

New Motivational Posters Put Classroom Walls to Work Improving Students' Motivation

Dubbed 'passive interventions,' Youth Change's new motivational posters mean that students can no longer just stare aimlessly at the classroom walls. Youth Change's unusual motivation posters are 'impossible for students to ignore' says creator Ruth Herman Wells, M.S. 'The posters are so 'over-the-top, they actually chip away at student apathy, boredom and disinterest,' Wells claims.

June 4, 2009 (FPRC) -- Now teachers can even put their classroom walls to work transforming students' apathy. No more do teachers have to wish for new, innovative methods to build enthusiasm, motivation and interest in school. Youth Change's new motivation posters offer more effective, unusual resources that can engage students when more conventional approaches fail. "You really have to see these posters to understand how much they just reach out and grab students' attention," says Youth Change Director, Ruth Herman Wells, M.S. She is the creator of the posters.

"The posters are a bit 'over-the-top', but that's what makes these resources reach students when conventional methods fail," Wells says.

The poster making the biggest splash is one that ensnares adults too, not just students, Wells says. The poster looks like an official government document. Written in big capital letters, the poster says: "OFFICIAL NOTICE: ALL JOBS NOW REQUIRE A DIPLOMA." Wells reports that the poster generates strong reactions in both students and staff. "The students are upset that the rules of the game apparently have changed, and staff members are stunned that this big change occurred without them knowing about it." However, at the bottom of the poster, in fine print, it says "Think this poster is scary? Try life without a diploma." Wells believes that the emotional experience generated by the poster is what helps to create change in students' attitude about school.

Other new motivational posters include a help wanted classified ad with a headline of "Dropouts Needed for High Paying Job." Another help wanted ad seeks a doctor, and offers a high salary. For experience, the ad requests five years of watching TV hospital dramas. Wells believes that this type of humor is an effective change agent in unmotivated teens. According, to Wells, the most thought-provoking poster may be Youth Change's "I Robot, You Unemployed" poster. This poster notes that "Any job you can do without a diploma, a robot can do better. Another similar poster features a laptop that offers to "work for electricity." Other posters note that "Each degree doubles the dollars," and that "The more you learn, the more you earn." One poster shows a hundred dollar bill rolled to look like a diploma, and notes that a high school graduate earns \$329,000 more than a dropout per lifetime.

Posters are in full color, on glossy paper, and are just \$8 each. Complementary books, podcasts, lesson plans, worksheets and ebooks are available for teachers who wish to underscore the motivational messages that the posters deliver.

Contact Information

For more information contact Ruth Wells of Youth Change Classroom Management Professional

Development Workshops (<http://www.youthchg.com>)
503-982-4220

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