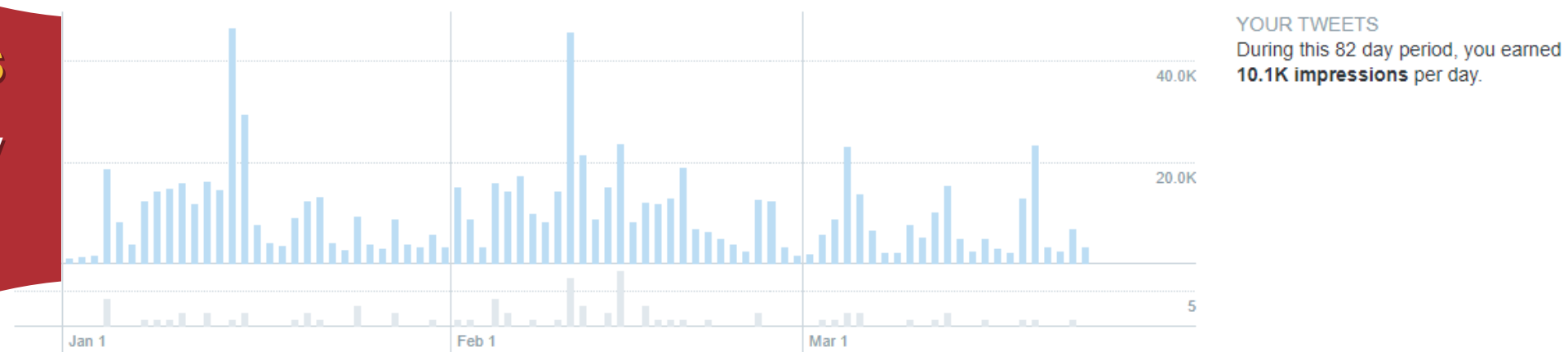
**1.0M/91 Days**  
**11.5k Per Day**  
**Oct-Dec 2020**

Your Tweets earned 1.0M impressions over this 91 day period



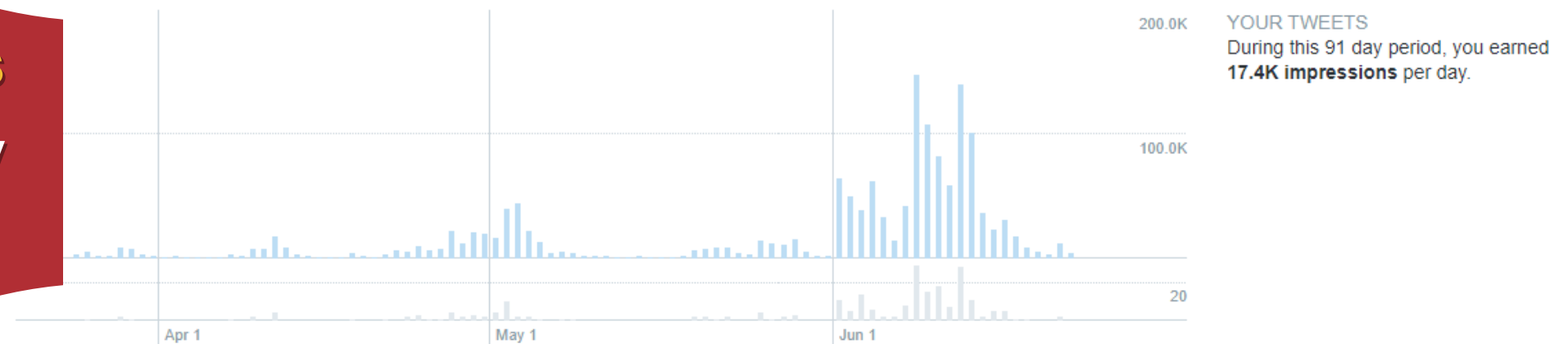
**830K/82 Days**  
**10.1k Per Day**  
**Jan-Mar 2021**

Your Tweets earned 829.9K impressions over this 82 day period



**1.6M/91 Days**  
**17.4k Per Day**  
**Apr-Jun 2021**

Your Tweets earned 1.6M impressions over this 91 day period

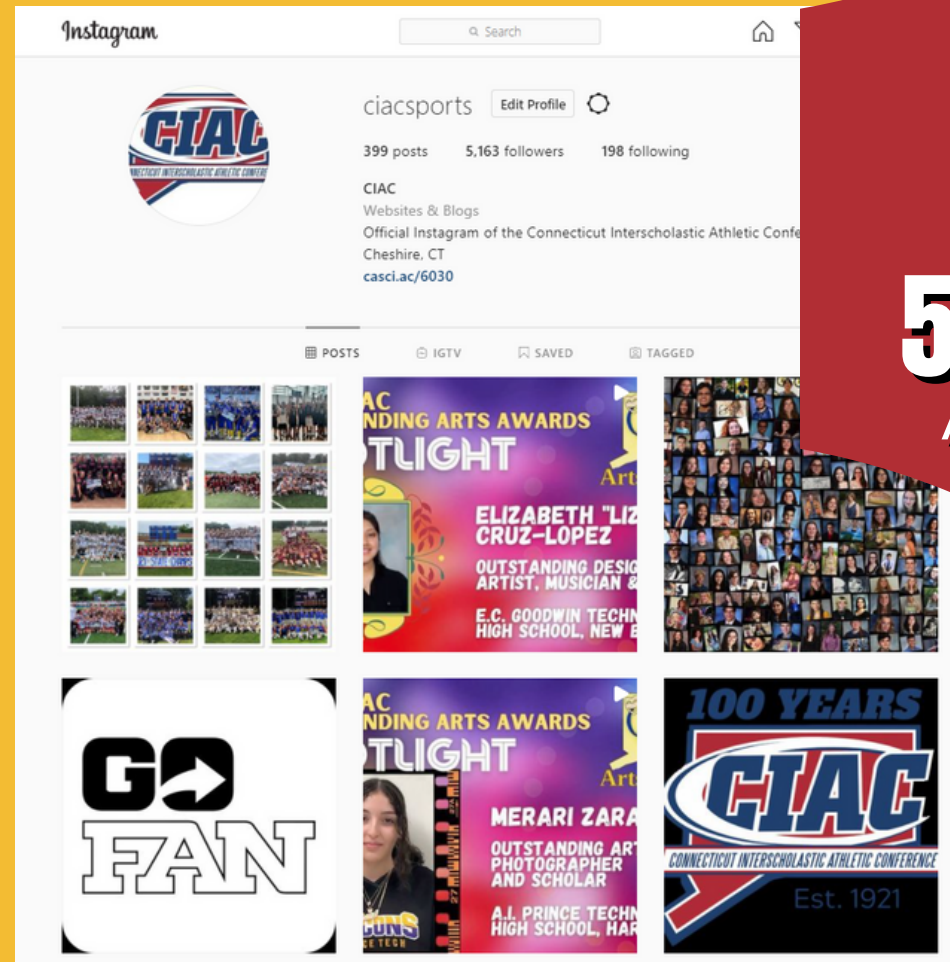
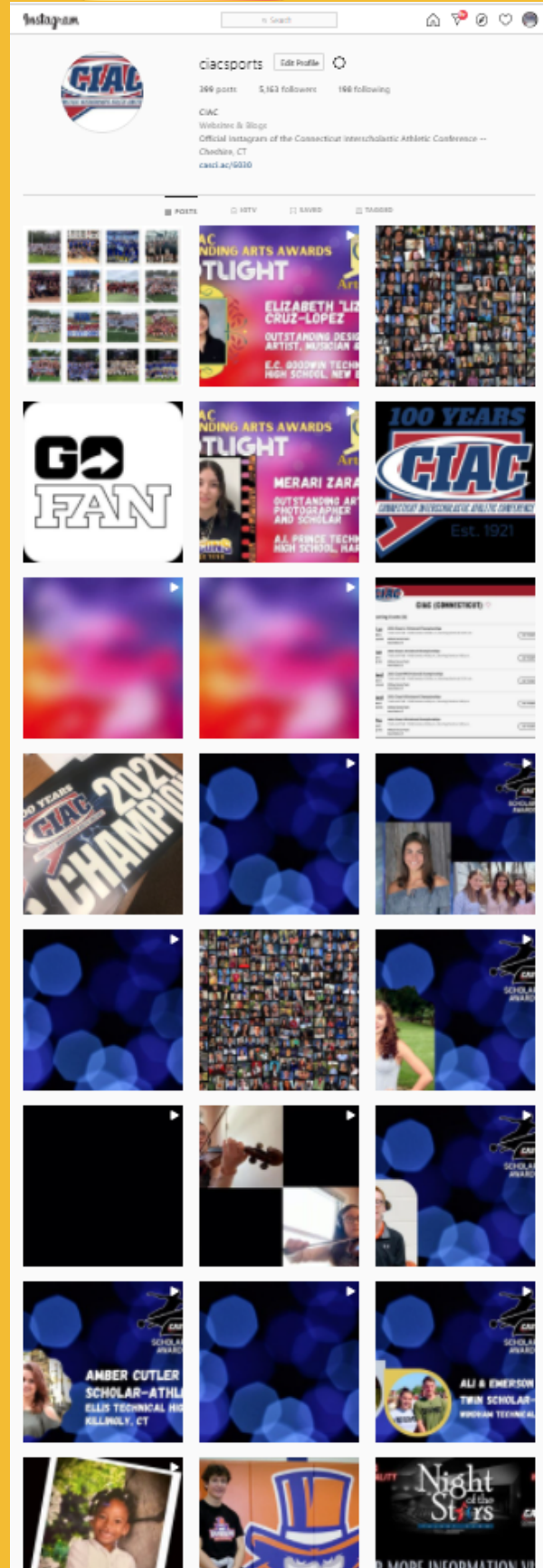


it profile

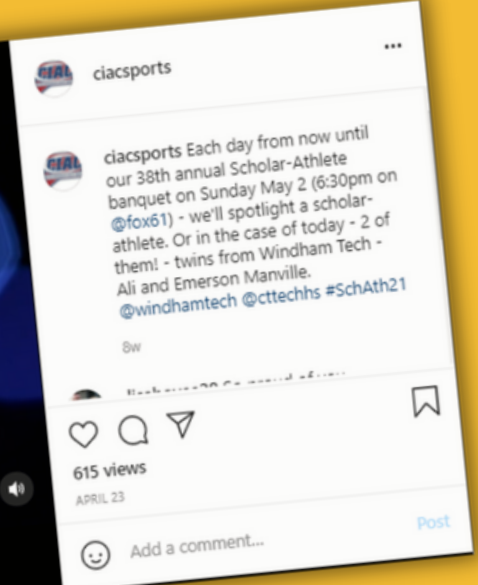
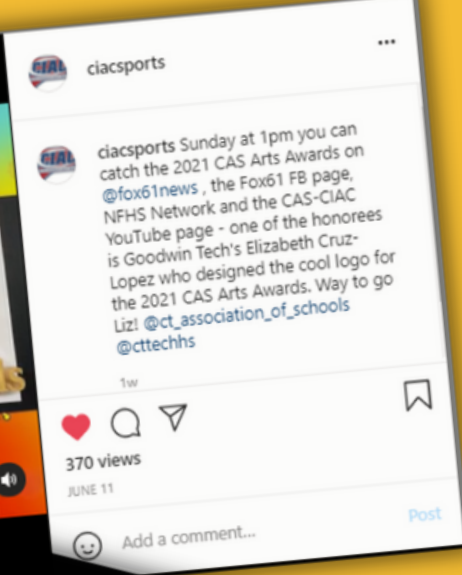
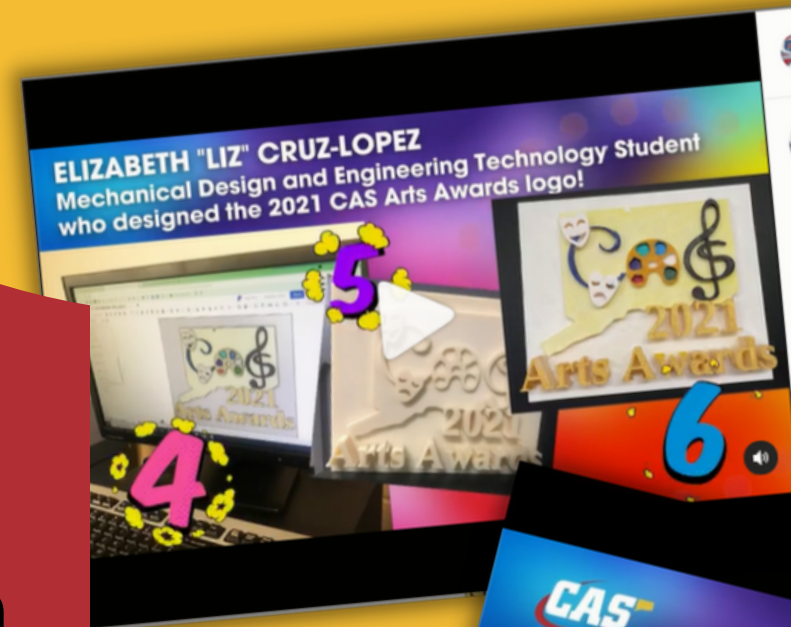




# CIAC Instagram Reach April-June 2021



**5,163**  
Followers  
**50k+ Reach**  
April-June 2021





**2,700 Weekly**

**Horace Mann Promotions  
Included in Weekly Publication**  
emailed to over 2,700 educational  
professionals, including school  
administrators, school staff, CSDE,  
and state agencies  
across Connecticut.  
(Click on Images  
to View)

### Horace Mann Extends Free Access to Student Loan Solutions Platform

In keeping with its mission to provide meaningful benefits to the educators it proudly serves, Horace Mann has announced that it is extending complimentary access to its Student Loan Solutions (SLS) <https://casci.ac/6646> platform for educators. The Horace Mann SLS program provides webinar education, online resources and expert loan coaches to help all public school educators get the loan forgiveness they deserve under Public School Loan Forgiveness (PSLF) and Teacher Loan Forgiveness. In appreciation of everything schools and teachers are doing during the pandemic, the SLS program will be complimentary for districts and their employees through the 2021-22 school year. On average educators using the program save \$330 per month, equivalent to mo

### Ready to Feel Empowered?

Feeling overwhelmed and stressed lately? Horace Mann invites you to a free event featuring Adam Welcome, teacher, principal, Director of Innovation for a 35,000-student district and now a best-selling author. Adam believes kids deserve education. His energy, passion and new ideas will empower and motivate you to be your best version of yourself in the classroom. [Reserve](#) your spot now!

### Ready to Be Inspired?

Colonel Nicole Malachowski, USAF (Retired), defies stereotypes as a combat veteran with a distinguished 21-year Air Force career. After prevailing against a tick-borne illness that left her struggling to speak or walk for almost nine months, Nicole will inspire you to rethink your challenges and urge you to go beyond resilience and become resurgent. [Reserve](#) your spot now for this free event sponsored by Horace Mann.

### Auto Insurance Designed for CAS Members

Longtime corporate partner Horace Mann offers auto insurance with discounts, benefits and features designed with CAS members and educators in mind. As a CAS member, you could qualify for:

- an educator and member discount up to 22%
- a multiline discount up to 20%
- a good student discount up to 8.8%

Click [here](#) to learn more.



Horace Mann is giving away at least \$10,000 in DonorsChoose funding. Every day during the week of April 5-9, winners will be drawn and at least \$2000 in DonorsChoose projects will be funded. There are lots of chances to win, so don't miss this opportunity for funding. Enter [here](#).

### Horace Mann Offers Financial Wellness Opportunities for Educators

Getting employees on the path to financial success can help districts improve teacher recruitment, retention, productivity and morale. Help educate your employees on ways to help tackle some of their financial challenges so they can find and redirect savings to other life goals and have more confidence in their overall financial strategy. Click [here](#) to learn more.



# CIAC SPORTSMANSHIP CONFERENCE FEBRUARY 11, 2021

800+ STUDENTS AND 80+ CT HIGH SCHOOLS PARTICIPATED  
PLUS 760 POST EVENT VIEWS ON YOUTUBE

Fast paced 90-minute Connecticut Interscholastic Athletic Conference (CIAC) Sportsmanship Conference. Connecticut high school athletes share their sportsmanship success stories. The state's 16 Michaels Cup Award winning high schools are recognized along with the inaugural Fred Balsamo Sportsmanship Award winners.





# CAS ELEMENTARY LEADERSHIP CONFERENCE

## FEBRUARY 25, 2021

1000+ STUDENTS AND 30+ CT ELEMENTARY SCHOOLS PARTICIPATED

**FEB  
25TH  
8:45AM**



**ELEMENTARY  
LEADERSHIP VIRTUAL  
CONFERENCE**



[Click Here to Register](#)

**INTERACTIVE LEARNING  
LEADERSHIP  
EQUITY**

**TEAMWORK  
DECISION MAKING**

**SCHOOL  
TEAMS  
OF UP  
TO 30**

**ZOOM WEBINAR**

8:45AM - 12:10PM

**PARENT SESSION**

9:30-10:30 (Separate Zoom Link)



FOR MORE INFORMATION, CONTACT  
CHERESE MILLER AT [CMILLER@CASCIA.ORG](mailto:CMILLER@CASCIA.ORG)



**ELEMENTARY LEVEL  
LEADERSHIP  
VIRTUAL CONFERENCE**

*Our Partners*

**CONNECTICUT  
ASSOCIATION OF SCHOOLS  
SERVING SCHOOLS AND THEIR LEADERS**

*Welcome!*

**We will  
begin shortly**

**FEB  
25TH  
8:45AM**

**ELEMENTARY  
LEADERSHIP  
VIRTUAL CONFERENCE**

TIME	SESSION	TOPIC	PRESENTER
9:00am-9:05am	WELCOME		
9:05am-9:45am	Opening Session with Maggie and Tony	Interactive Leadership	Maggie and Tony
9:50am-10:15am	Session One	Mindfulness	Tiare Kahana
10:20am-10:45am	Session Two	Equity in Education	Mr. Mario Florez
10:50am-11:15am	Session Three	Interactive Learning	Anthony Depoto
11:15am-11:25am	BREAK		
11:25am-12:10pm	Closing Session	"Frieda B."	Renata Bowers

*Thank You Partners!*



# CAS MIDDLE LEVEL LEADERSHIP CONFERENCE

## FEBRUARY 23, 2021

800+ STUDENTS AND 20+ CT ELEMENTARY SCHOOLS PARTICIPATED

**FEB  
23RD  
8:45AM**

**CAS**  
MIDDLE LEVEL  
LEADERSHIP  
VIRTUAL CONFERENCE



[Click Here to Register](#)

INTERACTIVE LEARNING  
LEADERSHIP  
EQUITY  
TEAMWORK  
DECISION MAKING

SCHOOL  
TEAMS  
OF UP  
TO 30

**ZOOM WEBINAR**  
8:45AM - 12:10PM

FOR MORE INFORMATION  
CONTACT CHERESE MILLER AT  
CMILLER@CASCIAC.ORG



**MIDDLE LEVEL  
LEADERSHIP  
VIRTUAL CONFERENCE**

*Our Partners*



CONNECTICUT  
ASSOCIATION OF SCHOOLS  
SERVING SCHOOLS AND THEIR LEADERS

*Welcome!*

**We will  
begin shortly**

**FEB  
23RD  
8:45AM**

**MIDDLE LEVEL  
LEADERSHIP  
VIRTUAL CONFERENCE**

TIME	SESSION	TOPIC	PRESENTER
9:00am-9:05am	WELCOME		
9:10am-9:45am	Opening Session with Maggie and Tony	Interactive Leadership/Bullying Prevention	Maggie and Tony
9:50am-10:20am	Session One	Interactive Learning	Anthony Depoto
10:25am-10:55am	Session Two	Equity in Education	Mr. Mario Florez
11:00am-11:30am	Session Three	Mindfulness	Tiare Kahana
11:30am-11:40am	BREAK		
11:40am-12:05pm	Closing Session with Maggie and Tony	Interactive Leadership/Bullying Prevention	Maggie and Tony

*Thank You Partners!*





# CAS-CIAC HIGH SCHOOL LEADERSHIP CONFERENCE DECEMBER 7, 2020

600+ STUDENTS AND 20+ CT HIGH SCHOOLS PARTICIPATED

Horace Mann Logo on All Registration Materials,  
Zoom Background, Welcome Video; Liberty Bank  
Thank You at 01:07 minutes in the Video.



# WELCOME TO THE



## HIGH SCHOOL LEADERSHIP VIRTUAL CONFERENCE

**CAS**  
**CIAC**  
**FRIDAY  
DEC 4  
10AM**  
**REGISTER  
NOW!**

ALL HIGH SCHOOL STUDENTS ARE INVITED TO ATTEND  
NO CHARGE

Click to Register

CORPORATE PARTNERS:  
CONNECTICUT ARMY NATIONAL GUARD  
LIBERTY BANK  
Horace Mann  
Jostens

CAS  
CIAC  
CONNECTICUT ARMY NATIONAL GUARD  
Horace Mann  
Jostens  
LIBERTY BANK

Inspire the Hopeless  
Empower the Dreamers

Chere Miller-Odukwu

Horace Mann  
Jostens  
RENAISSANCE  
LIBERTY BANK  
CONNECTICUT LIGHTING CENTERS

CAS  
CIAC  
CONNECTICUT ARMY NATIONAL GUARD  
Horace Mann  
Jostens  
LIBERTY BANK

Inspire the Hopeless  
Empower the Dreamers

Kendrick Moore

CAS  
CIAC  
CONNECTICUT ARMY NATIONAL GUARD  
Horace Mann  
Jostens  
LIBERTY BANK

Inspire the Hopeless  
Empower the Dreamers

Dr. Phil Campbell

Horace Mann  
Founded by Educators for Educators



# Scholar-Athlete Awards Program May 2, 2021 on Fox61

Live-Streamed on CIAC Youtube Page, Fox61 Facebook Page & NFHS Network

## Social Media Posts for Twitter and Instagram

14 Short Videos to Promote the Fox61 Broadcast and simultaneous live-streamed platforms. Below is the promo page in each of the 14 videos. The video rests on this page for 8 seconds. Please see the CIACsports Twitter and Instagram pages to view all of the videos. Videos are averaging 800 views, with over 6k impressions each, for a total of 85,000 impressions for this one event.

**85k+**  
**Impressions**  
**Avg 800 Views**  
**14 Promo Videos**





# Scholar-Athlete Awards Program

## May 2, 2021 on Fox61

Live-Streamed on CIAC Youtube Page, Fox61 Facebook Page & NFHS Network

The Horace Mann logo scrolled throughout the program.

**SCHOLAR-ATHLETE AWARDS 2020-21**

**SPONSORED BY:**

DPH, Jesters, PULLMAN & COMLEY, LIBERTY BANK, Horace Mann, CONNECTICUT LEARNING CENTERS, BUFFALO WILD WINGS, CONNECTICUT ARMY NATIONAL GUARD

2021 CIAC Scholar-Athlete Awards  
1,842 views • Premiered May 2, 2021



The Connecticut Interscholastic Athletic Conference's 38th Annual Scholar-Athlete Awards. Long-time emcee and 4-time Connecticut Sportscaster of the Year Bob Picozzi hosts the half hour special which celebrates the 363 high school scholar-athletes across Connecticut. 1,860 Views to Date.



# Outstanding Arts Awards Program

## June 13, 2021 on Fox61

Live-Streamed on CIAC Youtube Page, Fox61 Facebook Page & NFHS Network

Social Media Posts for Twitter and Instagram

16 Short Videos to Promote the Fox61 Broadcast and simultaneous live-streamed platforms. Below is the promo page in each of the 16 videos. The video rests on this page for 10 seconds. Please see the CIACsports Twitter and Instagram pages to view all of the videos. Videos are averaging 800 views, with over 6k impressions each, for a total of 103,000 impressions for this one event.

**100k+**  
**Impressions**  
**Avg 800 Views**  
**16 Promo Videos**

**CAS**  
CONNECTICUT  
ASSOCIATION OF SCHOOLS  
SERVING SCHOOLS AND THEIR LEADERS

**2021 Arts Awards**

**100 YEARS**  
**CIAC**  
CONNECTICUT INTERSCHOLASTIC ATHLETIC CONFERENCE  
Est. 1921

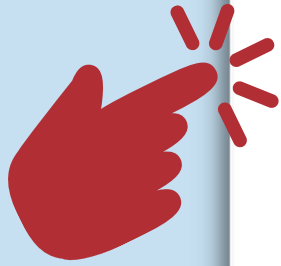
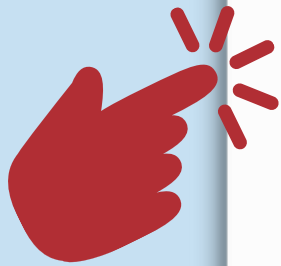
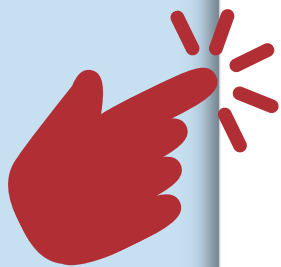
**TUNE IN SUNDAY, JUNE 13TH AT 1:00PM**

**FOX61**

Also Live-Streamed on CIAC Youtube Page, Fox61 Facebook Page & NFHS Network

**OUR EVENT PARTNERS**

CONNECTICUT ARMY NATIONAL GUARD  
PULLMAN & COMLEY  
Jostens  
LIBERTY BANK  
RENAISSANCE EDUCATION  
Horace Mann  
CONNECTICUT DEPARTMENT OF PUBLIC HEALTH  
CONNECTICUT LIGHTING CENTERS  
BUFFALO WILD WINGS



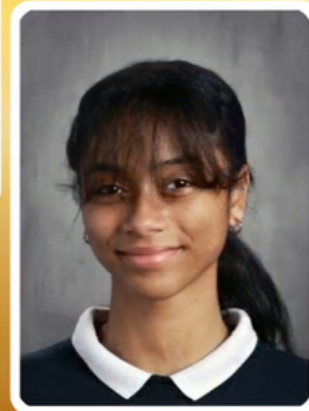


# Outstanding Arts Awards Program

## June 13, 2021 on Fox61

Live-Streamed on CIAC Youtube Page, Fox61 Facebook Page & NFHS Network  
The Horace Mann logo scrolled throughout the program.

Premiering at 1:00pm on Sunday  
June 13, the 2021 - The CAS  
(Connecticut Association of  
Schools) Arts Awards special  
celebrates 278 high school senior  
artists from 140 different  
Connecticut high schools. Fox61  
News Anchor Tim Lammers hosts.



ARIANA CHANDARPAL - H.C. WILCOX TECHNICAL HIGH SCHOOL



CORINNE BLISS - EAST WINDSOR HIGH SCHOOL



JAYME PESANTEZ - TORRINGTON HIGH SCHOOL





# Diversity, Equity & Inclusion Conference May 25, 2021 (CLICK TO VIEW)

The CAS-CIAC Student Equity Advisory Board and Connecticut Unified Sports Collaborated to Bring this Conference to CT High School Students.

This conference was a celebration of Diversity, Equity and Inclusion, featuring a keynote from A'ric Jackson and a panel discussion with talented leaders.

**UNITY STARTS WITH U!**  
DEI VIRTUAL CONFERENCE 5/25/21 9AM

**DIVERSITY**  
Representation of various identities and differences

**EQUITY**  
Fair & Equitable treatment, access & opportunity

**INCLUSION**  
Effort to create environments to respect & value all people

**OUR CALL TO ACTION**

CAS CIAC SPECIAL OLYMPICS UNIFIED SPORTS

# UNITY STARTS WITH U! DEI VIRTUAL CONFERENCE 5/25/21 9AM

The CAS-CIAC Student Equity Advisory Board and Connecticut Unified Sports will be collaborating to bring you **UNITY STARTS WITH U!** This virtual conference is a celebration of Diversity, Equity and Inclusion, featuring a keynote from A'ric Jackson and a panel discussion with talented leaders. This virtual conference is **FREE OF CHARGE TO ALL CAS-CIAC MEMBER HIGH SCHOOLS.** Register today by following this link: <https://casci.ac/6723>

## Our Event Partners



CIAC Sports @ciacsports · Apr 18  
Unity starts with U. Join us on May 23 for the free CAS-CIAC Diversity, Equity and Inclusion virtual conference featuring A'ric Jackson Register here - [casci.ac/6723](https://casci.ac/6723)

**UNITY STARTS WITH U!**  
DEI VIRTUAL CONFERENCE 5/25/21 9AM

**DIVERSITY**  
**EQUITY**  
**INCLUSION**

**OUR CALL TO ACTION**

1K views 0:05 / 0:22





# CAS-CIAC EDUCATIONAL WORKSHOPS

## HORACE MANN MENTIONED AS A PARTNER WITH LOGO DISPLAY

(CLICK TO VIEW)



**WELCOME TO THE  
2021 CAS ELEMENTARY  
CELEBRATION OF THE  
ARTS!**




**Horace Mann®**  
Founded by Educators for Educators




*Women in Leadership Conference*  
May 18, 2021 | 9:30 - 11:00 AM

*Leaders in Education & Healthcare*

*Leaders in Athletics*





**WHEN, WHAT, WHO, AND WHY:**  
*The Perils, Pitfalls, & Parameters of Mandated Reporting*




**PULLMAN & COMLEY**

**PRESENTER:**  
ATTORNEY MICHAEL MCKEON, PULLMAN & COMLEY

February 25, 2021





**FROM BULLYING  
TO BELONGING:  
BUILDING EMPATHY  
& CONNECTION  
THROUGH THE ARTS**




Stand UP and Speak Out

APRIL 27, 2021




**RACE, EQUITY AND BOOKS:**  
*How Reading Can Be an Entry Point for Essential Conversations*



**PRESENTERS:**  
TOM BRODERICK, JANINE JOHNSON & TIM SALEM - SCOTTS RIDGE MS, RIDGEFIELD

March 23, 2021





# CAS EDUCATIONAL WORKSHOPS

## HORACE MANN MENTIONED AS A PARTNER WITH LOGO DISPLAY (CLICK TO VIEW)



DATE	TITLE	YOUTUBE LINK	OPENING PARTNER THANK YOU TIME	CLOSING PARTNER THANK YOU TIME
11/18/2020	Follow Your Passion: Personal Interest Projects (PIP) for Students	<a href="#">CLICK HERE TO VIEW</a>	0:47	1:05:46
11/30/2020	“Look for the Good” Programming	<a href="#">CLICK HERE TO VIEW</a>	0:20	1:04:59
12/3/2020	Self-care and Wellness for School Administrators	<a href="#">CLICK HERE TO VIEW</a>	0:38	1:22:41
12/9/2020	Fun (and free!) Resources for Online Learning	<a href="#">CLICK HERE TO VIEW</a>	0:22	40:12:00
12/16/2020	Free Speech in our Schools: What are the Rules for Teachers, Principals and Others?	<a href="#">CLICK HERE TO VIEW</a>	0:50	1:20:33
1/12/2021	Student Discipline in the Age of the Coronavirus	<a href="#">CLICK HERE TO VIEW</a>	0:39	1:27:44
1/25/2021	Conducting Circles Virtually	<a href="#">CLICK HERE TO VIEW</a>		1:57:35
2/2/2021	Safe & Positive School Climate Policy Implementation	<a href="#">CLICK HERE TO VIEW</a>	1:14	1:28:35
2/17/2021	Discussing Our Diversity: How Our Differences Can Bring Us Closer	<a href="#">CLICK HERE TO VIEW</a>	1:40	1:03:00
2/25/2021	The Perils & Pitfalls of Mandated Reporting - A Legal Webinar	<a href="#">CLICK HERE TO VIEW</a>	0:39	
3/23/2021	Race, Equity & Books: How Reading Can Be an Entry Point for Essential Conversations	<a href="#">CLICK HERE TO VIEW</a>		59:10:00
3/30/2021	Elementary Arts Celebration	<a href="#">CLICK HERE TO VIEW</a>	0:22	
4/27/2021	From Bullying to Belonging: Building Empathy & Connection Through the Arts	<a href="#">CLICK HERE TO VIEW</a>	1:15	58:13:00
4/28/2021	Engaging All Stakeholders in a Sustainable & Systemic Approach to Equity & Inclusion Efforts	<a href="#">CLICK HERE TO VIEW</a>	0:56	1:24:55
5/18/2021	Women in Leadership Conference	<a href="#">CLICK HERE TO VIEW</a>	0:37	



**THANK YOU**  
**HORACE MANN**

**FOR YOUR SUPPORT OF CAS-CIAC & CT SCHOOLS:  
STUDENTS, ATHLETES, ADMINISTRATORS, COACHES & STAFF!**

