

Apps, Arts and Issues:

APP-lying the Arts to Digital Communication

Team Members: Jose Ayala, Claudia Gourdet, Derek Hernandez,
Enrique Hidalgo, Mariel Juarez, Nathalie Llaneza, Ranses Melo

Product Owner: Dr. Steve Rios

Instructor: Margo Berman, Francisco Ortega

**School of Computing and Information Sciences,
Communication, Architecture + The Arts**

PROJECT DEFINITION

- Students from IT, Computer Science and Communication worked together to develop a digital campaign for Florida Reach. Florida Reach is a network of professionals who support foster youth attain a higher education. The students collaborated to solve client's problems but at the same time built portfolio pieces that are marketable. To better guide former-foster-care students, material was created from website to app and social media communication.

PROJECT IMAGES

WHO WE ARE

Our mission is to improve post-secondary outcomes and career transitions for foster care youth and alumni through support, resources, networking and determining collective impact.

PURPOSE

R ECORUIT

- E DUCATE lessons, coaches & the public & to increase
- A WARENESS & improved practice for
- C AMPUS & community-based programs that
- H ELP transitioning young adults reach their dreams

PROBLEM

Less than 60% of Foster Youth in Florida complete high school.

75% of Foster Youth are behind a grade level.

Only 45% of 13-17 Foster Youth have an educational & career path plan filed with the court.

PLEDGE

The members of Florida Reach network pledge to promote & advance professional activities locally & statewide to provide:

RESOURCES

- E DUCATIONAL SUPPORT
- A CADEMIC ADVOCACY
- C OMPASSION
- H OPE

College begins in preschool

PROGRAMS

Collegiate and post-secondary partner programs. Find school specific programs, leaders and information.

PROFESSIONAL DEVELOPMENT

For active and prospective members. Learn about the Positive Pathways network and the service programs in your community. Access guidelines and resources such as First Waiver processing, view community partners or join a College Access Network.

PODCASTS

Hear from team members and students on the continued work of Positive Pathways.

Library

- Student Support Resources
- Scholarships and Funding Opportunities
- Local Support Programs
- Research on Education and Foster Youth

[Start Learning](#)

[News and Events](#)

CONTACT US

Your Name

Name

Email address

Enter email

We'll never share your email with anyone else.

Message

[Submit](#)

News and Events

Ranses Melo

Today July 2017

Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Jul 1
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31	Aug 1	2	3	4	5	

Events shown in time zone: Eastern Time

[Google Calendar](#)

[Close](#)

Steve J. Rios, Ed.D President, Rios Research & Evaluation

A co-founder of Florida Reach, Dr. Rios is also a long time mentor dedicated to helping young people from foster care and homeless settings reach their educational and life goals. Dr. Rios recently was appointed to the Florida Independent Living Services Council by Department of Children and Families Secretary Michael Cannon. The Council reviews and makes recommendations concerning the implementation and operation of the independent living transition services.

Dr. Rios' client list includes Broward Public Schools, 211 Broward, Educate Tomorrow, and Imagine North Lauderdale Charter School.

steve@riosresearch.com
(954) 990-3848

Wendy Joseph	Educate Tomorrow	Community Base Care / Steering Team	Miami, FL
Jack Levine	Operations Institute	Steering Team	Tallahassee, FL
Brend McNaught	Educate Tomorrow	Community Base Care	Miami, FL
Joe Muray	Florida Reach	Steering Team	Miami, FL

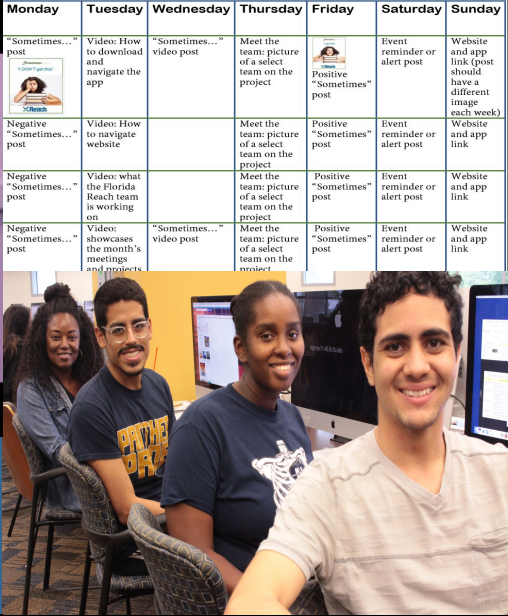
Student Work



COMMUNICATIONS

- Finding ways to engage the audience
- Creating an image for Florida Reach
- Balancing creativity and Florida Reach's message





Derek Hernandez

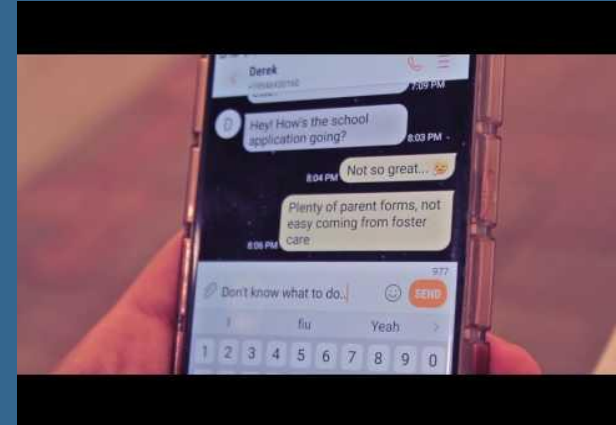
- **Filmed, directed and edited** "Reach" videos
- **Photographed** models
- **Developed** social media calendar for future Instagram account
- **Edited and filmed** for the final team video
- **Equipment: Canon Rebel T5i**



Enrique Hidalgo

Tasks

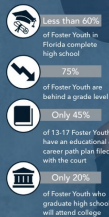
- **Created** media to augment client's online presence.
- **Developed** template for "Sometimes" graphics.
- **Filming and post-production** of "Reach" commercials.
- **Photographed** models.
- Involved in "Thinkivators" logo **conceptualization**.
- **Grammar and spell check** for Website copy. Mitigated navigation solutions.



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AWARENESS & improved practice for

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HELP transitioning young adults reach their dreams

PLEDGE

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RESOURCES

EDUCATIONAL SUPPORT

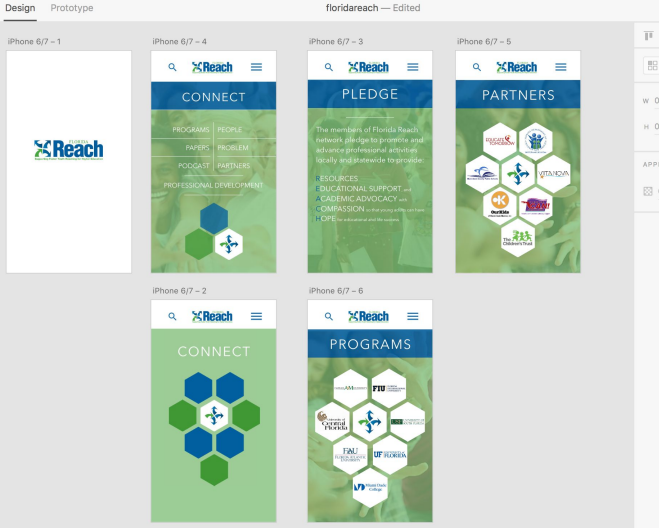
ACADEMIC ADVOCACY

COMPASSION

HOPE

PODCAST

Hear from Team members and students on the continued work of Florida REACH. Campus coaches, mentees and others will join Steve Rios to discuss the many challenges and successes of those within the foster care community.



FOSTERING PANTHER PRIDE



ABOUT US

Florida International University's Fostering Panther Pride (FPP) program offers tailored academic and support services to students identified as formerly in foster care or homeless.

Launched in 2013, the primary goal of FPP is to assist former foster care youth and homeless students in their transition to FIU, their retention and graduation, and their pursuit of securing employment or graduate studies upon receiving their bachelor's degree.

SERVICES

- Processing DCF and homeless tuition exemption paperwork
- Assistance in securing on or off-campus housing
- Connecting students to community resources and partners (i.e., Homeless Helpline, Educate Tomorrow, Voices for Children, Handy, etc.)
- Access to priority course registration

JOSE AYALA

- Developed mock up of the Florida Reach App
- Developed website design template for Florida Reach
- Assisted in designing a logo for our team "The THINKivators"
- Programs utilized: Adobe Experience Design & Photoshop



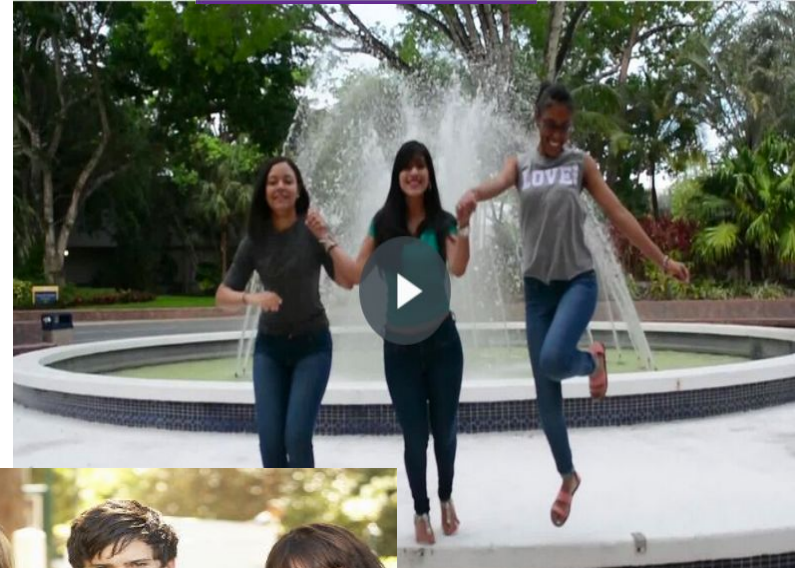
Mariel Juarez



IDEAS FOR SOCIAL MEDIA



BY: *Mariel Juarez*



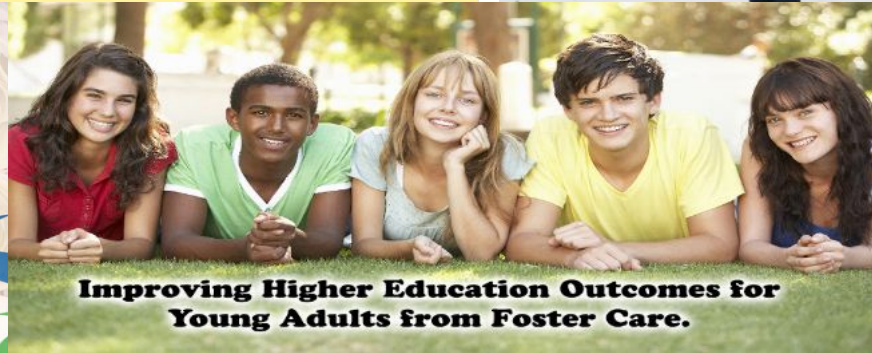
#SOMETIMES June Challenge

HOW ARE YOU FEELING TODAY?
FINISH THE SENTENCE:

SOMETIMES

I find myself day-dreaming

Be part of our
#Sometimes
movement and we'll
have your thoughts



**Improving Higher Education Outcomes for
Young Adults from Foster Care.**



USER STORIES

1. ENRIQUE HIDALGO #671 Sometimes Campaign -Images/Graphic
2. RANSES MELO #687 Calendar/Upcoming event
3. CLAUDIA GOURDET #683 Programs List for School and Universities
4. DEREK HERNANDEZ #694 Florida Reach Commercial
5. MARIEL JUAREZ #698 Worked on the THINKivators Logo
6. JOSE AYALA #663 Florida Reach STAT- Graphic

User Story #1

#671 Sometimes Campaign -Images/Graphic

Description:

- As a graphic designer I brought the client's ideas to fruition. Preparing various media that reflected foster youth attitudes and experiences with higher education.

Acceptance Criteria:

1. Visually appealing
2. Clear message
3. Campaign captures experience of foster youth
4. Picture must match feeling presented – words must matched
5. Diversity of Subject (African American , Hispanics, White.. etc)

User Story #2

#687 Calendar/Upcoming event

Description:

- As a Positive Pathway member /interested party I want to view upcoming events so that I can stay inform and engage with positive Pathway

Acceptance Criteria:

1. Calendar Must Display Month, day , Year
2. Acceptable in list for With title “ Upcoming Event”
3. Calendar must mark particular dates Positive Pathway events/ meeting occurring
4. Calendar Must display all major holidays: Christmas, Easter, President’s Day, Mother’s Day, Father’s Day, Labor Day, New Year’s Day.

User Story #3

#683 Programs List for School and Universities

Description:

- As a network member/interested party I want to view different programs Positive pathway is connected with so that I can understand the Strong programs they have and the services they have to offer for at-risk and foster care youth

Acceptance Criteria:

1. Programs must be the School with College coaches /Strong support program for Foster care youth
2. Programs description and services must be available on page
3. School logo is absolutely necessary

User Story #4

#694 Florida Reach Commercial

Description:

- As a communication student, I created high-quality videos for Florida Reach “Sometimes” campaign. This videos showcase why college liaisons should become part of Florida Reach, as well as target young adults in foster care.

Acceptance Criteria:

1. High-quality video
2. Message is clear
3. Florida Reach colors are visible in video
4. Approve by client, Steve Rios

User Story #5

#698 Worked on the THINKivators Logo

Description:

- As a communications major with a track on advertising, I developed several logos for the THINKivators logo, a new team working with the VIP senior projects at FIU. The logos created are a representation of my team.
- **Acceptance Criteria:**
 1. Logos emphasizes on typography.
 2. Logo must have a futuristic look.
 3. Logo incorporate Slogan.
 4. Logo has good work placement.

User Story #6

#667 UI / Mockup Design for Florida Reach Mobile Application

Description:

- As a graphic designer, I utilized Adobe Experience Design to develop website design template for Florida Reach
- Utilized Adobe Photoshop to create THINKivators logos and edit images for the website designs
- As a UI Designer I want to develop a complete mock up of the Florida Reach App so that the developers could utilize it for programming

Acceptance Criteria:

1. Images are clear and understandable and capture Client vision
2. Mockup contains high quality visuals and images ,and content draft from documents Clients provided
3. Mockups are created in a cross-platform tool for designing and prototyping websites and mobile app another team members have the ability to utilize same software-i.e. Adobe Experience Design/

Summary

Working together, the website team and communications team were able to deliver online solutions for client “Florida Reach.”

Foundations have been established for future teams to further service the client.

Thank you!

