

**Report to the Erie Community Foundation
Board of Directors**

**Erie County Vocational-Technical School Foundation
Summer JAM Erie 2014
June 11, 2014**

Start-up Priorities

The focus of the work since May 29, 2014 has been in the following, prioritized areas:

- 1) Development of marketing materials to recruit businesses to support the non-VTDC summer jobs, which included a one-page handout, print advertisements for the *Erie Magazine* (Erie Regional Chamber), the *Business Magazine* (Manufacturer and Business Association), Erie Times News, Corry Journal; and, an on-line banner for GoErie.
- 2) Identify existing activities in the community for More Opportunities, including locating existing lists of relevant activities; contacting community centers (BTW, MLK, JFK, Albion, and Corry YMCA).
- 3) Requesting support from business associations to reach out to their memberships to encourage participation in the summer jobs.
 - a) Manufacturer and Business Association has agreed to send the Summer JAM one-page handout to its membership via email
 - b) Still working with the Erie Regional Chamber and Growth Partnership
- 4) Working with social service agencies to identify More Opportunities:
 - a) Erie Together distributed an email promoting Summer JAM to its 700 member distribution list.
 - b) Non-Profit Partnership agreed to send an email to its distribution list.
 - c) United Way of Erie County has agreed to send an email to its approximately 40 Funded Agencies, Educational Impact Group, and other community building contacts.

Next Steps and Continuing Efforts

- 1) Identify a More Opportunity to use as a kick-off event. Currently considering a summer basketball program operated by Pete Alex of Hero Sports.
- 2) Continue to recruit businesses to offer summer jobs.
- 3) Continue to identify educational, enrichment, and recreational activities to include in More Opportunities.

Expenditures to Date

- 1) Grant of \$1,500 to Pete Alex of Hero Sports for support of a youth basketball league
- 2) Paid invoice to Epic Web Studios of \$9,500 for web page development and social media promotion

Some Observations

- 1) So far, there has been limited response or interest from any of the community centers.
- 2) Some More programs are already at capacity (e.g. Neighborhood Art House and BTW Summer Camp).
- 3) Community center programs seem to be less extensive during the summer and more extensive during the school year.
- 4) From a dozen or so contacts with local employers, many have finished their 'summer hiring'.
- 5) A very limited number of employers have replied to telephone calls.
- 6) Generally speaking, the timing of the rollout of Summer JAM is too late. Summer jobs have already been filled and programs or activities have completed registration.

Contacts Made by Category (since June 2, 2014 by either personal visit, telephone call or email).

Business

3 Sisters Catering
Braendel Painting
Brett Maloney Landscaping
Champion Ford
Dahlkemper's Landscaping
Dave Hallman Chevrolet
Decision Associates
Erie Homes for Children and Adults
Erie Regional Chamber
J.H. Bennett
Lord Corporation
Manufacturer and Business Association
Marsha Marsh Real Estate Services
Mason Farms
PA Motor Service
Peterson's Property Management
PNC Bank
Polymer Molding
Rick Weaver Buick/GMC
Seaway Manufacturing

Education

Gannon University
Mercyhurst Northeast
Mercyhurst University
Penn State—Behrend

Community Service

Albion Youth Center
Bethesda Trinity Center
Booker T. Washington Center
Boys & Girls Club
CareerLink
Common Ground (North East)
Corry YMCA
Erie Housing Authority
John F. Kennedy Center
Martin Luther King Center
Multicultural Community Resource Center
Neighborhood Art House
Non-Profit Partnership
NWPB Workforce Investment Board
Urban Erie Community Development Corporation

Individuals

Pete Alex, Erie
Vickie Stetson, North East

Recreation/Entertainment

Bayfront Maritime Center
Erie Art Museum
Erie Seawolves

Media

Corry Journal
Erie Times News
GoErie