

Erie County
Foundation
Vocational-Technical School

PROPOSED AGENDA ITEM

MEETING DATE: May, 22, 2014

SUBJECT: Grant Acceptance for Summer Jobs and More Program

SUBMITTED BY: Aldo Jackson, Operations Manager

DESCRIPTION:

The Erie Community Foundation has been challenged to provide funding for summer jobs, and educational and recreational activities that will help address crime and poverty amongst youth in Erie County. The Foundation's response is a program they are calling Summer JAM—Summer Jobs and More.

The **Jobs** portion of Summer JAM will be delivered in two ways. First, in a contract with Venango Training and Development Corporation (VTDC), the youth services provider for the NWPA Workforce Investment Board, youth will be identified that qualify for subsidized-wage employment and assisted in finding a summer job. This effort will have a focus on higher poverty areas of the county including the City of Erie, Corry and Union City, but will serve eligible youth throughout the county.

The second way planned to connect youth with summer jobs is through a campaign to recruit local employers to hire a youth or youths for the summer. The *marketing* of this campaign, to reach employers as well as youth looking for summer employment, would be conducted through contracts with EPIC Web Studios and MediaACCESS. EPIC Web Studios would carry out a social media campaign directed toward youth and design a Summer JAM web page that contains job listings youth can apply for. MediaACCESS would carry out a campaign to encourage local employers to offer summer jobs. Both of these contracts would be funded through the ECF grant to the ECVTS Foundation.

The **More** part of Summer JAM is recreational and educational opportunities for youth. The concept is that the Summer JAM web page would have a list of these types of activities for youth to look through and participate in. As part of its contract, MediaACCESS would solicit local entities to provide recreational or educational activities geared for youth. These may be existing activities or special programs designed for Summer JAM. Examples could include programs, activities or camps in:

- art, music, or theater
- sports and recreation
- academic enrichment in math, reading, writing, science, and social studies
- technology including media, computers and other innovations

The Erie program is using a [Philadelphia youth program](#) as a model.

The financial considerations of this program are as follows. The grant from the ECF would be \$50,000. A preliminary spending plan includes:

Grant/Program Total	\$50,000	Description
Social Media & Web Page	\$12,000	EPIC Web per quote
Consultant--Marketing	\$13,200	12 weeks @ half-time (May 26, 2014 to August 15, 2014)
Public Relations/Advertising	\$5,000	Chamber, MBA, Erie Times-News, others
Public Relations/Materials	\$4,000	T-shirts, literature, tokens, etc.
Mini Grants	\$4,000	To community centers and other agencies to provide recreational and educational programming
Kick-off Event	\$4,000	
Office Supplies/Postage	\$1,000	
Contingency	\$2,800	
ECVTSF Fee	\$4,000	8% of grant; includes oversight of marketing and web page

RECOMMENDATION:

Motion to approve the acceptance of a \$50,000 grant from the Erie Community Foundation for the marketing of the 2014 Erie Summer Jobs and More program.

Erie Community Foundation
Summer JAM Erie 2014

Jobs

Low Income

Venango Training &
Development

Open to Public

Through Web Site Job
Postings

And

More

(Web Site & Media Access)

Recreational

Community Centers
Parks & Rec

Educational

Libraries
Schools

Enrichment

Museums
Community Centers

Summer JAM: Epic Web Working Social Media Timeline

5/20	- Kick Off Meeting – Epic, ECF, ECTS, Media Access - Pick Logo Winner
5/21	Start website edits
5/22	- ECTS Board Meeting - Grant is Made to ECTS
5/23	- Finalize press conference date/location - Unveil "Coming Soon" posts on social media (NOT driving traffic to website - don't even mention site yet) - Finalize website edits
5/27	- Melissa to start calling employers/organizations - Begin event planning - Website can "soft launch", but not "announce" (<i>no announcement until numerous listings entered</i>)
5/27 - 6/6	Melissa entering as many listings as possible on both "Jobs" & in "More Opportunities"
5/29	ECF Annual Meeting
6/2	- Website "Announced" - New Social Media Strategy to be released: <i>Students & Parents</i> → Facebook/Twitter ads <i>Businesses</i> → LinkedIn/Twitter ads - Jen & Melissa to perform school outreach
6/4	Possible In-school promotions?
6/5-6/6	Tentative Press Conference dates?
Weeks of 6/9 through 6/30	Private employers start hiring students Promoting "More Opportunities" Website tracking
6/30	Venango County DC skill training starts

