

Jersey City Community Outreach Maker Faire White Paper

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Jersey City S.T.E.A.M. Community Outreach Initiative

Introduction

Jersey City, the second largest city in the state of New Jersey, is experiencing an upward growth projection in population as reported in the Jersey City Master Plan: *Circulation Element*, (2009, p. 110)

“These projections examine population, household, and employment growth through 2030, and are used as a basis for studies and plans of the NJTPA. The NJTPA’s projections for Jersey City ... in the table below.

	2010	2015	2020	2025	2030	Percentage Change
Jersey City						
Population	265,610	281,630	296,340	302,690	308,180	16.0
Households	101,180	109,600	117,360	120,940	124,330	22.9
Employment	130,780	137,640	144,790	148,480	155,570	19.0

Source: NJTPA

“...with particular regard to Jersey City, the NJTPA projects a 16.0 percent increase in population, 22.9 percent increase in households, and a 19.0 percent increase in employment.”

Problem

The growth in population along with an increasing need for educational programs supported by community partnerships designed to foster positive student outcomes has been perceived as a major goal as indicated in a press release from Jersey City’s current governing body. “Every educational study and report highlights our nation’s need to close the gap with other countries in how we prepare students in math and science so they can succeed in today’s global economy,” said Mayor Fulop.

Jersey City currently lacks such an innovative community-based family oriented option. Offering opportunities for K-12 students and families to explore S.T.E.A.M. based fields will be important in steering interest to these areas.

Solution

Partnering with Black Interest Team Enterprise (B.I.T.E.), we propose the development of a grassroots community-based outreach program including businesses, educational associations, cultural and artistic groups together under the shared goal of supporting the inclusion of all students no matter their income, ethnicity or intellectual status in the development of science, technology, engineering, art and mathematics (S.T.E.A.M.) related careers. Jersey City with its rich diversity in population, cultural and business offers a unique facility for the connection of these partnerships to support the future needs of its youngest constituents.

Action Plan

Timeline	
October/ November	Contacted community businesses and civic organizations Lowes, Home Depot and B.I.T.E. - to judge interest in a potential Jersey City community Maker Faire Follow up meeting with B.I.T.E. president/attended B.I.T.E. annual gala to network and discuss with board members and community leaders the benefits of the maker movement. Attendance at Maker Faire/ PD events to network for potential participants
December/January	Solicitation of University student groups to act as volunteers on day of the event Contact made with representatives from Apple and NJASL on participating in the proposed event Finalize scheduling of May event date and site. Invitation letters mailed to prospective participants/ Press release and Posters Solicitation of community supporters/advertisers
February/March	Acceptance of final list of participating community partners/ supporters / advertisers/ Follow- up mailings and contacts
April/ May	Maker Faire Event Follow- up with B.I.T.E. Preparation for follow up events

Conclusion

With over 30 years as educators combined with our commitment to the youth of this community, we are uniquely qualified to act as facilitators in the development of this venture. Promoting the benefits of the Maker Movement as seen within the educational setting for its enrichment capabilities to prospective stakeholders, students, their parents or caregivers, will require a dynamic approach which we are distinctly equipped to carry out. The ability to ascertain the most effective means by which to present the innovative strategies involved in the Maker Movement to community members will require a background in the movement which we are organized and prepared to handle. The expertise of the partnerships formed through the coalition of community stakeholders and educational leaders working to promote community obtainment of this innovative initiative can have a positive impact on the future of our youth.

REFERENCES

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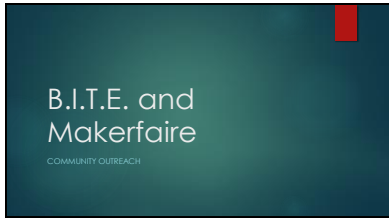
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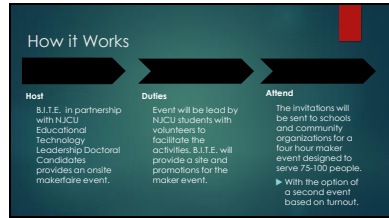
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Appendix A

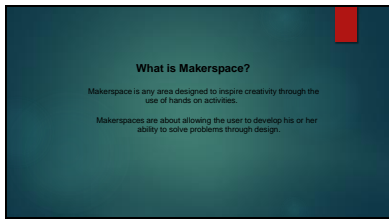
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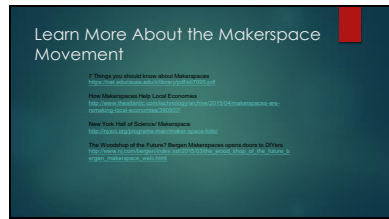
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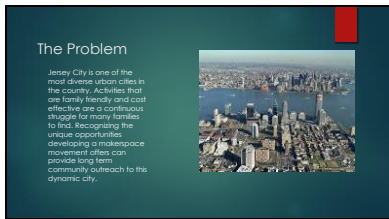
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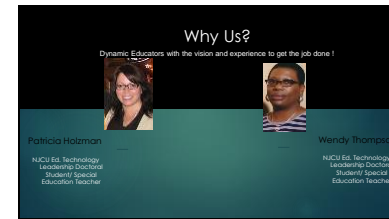
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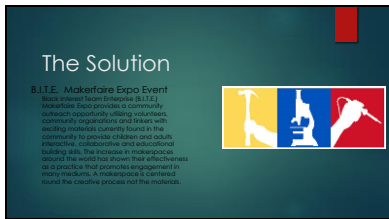
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