

Erie Summer J.A.M.

2014 Special Initiative

Erie County Technical School

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FollowUp Form

Report Fields

Project Name*

Name of Project

Erie Summer J.A.M.

Project Description

Description of Project

The Erie Community Foundation was challenged to provide funding for summer jobs, and educational and recreational activities that would help address crime and poverty amongst youth in Erie County. The Foundation's response was a program called Summer Jobs And More.

The Jobs portion of Summer JAM would be delivered in two ways. First, in a contract with Venango Training and Development Corporation, youth would be identified that qualify for subsidized-wage employment and assisted in finding a summer job. This effort would 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 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 the ECVTSF.

The More part of Summer JAM is recreational and educational opportunities for youth. The concept is the Summer JAM web page would have a list of these types of activities for youth to look through and participate in. These could be existing activities or special programs designed for Summer JAM. Examples include programs, activities or camps in art, music, or theater; sports and recreation; academic enrichment; and, technology and other innovations.

1) Development of marketing materials to recruit businesses to support the non-VTDC summer jobs, included a one-page handout, print advertisements for the Erie Magazine, the Business Magazine, Erie Times News, Corry Journal; and, an on-line banner for GoErie.

2) Identified existing activities in the community for More Opportunities.

3) Requested support from business associations to reach out to their memberships to encourage participation in the summer jobs.

4) Worked with social service agencies to identify More Opportunities.

Total Project Cost

State the total cost of your project.

\$50,000.00

Amount Requested from ECF

What is the total cost anticipated for the project?

\$50,000.00

Cost Breakdown for Multi-Year Request

If this is a multi-year request please list the cost per year. For example:

Year 1: \$20,000, Year 2: 15,000, Year 3: \$5,000

Make certain that the total matches what was entered above for Amount Requested from ECF.

Single Year Project: \$50,000

Number of People Served

How many people will be directly impacted by this project?

425

Erie Vital Signs Topical Area(s)

Where appropriate identify the Erie Vital Signs topical area(s) you intend to impact with this grant, if any. Complete details on www.erievitalsigns.org.

Community and Civic Engagement
Economy

Erie Vital Signs Primary Indicator

Erie Vital Signs tracks multiple indicators for each of the eight topical areas. Select the primary Erie Vital Signs indicator you plan to impact with this project.

Community & Civic Engagement > Offenses Committed & Arrests Made

Erie Vital Signs Secondary Indicator

If applicable, select the secondary indicator you plan to impact with this project.

Economy > Poverty

Erie Vital Signs Tertiary Indicator

If applicable, select the tertiary indicator you plan to impact with this project.

Economy > Employment

Submission Date

Please enter the date you are submitting your application.

[Unanswered]

6 Month Helping Today Self-Evaluation - Progress Report

Narrative Progress Report*

Please provide an update on the status of the project. How are you doing? Has anything happened that would cause you to make any major changes in your plans?

Erie Summer JAM was created as a community service initiative, sponsored by The Erie Community Foundation, to help address crime and poverty among Erie County youth by creating access to jobs, job readiness training and "MORE" opportunities.

Summary

Summer Jam 2014 was off to a quick start with the development of a colorful and eye-catching logo depicting the Erie skyline. The logo served as the theme for all marketing materials including a flyer, newspaper and magazine ads, a website and social media campaign. Epic Web Studios took the lead in web design and incorporated an interactive map to pinpoint jobs and opportunities. They also managed the social media campaign which included ongoing posts and advertisement on Facebook, LinkedIn and Twitter.

Additional employment opportunities were also made available on the website along with a myriad of “MORE” opportunities. Many organizations stepped up and offered youth camps, basketball tournaments, arts and cultural events, college visits, community/neighborhood picnics, festivals and leadership programs.

Summer Jam was also promoted through various media partners including the Manufacturer and Business Association, Erie Regional Chamber and Growth Partnership, Erie Times-News, GoErie and the Corry Journal.

Highlights

- 1) \$7,000 in mini-grants were awarded to a variety of community centers/organizations
- 2) Over 80 “More” opportunities were made available to Erie County youth
- 3) More than 1,090 people “Liked” Summer Jam on Facebook
- 4) Facebook impressions went from 0 to a weekly high of 23,216 people
- 5) 563 people were actively engaged with Facebook content
- 6) 154 connections were made through Twitter
- 7) Over 450 people were reached through the mini grants

Grants Awarded

- 1) \$1,500 to Pete Alex of Hero Sports for support of a youth basketball league
- 2) \$1,000 to Pete Alex
- 3) \$3,500 to Mother’s Against Teen Violence for LEAD program and Unity in the Community Picnic
- 4) \$500 to Youth Leadership Institution for National Night Out activities
- 5) \$500 to Eastside Eagles/Erie Neighborhood Watch group for 1st Annual Faith Based Neighborhood Family Fish Fry

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 of age or older.
- 7) A very limited number of employers replied to telephone calls and/or emails.
- 8) Generally, 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) Summer JAM 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

(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
NWPA 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

Media
Corry Journal
Erie Times News
GoErie
Business Magazine
ERIE Magazine

File Attachment Summary

Applicant File Uploads

No files were uploaded