

# Oakland:PM

## *A Mobile Application for Connecting with After-School Enrichment Programs*

### 1 What We Will Do

We propose to develop a web-based, mobile application that connects Oakland youth to after-school programs and enrichment opportunities.

Oakland offers many opportunities for after-school enrichment, but there is presently no on-line method for students to discover them according to their interests, their location, or their friendships. Our application will leverage the social media that youth are already using, such as facebook, twitter, and tumblr, to bring current and personalized information to them.

### 2 Why This Matters

We think we can make a positive impact in education and quality of life for students, educators, and programs.

#### Students

- Suggest interesting programs based on their social networks.
- Remind them when enrollment applications are due.
- Find nearby drop-in programs on a map.
- Notify them of friends upcoming projects, performances, and competitions.
- Give them a way to share positive feedback with each other and their programs.
- Empower them through “karma” or on-line reputation to help maintain the system and make it theirs.

#### Educators

- Guide kids more effectively to helpful and appropriate programs.
- Help keep kids out of trouble.
- Lead to increased engagement in the classroom through increased engagement in after-school programs.

#### Programs

- Reach out to kids according to their interests and social relationships.
- Collect constructive feedback from students.
- Share data showing students’ interests, how they found their programs, and what geographic areas they come from.

### 3 Who We Are

**Kristi Holohan** lives and works with communities and organizations primarily in East Oakland and also throughout the greater bay area. Kristi specializes in Community-Based Arts Enrichment Programs which are offered free-of-charge. She currently teaches through Oakland Unified School District at MetWest High School and partners with Oakland's Office of Parks and Recreation youth and residents at parks throughout Oakland. Her municipally commissioned community-integrated work can be found throughout Oakland and the Greater Bay Area. The work she has facilitated in Oakland has been featured by local and national media.

**Sonja Totten-Harris** is a fourth-year English teacher at Media Academy High School in the Oakland Unified School District. She is dedicated to helping Oakland become the best city it can be through youth education and community engagement. As an educator, she recognizes the talent and passion in her students but also recognizes that they sometimes need a push forward. Sonja and her students successfully collaborated with Kristi Holohan on her Challenges of Champions community art project.

**Telly Koosis** is a deep generalist with over ten years of experience centered in building of feature-rich products. He brings valuable perspectives across various disciplines useful in a projects life cycle. He believes the user experience trumps all else and is inspired when collaborating on unique solutions and distilling complex problems into essential tasks.

**Christopher Yap** is a San Francisco-based software engineering and design consultant with 14 years of experience in the industry. He focuses on many aspects of the software development cycle, being most drawn to the areas of user-interaction engineering and design. Christopher feels that good usability design, from software interfaces to freeway on-ramps, can in fact make us happier and healthier. Having been raised in Oakland from the age of a wee babe, Chris is eager to bring his knowledge to help his home town.

**Jed Parsons** has worked as a software engineer for creative people for over 10 years. With experience teaching a broad range of students, from U.C. Berkeley undergraduates to San Quentin prisoners; a Ph.D. in Latin; and a passion for using technology to bring people closer to ideas and information, Jed thinks this is the perfect project.

### 4 Contact Us

Contact us at [pm.oakland@gmail.com](mailto:pm.oakland@gmail.com)