

Erie County Vocational-Technical School Foundation
Summer JAM Erie 2014
August 18, 2014

Start-up Priorities

The focus of the work since May 29, 2014 was on 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) Identified existing activities in the community for More Opportunities, including locating existing lists of relevant activities; contacting community centers (i.e. – BTW, MLK, JFK, Albion, and Corry YMCA).
- 3) Requested support from business associations to reach out to their memberships to encourage participation in the summer jobs.
 - a) Manufacturer and Business Association sent the Summer JAM one-page flyer to its membership via email.
 - b) Manufacturer and Business Association included SJ in its HR Roundtable discussion on June 17 and handed out the SJ flyer.
 - c) Erie Regional Chamber and Growth Partnership included SJ in the July Currents on-line newsletter.
- 4) Worked 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 sent an email to its distribution list.
 - c) United Way of Erie County sent an email to its approximately 40 Funded Agencies, Educational Impact Group, and other community building contacts.

Grant Expenditures to Date

- 1) Grant of \$1,500 to Pete Alex of Hero Sports, 6/5/14, for support of a youth basketball league.
- 2) Grant of \$1000 to Pete Alex, 6/20/14.
- 3) Grant of \$3,500 to Mother's Against Teen Violence for LEAD program and Unity in the Community Picnic.
- 4) Grant of \$500 to Youth Leadership Institution for National Night Out activities.
- 5) Grant of \$500 to Eastside Eagles/Erie Neighborhood Watch group for 1st Annual Faith Based Neighborhood Family Fish Fry

Some Observations

- 1) Overall, there was limited response or interest from any of the community centers.

- 2) Many community programs were already at capacity (e.g. Neighborhood Art House and BTW Summer Camp) prior to contacting them about SJ.
- 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, most had finished their 'summer hiring' long before we contacted them.
- 5) Many employers hiring summer help hire their own employees' kids
- 6) Many employers (manufacturing) will only hire those who are 18 years old or older.
- 7) A very limited number of employers replied to telephone calls and/or emails.
- 8) Generally speaking, the timing of the rollout of Summer JAM was too late. Summer jobs were already filled and community programs or activities were filled before school let out for the summer.
- 9) We elected to pass on a kick-off event for various reasons and used those funds for mini-grants.
- 10) Offered \$150 - \$350 for kids to attend WLD Ranch summer camp for free but no one replied (3 different weeks of camp).

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

Business

3 Sisters Catering
Alex Roofing
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
H.J. Schwartz Landscaping
Lord Corporation
Manufacturer and Business Association
Marsha Marsh Real Estate Services
Mason Farms
PA Motor Service
Peek 'n Peak
Peterson's Property Management
PNC Bank
Polymer Molding
Splash Lagoon
Rick Weaver Buick/GMC
Seaway Manufacturing

Education

Erie Business Center
Edinboro University
Gannon University
Mercyhurst Northeast
Mercyhurst University
Penn State—Behrend

Community Service/Non-profits

Achievement Center
Albion Youth Center
Bethesda Trinity Center
Booker T. Washington Center
Boys & Girls Club
CareerLink
Common Ground (North East)
Corry YMCA
Eastside Eagles Neighborhood Watch Group
Erie Arts & Culture
Erie Housing Authority
Erie YMCA
John F. Kennedy Center
Junior Achievement of Western PA
Martin Luther King Center
Mother's Against Teen Violence
Multicultural Community Resource Center
Neighborhood Art House
Non-Profit Partnership
NWPB Workforce Investment Board
Sister's of Saint Joseph
Urban Erie Community Development Corporation
WDL Ranch
Youth Leadership Institute of Erie

Individuals

Pete Alex, Erie
Vickie Stetson, North East

Recreation/Entertainment

Bayfront Maritime Center
Erie Art Museum
Erie Seawolves

Report to the Erie Community Foundation
Board of Directors
Summer JAM Erie 2014
June 11, 2014

Media

Corry Journal
Erie Times News
GoErie
Business Magazine
ERIE Magazine