

Google Classroom Pronoun Check

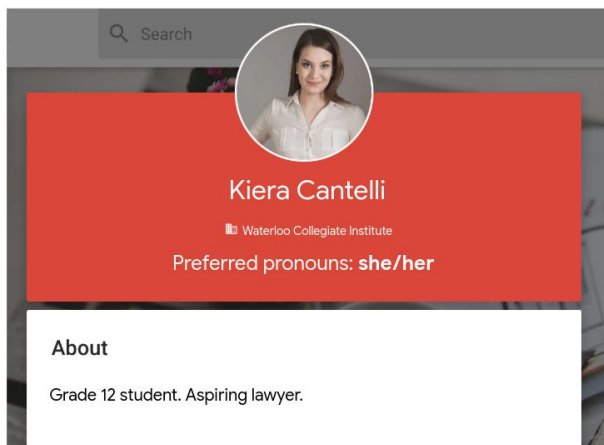
INSIGHT

Learning the right words to acknowledge someone's identity is the first step to building an inclusive, safe space.

IDEA

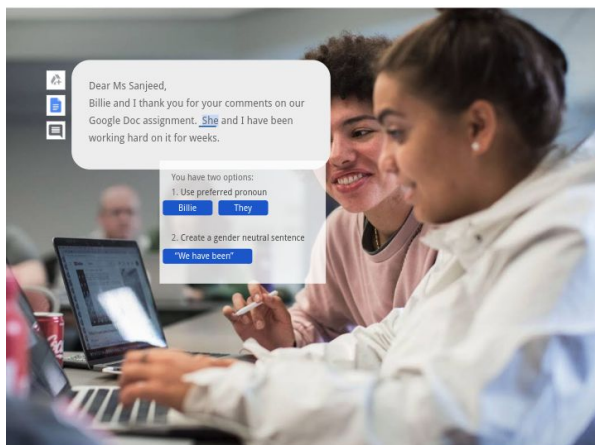
Google Classroom Pronoun Check provides students and teachers with the tools to learn how to correctly express gender. It's spellcheck, for gender.

CONFIRM



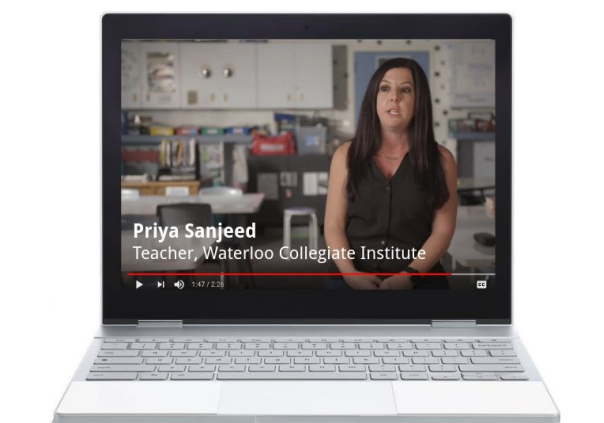
Students and teachers confirm preferred pronouns through updated **Google Classroom** profile to increase awareness and avoid misgendering.

LEARN



Google Classroom Pronoun Check automatically scans **GSuite** content to ensure usage of preferred pronouns and reduce gender-exclusionary language.

REAFFIRM



Gender Creative Kids Canada content linked to **Google Classroom** provides students and teachers with additional resources.

IDEA

Google Classroom Pronoun Check provides students and teachers with the tools to learn how to correctly express gender. It’s spellcheck, for gender.

MARKETING OBJECTIVES

1. **Gender Creative Kids Canada:**
 - a. Raise student and teacher awareness of multiple forms of gender expression by +15pts
 - b. Increase Top 2 Box agreement with students and teachers with the statement *‘I am aware that the correct use of pronouns contributes to a more inclusive school environment’*¹

2. **Google Canada:**
 - a. Increase Top 2 Box agreement with teachers that *‘Google Classroom helps build more inclusive learning spaces’*¹

TARGET

Priya has been teaching at Waterloo Collegiate Institute for over 20 years and is known for creating a welcoming environment filled with colourful discussion. With the help of Google Classroom, she provides prompt feedback to students in Google Docs when grading English assignments. She’s proud that despite being one of the older teachers, she always finds a way to relate to the new generation.

One day, she receives a note from her principal outlining details of a new student in her class, Billie. The note shares that Billie identifies as gender-fluid and would like to be referred to as ‘they/them.’ Although Priya is familiar with multiple gender expressions, for the first time in years she feels unprepared. She quickly googles the term ‘gender-fluid’ to brainstorm how to introduce Billie but becomes overwhelmed by the variety of links and videos. As her class walks in, she pivots to boot up the day’s lesson on Google Slides. Priya hopes to create an inclusive environment for Billie but is nervous that she might slip up. *How can she explain the importance of correct gender pronouns to her students when she’s not confident in the subject matter herself?*

INSIGHT

Human Truth	Category Truth
<i>Language is one of the most tangible symbols a person can use to affirm one’s identity.</i>	<i>Misgendering, whether intentional or not, can prevent trans, non-binary and gender-fluid individuals from feeling included and/or seen.</i>
Key Insight	
<i>Learning the right words to acknowledge someone’s identity is the first step to building an inclusive, safe space.</i>	
Brand/Product Truth	
<i>Gender Creative Kids Canada and Google Classroom can create a learning environment that provides schools with language tools that promote inclusive communication for everyone.</i>	

¹ As measured by 5 option scale: Strongly Disagree - Disagree - Unsure - Agree - Strongly Agreement. T2B would indicate ‘Agree’ or ‘Strongly Agree’

ROLE OF COMMUNICATION

Google Classroom Pronoun Check seeks to make students and teachers more mindful when using pronouns to address those around them.

	Current	Desired
Attitude	<i>I don't think about my use of pronouns.</i>	<i>I recognize that using the correct pronoun can make someone feel included.</i>
Behaviour	<i>I subconsciously think of gender as binary, using only words like 'he' and 'she'.</i>	<i>I actively try to engage with those around me using their preferred pronoun.</i>

BENEFIT

Google Classroom Pronoun Check allows you to contribute to a more inclusive classroom.

REASONS WHY

- **School First, Life Next:** By partnering with schools with students grades K-12, Gender Creative Kids Canada and Google Classroom can improve inclusivity at an impressionable age to inspire awareness for the generation of the future.
- **Built for All:** Google Classroom was born from the idea that technology can create a more accessible and inclusive learning environment to help every student learn, be inspired and achieve their full potential.
- **Always On:** As Google Classroom is integrated with the entire GSuite (Docs, Slides, Drive and Sheets), Pronoun Check serves as a consistent reminder of how pronouns manifest through all areas of learning and daily communication.

BRAND CHARACTER

The Google Classroom Pronoun Check unites key tenants of the Google brand voice and Gender Creative Kids Canada's mission to drive resonance with students and teachers. The brand character is **Approachable, Helpful, and Knowledgeable.**

CAMPAIGN DELIVERABLES

- Develop and execute Pronoun Check launch event to drive awareness of Google Classroom and Gender Creative Kids Canada pilot in Waterloo and Montreal school board regions
 - Timing: Summer 2020 (June: Toronto Pride, August: Montreal Pride)
 - Budget: \$200K
- Leverage Gender Creative Kids Canada website to produce content for the Google Classroom Pronoun Check 'Learn More' tab
 - Timing: September 2020 (Back To School)
 - Budget: \$350K
- Develop Waterloo and Montreal pilot case studies to be used for prospective school boards engagement
 - Timing: February 2021
 - Budget: \$30K