

DISCUSSION/DIRECTION:

# RISING STAR SCHOLARSHIP COMMUNICATIONS PLAN AND COUNCIL PRESENTATION

YOUTH COMMISSION  
JANUARY 12, 2026



# COMMUNICATIONS PLAN

- Webpage is live at [CRgov.com/RisingStar](http://CRgov.com/RisingStar) — application form will launch Feb. 3
- Social media posts will start Feb. 3 and run through March 31
  - Town Communications team will partner with Jackson, who is the Commission's lead
- Flyers being distributed to schools using PeachJar system
  - Approved: Chaparral, Douglas County, Eagle Academy, Ponderosa and Rock Canyon
  - Pending: Cloverleaf Home Education, eDCSD and Legend (Castle View has questions)
  - Declined: Daniel Oakes and Renaissance Secondary (declined in 2025 also)



# Rising Star Scholarship

PRESENTED BY THE CASTLE ROCK YOUTH COMMISSION

**Eligibility criteria**

- You must be a senior in high school, graduating in spring 2026
- You have to live in Castle Rock or attend a high school in Castle Rock. Homeschool students living in Castle Rock may apply
- You should be able to explain how you've been involved in community service or made other positive contributions to our community

**Award details**

- You will be notified by April 20 if you are selected as a scholarship recipient
- Recipients will be celebrated at an award ceremony during the Town Council meeting on May 5 at 6 p.m.
- At least four winners will receive a \$1,000 award each
- Scholarships will go directly to higher education institutions and are nonrenewable

Contact [bschnorr@CRgov.com](mailto:bschnorr@CRgov.com) with questions.

Learn more at [CRgov.com/RisingStar](http://CRgov.com/RisingStar).



Applications  
open Feb. 3 through  
March 31



Scan to  
learn more

There is no cost to participate in the scholarship application process.



# PROMOTION AT SCHOOLS

- Ask school to have a table with flyers and snacks between Feb. 17 and 27
- Castle View: Jackson, Matthew, Mei or Ryan
- Colorado Early Colleges: Lilianna or Yusuf
- Douglas County: Abigail or Evan
- Daniel Oakes:
- Renaissance Secondary:
- Staff will purchase Fruit by the Foot and label it with scholarship information; this will cost about \$150 from our \$4,000 Operating Supplies budget

# UPDATE TO TOWN COUNCIL

- Purpose: to promote scholarship and provide information on Commission's activities so far
- Need: Up to four presenters to collaborate with staff to finalize an update by January 23
- All Commission members are invited to attend, but it's most practical to limit the number of presenters
- Who will present on the Commission's behalf?



# PROPOSED MOTION

*“I move to confirm the scholarship outreach volunteers and Town Council presenters as discussed.”*