



LEGO® Education Master Educator Program

Applicant Guide

Thank you for your interest in applying to be a LEGO® Education Master Educator! We've put together this resource to help support you in the application process. Please read this carefully before applying.

The Applicant Guide includes:

- An overview of the program
- Application process and key dates
- Application (We recommend preparing your answers in advance.)
- A copy of the Master Educator Participation Agreement and Guidelines (Please note: these are for informational purposes only; if selected, the applicant will be required to review and sign. Both documents are subject to change.)

What is the LEGO® Education Master Educator Program?

The LEGO Education Master Educator Program recognizes, celebrates and leverages educators who embody our mission and help us reach even more students and teachers to deliver meaningful learning experiences.

- We are looking for educators who are passionate about helping children develop the skills and courage to innovate. We want innovators who are passionate about hands-on teaching and are excited to share best practices and creative teaching ideas with others.

Who should apply?

We are looking for 100 preK-12 educators* across the United States who use LEGO Education solutions in their classroom in their everyday teaching. We are interested in individuals who are fully aligned to the mission and philosophy of LEGO Education and want to share their experiences and expertise with others. We hope to create a diverse



group of individuals, representing a variety of grade levels, content areas and student populations.

Please note that to avoid a potential conflict of interest, individuals with school or district-wide purchasing or procurement authority are not eligible to participate in the LEGO Education Master Educator Program. If accepted into the program, the applicant has an obligation to check with his or her school district purchasing policies and affirm in the Participation Agreement that he or she does not have the authority to make high level purchasing decisions on behalf of his or her school or district. Refer to the Participation Agreement on page 15 for more details.

**This includes teachers, administrators and learning specialists who are actively working in the classroom*

Accommodations

If you require reasonable accommodations to complete the LEGO Education Master Educator Program application, please email USMasterEducators@LEGO.com or call Sarah McKitterick, US LEGO Education Master Educator Program Lead, at 857-254-3426 and indicate how best we can support you in applying. In addition, a paper copy of the application can be mailed to you upon request.

What can I expect if I'm selected?

What can I expect as a LEGO Education Master Educator?

Some of the potential unique opportunities that Master Educators will have include:

- Insider news of special offers and events
- A LEGO® Education “welcome package”
- Access to other educators nationwide that are passionate about playful learning
- Invitations to VIP LEGO Master Educator events & gatherings



- Web and online recognition
- Option to attend an in-person orientation with the LEGO® Education team and your fellow ambassadors
- Written verification for participating in Professional Development may be provided (refer to Participant Guidelines for more details)

What is expected of me as a Master Educator?

For the first year of the program, Master Educators will be asked to contribute to at least three of four quarterly online sessions with the LEGO® Education team to share relevant experiences, provide feedback, and connect with other leaders in the program. Master Educators must be active participants in a private online group, posting at least once per quarter. Guidelines for engaging in the group will be provided in orientation.

Master Educators will be asked to participate in any of the following activities:

- Represent LEGO Education at events as needed and willing
- Raise awareness of LEGO Education in their online and in-person networks
- Share news and activities on their online and social media channels
- Provide feedback to curriculum, product development and research teams as needed and as willing
- Provide additional support to the public relations and marketing efforts of LEGO Education. This includes but is not limited to the following: speaking engagements, participation in webinars and participation in chats on social media.

Please note that Master Educators must meet the above participation requirements to remain in the program.

If selected, applicants will be required to complete the LEGO Education Master Educator Participation Agreement with guidelines for program participation and will also be subject to a Criminal Background Check. Selected Master Educators will also be asked to complete a short test and other documentation prior to participating in the program.



Please review the Participation Agreement and Master Educator Guidelines on pages 15-24 of this guide before applying.

**subject to availability in the Master Educator's region*

Application Process & Key Dates

In order to be considered, applicants must submit the following:

- A completed online application
- Curriculum Vitae: Please upload your most current CV in a word document (max of 3 pages)
- Recent photo: Please upload a photo that has been taken within the last year that clearly shows your face. Please submit a JPEG file that is 250 MB or less.
- 2-minute video: Create a video that answers the questions below. Post it somewhere that allows you to create a URL to share it and include the link in your application.

Please note: you will not be able to save your application and return to it at a later time. It's recommended that you prepare your answers and your materials in advance (this means that you will need to create and post your video before starting the application!). Please see page 7 for a copy of the application.

Key Dates:

- 3/2/18: Applications close at 11:59pm EST
- Week of 3/26/18: Applicants will be notified of status
- June 2018: Master Educators gathering and orientation



Your 2-Minute Video

In your 2-minute video, please address the following questions:

1. How do you embody the LEGO Education mission to enable every student to succeed through playful learning experiences?

To LEGO Education, playful learning experiences refers to the LEGO® Education system for playful learning and our hands-on, minds-on learning approach. We also refer to our age and curriculum-relevant teaching solutions as well as our physical and digital solutions.

2. How do you define “every student” and what do you think success looks like for them?

At LEGO Education, enabling every student to succeed means the following for all types of learners:

- Building a positive mindset and encouraging students’ self-directed motivation to learn
- Enabling every student to learn, apply knowledge and improve skill
- Creating active, confident and lifelong learners, and
- Facilitating engaging lessons with effective learning impact

Video Tips

- Be creative and compelling in your answers!
- Tell your story by providing us with a look into your classroom
- Only include images, video, etc. that you have permission to share
- Be sure to appear in the video, or include images of yourself as you narrate the story – in a way that is engaging and not just a “talking head”
- Post your video somewhere that allows you to create a URL to share it with us. You will be asked to include the link as part of your application.



Selection Criteria

The Master Educators will be selected by a panel appointed by LEGO Education.

Submissions will be judged against the following criteria:

- How you address the questions outlined in the video / meet the basic video requirements listed above
- The creativity, professionalism and energy exhibited in the submission
- How you demonstrate your commitment to and enthusiasm for embodying the mission and philosophy of LEGO Education
- Innovative and creative teaching practices with LEGO Education solutions
- Commitment to teaching and capacity for sustained contribution to the teaching community

Master Educators will be selected based on a mix of grades, geographic locations and experiences.

Final Application Reminders

- √ Applications are due by Friday, March 2nd, 2018 at 11:59 EST.
- √ Please ensure that you have read all application materials carefully before applying.
- √ Remember that you will need to include the link to your video and upload your Curriculum Vitae and a photo as part of the application process.
- √ This application should take approximately 1 hour to complete (excluding the video).
- √ To apply, visit our website at <https://education.lego.com/en-us/master-educator>.

Please email USMasterEducators@LEGO.com with any questions or concerns.



LEGO® Education Master Educator Program Application

Note: This copy is for reference and preparation only. Please apply on our website to be considered for the Master Educator Program.

GENERAL INFO

First Name:

Last Name:

Mailing Address:

Address:

City:

State:

Zip code:

Home Address: (if different from above)

Email:

Mobile Phone Number:

Work Phone Number:

Other Phone Number:

What is your preferred method of contact?

- Email
- Mobile Phone
- Home Phone



What is your preferred time for contact?

- Morning
- Afternoon
- Evening

SCHOOL INFORMATION (This information will be used for informational purposes and to aid in research and product development for LEGO Education.)

School Name:

School Address:

School Website:

Type of school:

- Public
- Private
- Charter
- Homeschool
- Career and technical school
- Afterschool program
- Other (please specify):

Ages/grades of students served (select all that apply):

- Early Childhood
- Grades k-2
- Grades 3-5
- Grade 6-8
- Grades 9-12



What is the average class size at your school?

What are the demographics of the students at your school?

- What percentage of your students identify as the following: Hispanic, White, Black or African American, Asian, Native Hawaiian or Other Pacific Islander, American Indian or Alaska Native?
- What is the gender breakdown (in percentages) at your school?
- Primary languages spoken:
- Percentage of students on free and reduced lunch:
- Percentage of ELL students:
- Percentage of students receiving special education services:

Please include any other information that you think is important to know about the demographics of your school or district:

What standards are you teaching to (i.e. Common Core, NGSS, ISTE Nets, etc)?

EDUCATION BACKGROUND (Please note that you will be required to upload your CV at the end of this application.)

Job Title:

Grade Level(s) you work with:

Job description:

How long have you been working as a teacher?

List your degrees completed/educational institutions attended and dates of graduation:

What certifications do you have? What committees have you served on within your school?

What leadership roles have you held within your school?



Please provide a brief bio (3-5 sentences maximum):

Are you a member of other professional teacher networks? (If so, please list them.)

Are you a member of other ambassador programs or educator groups? (If so, please list them.)

Please list any speaking engagements or panels that you have been a part of.

Are you active on social media related to your school or classroom?

Do you regularly participate in Twitter or other social media chats or groups?

EDUCATIONAL PHILOSOPHY

What is your teaching philosophy?

What does playful learning mean to you and how do you integrate play into the classroom?

What is your favorite teaching moment? How did it impact you and your students?

What do you think is the biggest challenge facing students today, and how are you responding?

LEGO EDUCATION EXPERIENCE

Why do you want to be a LEGO Education Master Educator?

What LEGO Education solutions have you used?

- StoryTales: _____
- Math Train: _____
- Tubes Experiment: _____
- Café+: _____
- Tech Machines: _____



- Build Me “Emotions”: _____
- WeDo 2.0: _____
- Simple Machines: _____
- Simple & Powered Machines: _____
- Early Simple Machines: _____
- LEGO® MINDSTORMS® Education EV3: _____
- Other (please specify): _____

Which of the above are you currently using in your classroom? Please include the number of years you have used each.

What technologies do you use in the classroom? (Check all that apply.)

- Windows
- Windows 10 (touch devices)
- MacOS
- Chromebook
- iPad
- Android
- Surface Pro
- Fire tablets
- No device
- Other (please specify): _____

What do you like most about using LEGO Education in the classroom?

What impact have you seen on your students using LEGO Education?

What is your favorite LEGO Education solution and why?

What is your favorite lesson, tip or trick using LEGO Education solutions?



Have you coached a *FIRST*[®] LEGO[®] League, *FIRST*[®] LEGO[®] League Jr or *FIRST*[®] Robotics Competition team? Please list the number of years that you have been involved in coaching and any other information you would like to share.

PARTICIPATION INTERESTS

What are you most interested in participating in as part of the LEGO Education Master Educator Program? (Please select your top 3 choices.)

- Contributing to a LEGO Education Blog
- Public Relations support / contributing to external publications
- Hosting a Twitter chat
- Hosting a webinar for teachers interested in using LEGO Education products
- Participating in Q&As with LEGO Education team members
- Supporting product testing (in your classroom)
- Sharing LEGO Education news and updates across your social media channels

OTHER

Please list your social media handles (if public) and/or any blogs that you own or regularly contribute to:



Please provide 3 professional references. List the reference's name, school/ organization, job title, city and state, and your relationship to them.

- 1.
- 2.
- 3.

I authorize LEGO Education to contact the above-named references to discuss my application to become a LEGO Education Master Educator.

Signature:

Please upload a current photo:

Please upload your Curriculum Vitae:

Please include the link to your 2-minute application video:



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LEGO Education Master Educator Program 2018

Please carefully review the terms below, sign and date this document and return to:

LEGO Education

c/o Sarah McKitterick

501 Boylston Street, Suite 4103

Boston, MA 02116

Thank you for being a part of the LEGO Education Master Educator Program.
We look forward to a great year!

Warm Regards,

The LEGO Education Team



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LEGO Education Master Educator Participation Agreement

This Participation Agreement made and entered into by and between the Parties effective as of this _____ day of _____, 201__.

Parties. The Parties are LEGO Education North America (“LEGO Education”) and _____ (the “Educator”).

Educator Acknowledgements. In connection with the Educator’s participation in LEGO Education Master Educator Program, the Educator acknowledges and agrees that:

1. his or her participation in the LEGO Education Master Educator Program is subject to successful completion of criminal and child abuse/neglect background checks.
2. his or her participation in the LEGO Education Master Educator Program will be as an independent contractor as stated for tax purposes.
3. he or she maintains current educator certification in good standing in his or her local jurisdiction.
4. he or she is not an employee of LEGO or LEGO Education, and he or she will not present, introduce or otherwise hold himself or herself out as an employee of LEGO or LEGO Education.
5. he or she is not entitled to future employment with LEGO or LEGO Education.
6. he or she must maintain a clear delineation between his or her teaching role and participation in the LEGO Education Master Educator Program.
7. he or she will obtain any and all authorizations as may be required by his or her school district when participation in the LEGO Education Master Educator Program intersects in any way with his or her teaching role.
8. it is his or her sole responsibility to ensure that his or her participation in the LEGO Education Master Educator Program does not conflict with the policies and procedures of his or her school district, including but not limited to policies and procedures relating to student confidentiality, participation in research, purchasing, gifts, and conflicts of interest.



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9. he or she is not designated as an individual with purchasing or procurement authority for his or her school or school district, as defined by his or her applicable school district policies.
10. he or she will act in accordance with the mission of the LEGO Education Master Educator Program, which is to ensure that every student succeeds through playful learning experiences by: a) embodying LEGO Education's mission, values¹, and teaching philosophy; b) acting as volunteer ambassadors for LEGO Education; and c) voluntarily supporting the LEGO Education team by providing feedback and insight. Accordingly, the Educator will:
 - a) participate in at least three of four (3 of 4) quarterly online sessions with the LEGO Education team to share relevant experiences, provide feedback, and connect with other leaders in education;
 - b) be an active participant/contributor to the LEGO Education Master Educator Program's private online group, by posting in the group at least once per quarter; and
 - c) participate in at least one (1) activity per quarter, which may include one or more of the following:
 - i. Raise awareness of LEGO Education in his/her networks;
 - ii. Share LEGO Education news and activities on his/her social channels;
 - iii. Serve as volunteer representatives of LEGO Education at select LEGO Education events as may be requested;
 - iv. Provide feedback to LEGO Education's curriculum, product development and/or research teams as willing; or
 - v. Share experiences and opinions relating to LEGO Education products and solutions, including but not limited to in webinars, and/or social media chats, hosted by LEGO Education.
11. through participation in the LEGO Education Master Educator Program, the Educator may have access to confidential or sensitive information, materials or documents of LEGO Education (including but not limited to product and curriculum design) ("**Proprietary Information**"), which shall be confidential. LEGO Education shall have sole authority and control over all aspects of its Proprietary Information, and the Educator

¹ LEGO® values are: imagination, creativity, fun, learning, caring and quality. A review of the guidelines will be provided to selected applicants upon entering the LEGO Education Master Educator Program.



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agrees to and does hereby assign to LEGO Education any rights he or she may have or acquire in such Proprietary Information. At all times, both during the term of this Participation Agreement and after its termination or expiration, the Educator agrees to not acquire any Proprietary Information by improper means, to keep in confidence and trust all Proprietary Information which it may acquire, and to not disclose such Proprietary Information at any time, either orally or in writing or otherwise, in any manner, directly or indirectly, to any person or firm, without LEGO Education's prior written consent. The Master Educator shall use Proprietary Information only to serve the best interests of LEGO Education as contemplated in this Agreement and for no other purpose.

12. in the event the Educator's participation in the LEGO Education Master Educator Program results in certain work product and deliverables (together, the "Work Product"), such Work Product shall be original work of the Educator capable of being owned by LEGO Education as contemplated herein. The Educator acknowledges and agrees that title to the Work Product shall vest at all times in LEGO Education, and Educator shall have no ownership rights therein. The Work Product shall be deemed a "work for hire" pursuant to the copyright laws of the United States; provided that in the event (and to the extent) the Work Product (or any portion thereof), is deemed not to be a work for hire for any reason, the Educator agrees to and does hereby assign to LEGO Education all right, title and interest in the Work Product. The Educator hereby agrees to execute any and all documents necessary to effectuate such assignment herein.
13. he or she will conduct himself or herself in a professional manner, and in accordance with LEGO Education Master Educator Guidelines, which are incorporated herein, throughout his or her participation in the LEGO Education Master Educator Program.
14. LEGO Education may use photographs and/or other media to feature his or her activity or achievement as a Master Educator.
15. he or she will communicate with designated LEGO personnel to provide updated information or changes that would impact ongoing participation in the LEGO Education Master Educator Program, including but not limited to, withdrawal from LEGO Education Master Educator status, changes in name, address, email address, social media handles, and educator status.



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16. he or she will be required to participate in any orientation or training regarding LEGO Education guidelines, policies and procedures that LEGO Education determines appropriate to the Educator's participation in the LEGO Education Master Educator Program.

The Educator agrees to comply with this Agreement, and applicable policies, procedures, rules, and regulations of LEGO Education, including but not limited to those outlined herein, and agrees to abide by all applicable laws and regulations in connection with the Educator's voluntary participation in the LEGO Education Master Educator Program, including but not limited to, the applicable policies and procedures of his or her school district. The Educator will provide to LEGO Education any documents or information requested in connection with the Educator's compliance with his or her obligations under this Agreement. Subject to applicable laws, LEGO will keep confidential any documents or information so provided that is of a confidential nature.

LEGO Education Master Educator Program Benefits: LEGO Education will support Master Educators through program participation benefits, which may include:

- LEGO Education Master Educator Welcome Package
- Insider news of special offers and events
- Access to other educators in the program nationwide
- Invitations to LEGO Education Events & Gatherings
- Online recognition as a LEGO Education Master Educator

LEGO Education follows strict guidelines on what it can or will provide to public employees. Specifically, an Educator may not receive from LEGO Education any LEGO products, or other items costing more than \$20.00. In addition, during any calendar year, the total amount of all such items provided to an Educator may not exceed \$50.00.

Master Educator Status. By entering into this Agreement, LEGO Education and the Educator do not intend that the Educator is an employee of LEGO or LEGO Education for any purpose, and the Educator shall not be entitled to any employee benefits, workers' compensation, unemployment compensation, disability benefits, or other rights normally afforded to an employee of LEGO or LEGO Education.



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Compensation. The Educator acknowledges and agrees that the Educator's participation in the LEGO Education Master Educator Program is voluntary, as an independent contractor for tax purposes, and that no wages will be paid by LEGO Education to the Educator for his/her participation in the LEGO Education Master Educator Program. Notwithstanding the foregoing, when the Educator attends LEGO Education-approved and LEGO Education-managed events, LEGO Education shall reimburse the Educator for the reasonable costs of travel, accommodations and meals during such attendance. The Educator may also receive select LEGO products in exchange for his or her participation in the LEGO Education Master Educator Program. The Educator acknowledges and agrees that he or she will not receive from LEGO Education any LEGO products, or other items costing more than \$20.00, and that during any calendar year, the total amount of all such items provided to the Educator may not exceed \$50.00. The Educator acknowledges and agrees that prior to accepting any incentives, gifts or other products/items from LEGO Education, he or she will confirm that acceptance of such gifts are permitted by such policies from their school and school district. The taxable consequences of such reimbursements and such products shall be the sole responsibility of the Educator, who is advised to consult his or her tax advisors.

Non-Discrimination. LEGO Education and the Educator agree that in the performance of this Participation Agreement, there will be no discrimination against or harassment of Educators, LEGO personnel, or other persons on the basis of race, color, sex, religion, creed, age, national origin, gender identity or expression, sexual orientation, disability, or other status protected by applicable state or federal law.

Termination. The Educator may withdraw from the LEGO Education Master Educator Program at any time. The Educator acknowledges that LEGO may remove the Educator from participation in the LEGO Education Master Educator Program at any time and for any reason, including but not limited to failure to (a) comply with applicable LEGO Education policies, procedures, guidelines and applicable laws, or to act consistent with LEGO's values or guidelines, (b) lapse, termination or revocation of current educator certification, or (c) conduct determined to be detrimental to LEGO Education's operations or otherwise unsatisfactory as deemed by LEGO Education.

Jurisdiction and Venue. This Agreement shall be governed by the laws of the State of New York, and any legal action concerning the provisions hereof shall be brought in the state or federal courts of New York.



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Term. This agreement will be in effect from the date that it is signed through _____.

LIABILITY. EDUCATOR ACKNOWLEDGES THAT HE OR SHE PARTICIPATES IN THE MASTER EDUCATOR PROGRAM ENTIRELY AT HIS OR HER OWN RISK AND THAT, TO THE EXTENT PERMITTED BY LAW, LEGO EDUCATION, AND ITS OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, AFFILIATES, SUCCESSORS, AND ASSIGNS WILL NOT BE RESPONSIBLE OR LIABLE FOR ANY HARM OR LOSS OF ANY NATURE SUFFERED IN PERFORMING ACTIVITIES UNDER OR IN CONNECTION WITH THE MASTER EDUCATOR PROGRAM THAT (1) THE EDUCATOR MAY SUFFER OR (2) THAT EDUCATOR CAUSES TO ANY THIRD PARTY.

Indemnification. The Educator shall defend, indemnify, and hold harmless LEGO Education against any and all losses, damages, liabilities, deficiencies, claims, actions, judgments, settlements, interest, awards, penalties, fines, costs, or expenses of whatever kind, including reasonable attorney fees, fees and the costs of enforcing any right to indemnification under this Agreement, and the cost of pursuing any insurance providers, arising out or resulting from any claim of a third party related directly or indirectly to any acts or omissions of Educator.

Entire Agreement. This Agreement constitutes the entire agreement between the Educator and LEGO Education and supersedes any previous contracts, understandings, or agreements of the parties, whether oral or written, concerning the subject matter of this Agreement.

Severability. In the event that any provision of this Participation Agreement is held unenforceable for any reason, the remaining provisions of this Participation Agreement shall remain in full force and effect.



education

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EDUCATOR

Date

Signature

Print Name

LEGO EDUCATION

COOPY

Date

Signature of Authorized Representative

Print Name

Title



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LEGO Education Master Educator Guidelines

1. LEGO Education Master Educators (“Master Educators”) are not employees of LEGO and/or LEGO Education. A Master Educator will not present, introduce or otherwise hold himself or herself out as an employee of LEGO or LEGO Education.
2. The purpose and role of Master Educators is to share their own personal experiences of using LEGO Education solutions in their classrooms. It is not to act on behalf of or represent LEGO Education, or to provide training or other services, or to market LEGO Education solutions.
3. Master Educators must maintain active teaching certification to be eligible for participation in the LEGO Education Master Educator Program.
4. Master Educators will be subject to a criminal and child abuse/ neglect background check.
5. Master Educators designated as individuals with purchasing authority in their school or school district are not eligible to participate in the LEGO Education Master Educator Program.
6. Master Educators may not serve in a dual role of LEGO Education trainer and/or contractor and as a LEGO Education Master Educator.
7. Master Educators may leave the LEGO Education Master Educator Program at any time. LEGO Education may terminate a Master Educator’s participation in the program at any time. At the end of each year, participants will be asked to reflect on their involvement and if they would like to remain active in the program. Master Educators will be asked to sign a new agreement each calendar year.

Relationship with School District

8. Master Educators must review their pertinent employment contracts, collective bargaining agreements and school policies to ensure their participation in the program does not conflict with their obligations as a teacher.
9. Master Educators should consult with their Superintendent of Schools and Building Principal to determine whether LEGO Education Master Educator Program activities constitute professional development in accordance with procedures established by their specific states and/or school districts. If such activities are approved by the School District for professional



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development credit, LEGO Education may provide a letter to the District acknowledging the teacher's participation in such activities.

10. Master Educators are responsible for obtaining any and all necessary authorizations as may be required by his or her school district when participation in the LEGO Education Master Educator Program intersects in any way with his or her teaching role.
11. Master Educators may not use their school district's network or social media accounts to promote the LEGO Education Master Educator Program, or LEGO Education in general, without specific written permission to do so from the school district's Superintendent of Schools and building principal.
12. Master Educators may not promote the LEGO Education Master Educator Program while simultaneously promoting his or her school/school district without specific written consent to do so from his or her Superintendent of Schools and building principal.
13. Master Educators may not disclose personally identifiable student information during their participation in the LEGO Education Master Educator Program, except as may be permitted and authorized by applicable school district policies and state and federal laws. Master Educators will obtain necessary authorizations from parents/guardians when students are involved in LEGO Education Master Educator Program activities.

Conflicts of interest

COPY

14. Master Educators may not use his or her role as a Master Educator for personal financial gain.
15. With limited exceptions, such as LEGO Education Master Educator Program incentives and reimbursements for LEGO Education-sponsored and approved expenditures, Master Educators may not accept or receive, directly or indirectly, any money or gift of value, or any promise or contract for future reward or compensation as a result of his or her participation in the LEGO Education Master Educator program. The Educator acknowledges and agrees that he or she will not receive from LEGO Education any LEGO products, or other items costing more than \$20.00, and that during any calendar year, the total amount of all such items provided to the Educator may not exceed \$50.00. Prior to accepting any incentives, gifts or other products/items from LEGO Education, Master Educators will review their school district policies to confirm that acceptance of such gifts are permitted by such policies.
16. Master Educators may not transfer LEGO Education Master Educator



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Program incentives to another individual or sell LEGO Education products for profit.

17. If there is any doubt as to whether a conflict of interest may exist, Master Educators must contact LEGO Education to ask for advice or clarification.
18. Educators cannot enter any contests, raffles, or sweepstakes run by LEGO Education.

Communications

19. Master Educators may share LEGO Education news and activities on their personal online and social media channels. (e.g., newsletters, blogs, websites, Twitter, Facebook, Instagram, LinkedIn, Pinterest, etc.)
20. Master Educators must identify themselves as a LEGO Education Master Educator when entering a discussion on or writing about LEGO-related topics.
21. Master Educators need to identify thoughts shared as their own. For example, they need to include a disclaimer on personal online and social media channels such as “The thoughts shared here are my own and don’t necessarily reflect the views of LEGO Education.”
22. Master Educators should not disclose confidential, proprietary information about LEGO on social media.
23. If Master Educators intend to use their school name or logo in these communications, Master Educators must express permission from their Superintendent and building principal to do so. If using the school website or network, Master Educators must get express permission from their Superintendent of Schools and building principal to do so.
24. Master Educators must refrain from using their school district’s social media accounts without specific permission from their Superintendent of Schools and building principal.
25. Master Educators may not engage in social media use that is harassing or discriminatory in nature.

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