

Project name

Lack of College Preparation in Phoenix Area Public School Students

Project owner/s

Jesse Held

Other stakeholders & their roles

None

Project summary

A one-line summary of your story and any key points: what should your reader learn, feel or do after reading the story.

Phoenix area public school students (particularly minority students) don't have the necessary guidance or infrastructure to apply to and attend 4-year colleges and universities and need people to volunteer to help them

Project structure

A rough outline of key chapters, topics and points to cover in your story.

- Cover Page to introduce topic
- Speak about demographics of 2 major public school districts in Phoenix
 - Both more than 50% Hispanic
- Benefits of College Education
 - Average Income
 - Poverty Line
- Low Education Attainment
 - Small percentage of residents have a college degree
 - Students don't have support in applying for college
- Various programs exist to help students
 - Mentoring programs
- Call to Action
 - Donate or volunteer

Key dates & final deadline

Outline due: 7/29
Final due: 8/5

Challenges

What things could delay this project & how can they be best avoided?

The biggest challenge is balancing my job demands with this project. These challenges really can't be avoided, but I am trying to budget sufficient time to complete all aspects of this project.

Measuring success

What data do you need to collect in order to measure user engagement or other metrics?

The number of people who sign up for or donate to the organizations that I link to at the end of my story

Section type:

☒ Title ☐ Text over media ☐ BG Scrollmation ☐ 2-Col. Scrollmation ☐ Media (Image/Video) ☐ Reveal ☐ Text

Sketch your section:

 REMEMBER, YOUR STORY WILL BE READ ON COMPUTERS & MOBILE DEVICES!



Key points for section:

Introduce topic

Stock photo and title

Potential images or video for section:

Student Graduating stock photo

source:

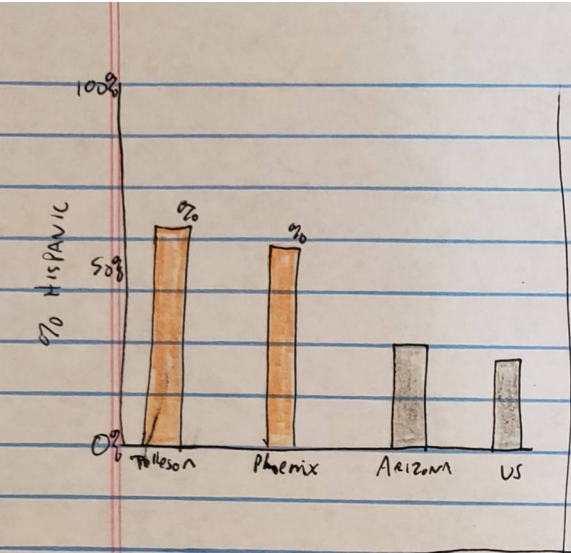
[https://cdn.vox-cdn.com/thumbor/0j1XwYotDpFObBiG1tFmnUleOSM=/0x0:3912x2504/1400x1050/filters:focal\(1644x940:2268x1564\):no_upscale\(\)/cdn.vox-cdn.com/uploads/chorus_image/image/65919376/d5221e0868.0.jpeg](https://cdn.vox-cdn.com/thumbor/0j1XwYotDpFObBiG1tFmnUleOSM=/0x0:3912x2504/1400x1050/filters:focal(1644x940:2268x1564):no_upscale()/cdn.vox-cdn.com/uploads/chorus_image/image/65919376/d5221e0868.0.jpeg)

Section type:

☐ Title ☐ Text over media ☐ BG Scrollmation ☒ 2-Col. Scrollmation ☐ Media (Image/Video) ☐ Reveal ☐ Text

Sketch your section:

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Text about demographics of Phoenix Union and Tollison area districts

>50% hispanic

Key points for section:

Introduce demographic information for

key school districts to be discusses later

in the presentation

Potential images or video for section:

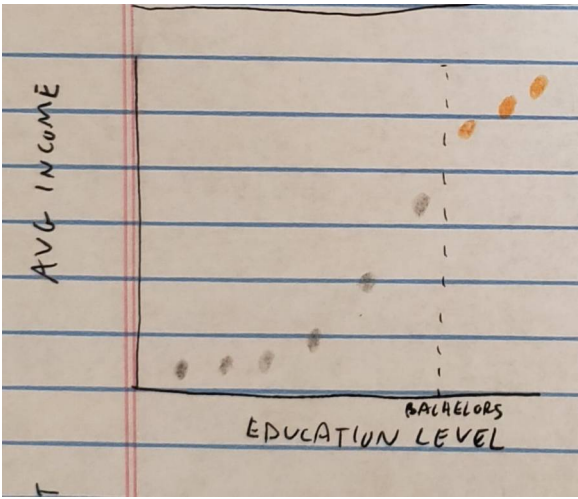
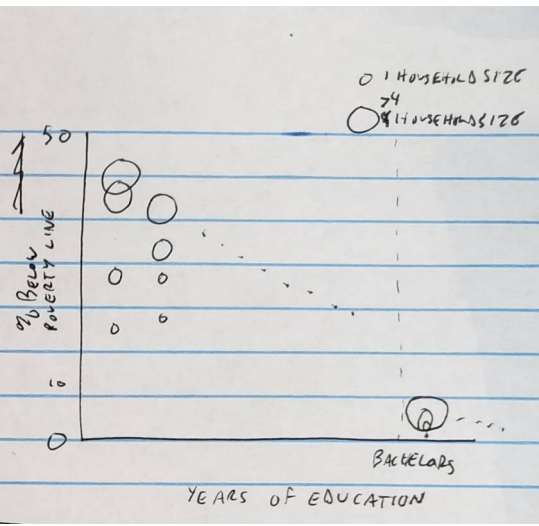
Section type:

☐ Title ☐ Text over media ☐ BG Scrollmatation ☐ 2-Col. Scrollmatation ☒ Media (Image/Video) ☐ Reveal ☒ Text

Sketch your section:

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text describing benefits of college education
-poverty levels for less than bachelors vs bachelors
-avg income for bachelors vs less than bachelors



Key points for section:

explain benefits of college education

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in context of area of interest.....

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Potential images or video for section:

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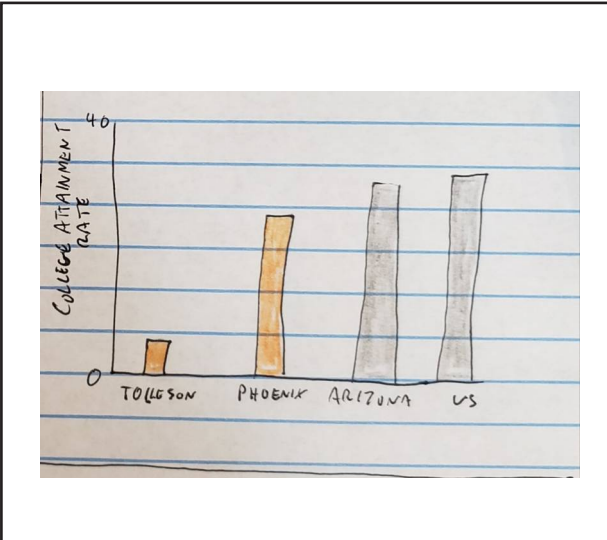
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Section type:

☐ Title ☐ Text over media ☐ BG Scrollmation ☐ 2-Col. Scrollmation ☒ Media (Image/Video) ☐ Reveal ☒ Text

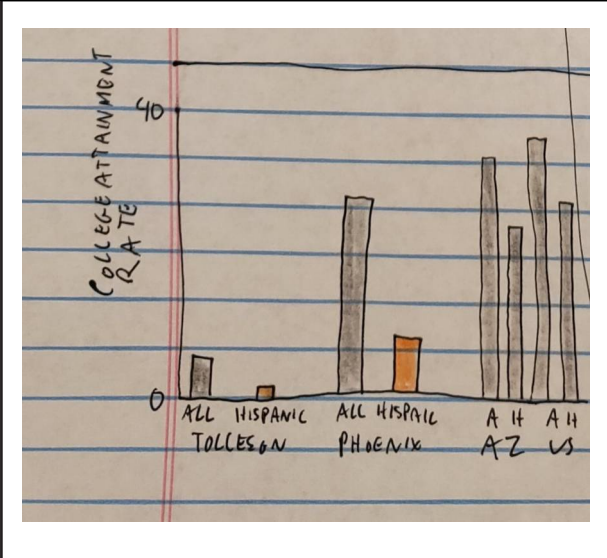
Sketch your section:

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Text describing the low college attainment rate of students in the highlighted areas

Text highlighting specifically Hispanic students



Key points for section:

Students in these school areas are at a

disadvantage when it comes to college

education - specifically Hispanic students

Potential images or video for section:

Section type:

☐ Title ☐ Text over media ☐ BG Scrollmation ☐ 2-Col. Scrollmation ☐ Media (Image/Video) ☐ Reveal ☐ Text

Sketch your section:

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Text describing various programs
where people can mentor students and
the effect this has on academic success

Video

Key points for section:

Potential images or video for section:

<https://youtu.be/ih3Jg-CD31g>

Section type:

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Sketch your section:

 REMEMBER, YOUR STORY WILL BE READ ON COMPUTERS & MOBILE DEVICES!

Key points for section:

buttons/links to volunteer/donate to

the organizations above

Potential images or video for section: