
In 1995, the U.S. Department of Housing and Urban Development (HUD) created an initiative that promotes self-sufficiency and delivers computer access to residents living in HUD Federal Housing Administration (FHA)-insured and -assisted multifamily housing. A community-based Initiative, Neighborhood Networks encourages property owners and managers to establish and maintain multiservice community learning centers that provide residents with access to computer technology, educational and job-training programs, and information on healthcare and social services.

Today, there are Neighborhood Networks centers in all 50 of the United States, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. In urban centers and rural towns, Neighborhood Networks centers are placing the power of technology in the hands of people. With support from innovative public-private partnerships, Neighborhood Networks centers offer a variety of services and programs aimed at helping residents achieve greater academic, professional, and personal success.

This publication was developed by HUD for use by Neighborhood Networks centers and is updated annually. To receive copies of this publication, contact the Neighborhood Networks Information Center toll-free at (888) 312-2743. The hearing impaired may access Neighborhood Networks via TTY by calling the Federal Information Relay Service at (800) 877-8339.

E-mail: neighborhoodnetworks@hud.gov

This publication may also be downloaded from the Neighborhood Networks Web site, www.NeighborhoodNetworks.org.

Dear Center Directors and Staff:

When the U.S. Department of Housing and Urban Development (HUD) established Neighborhood Networks Week in 2000, it hoped centers would use the outreach opportunities provided by the national observance to showcase their results and those of residents, strengthen their community ties, and express appreciation to all those who contribute to the success of their center and the Initiative. I am pleased to report that Neighborhood Networks Week has not only lived up to these expectations, but has exceeded them.

With each passing year, the number of centers that participate in HUD-sponsored national events or host their own local event during Neighborhood Networks Week continues to grow. This participation is critical as it not only allows centers to strengthen community bonds, but also brings national attention to the Initiative and its mission when we join together to demonstrate the reach of Neighborhood Networks. In addition, simultaneous, nationwide participation reminds centers that they are part of a larger network comprised of individuals dedicated to achieving the same goals.

To encourage centers to be a part of Neighborhood Networks Week and provide assistance with planning a local event, Neighborhood Networks is pleased to share with you the *Neighborhood Networks Week Event Planning Guide*. Filled with ideas, strategies, and tips, the guide provides direction and guidance for hosting a successful event in your community.

Also, once you have decided to host a local event, please be sure to register your event via the Neighborhood Networks Web site (www.NeighborhoodNetworks.org) or the toll-free Neighborhood Networks Information Center at (888) 312-2743. Hearing-impaired individuals may access Neighborhood Networks via TTY by calling the Federal Information Relay Service at (800) 877-8339. And most importantly, please share stories and photos of your event with us so we can feature them on the Neighborhood Networks Web site for all to enjoy.

This year, I hope you will observe Neighborhood Networks Week with your peers from around the country. Your participation will shine the spotlight on your center and its achievements; recognize those who contribute to the Initiative, as well as the accomplishments of those who benefit; and raise awareness of this life-changing Initiative.

Sincerely,



Delores A. Pruden
Director, Neighborhood Networks

Table of Contents

Why We Observe Neighborhood Networks Week	7
<i>Neighborhood Networks Week History.....</i>	<i>7</i>
<i>What Can Neighborhood Networks Week Do for Centers?</i>	<i>8</i>
<i>How to Participate</i>	<i>8</i>
<i>Neighborhood Networks Week 2010.....</i>	<i>9</i>
Special Event Days	11
<i>Do It for You Day</i>	<i>11</i>
<i>Get Connected Day</i>	<i>13</i>
<i>Know Your Neighbors Day</i>	<i>13</i>
More Neighborhood Networks Week Event Ideas.....	17
<i>Safety Awareness Day</i>	<i>17</i>
<i>Health and Fitness Day</i>	<i>17</i>
<i>Holiday Fun.....</i>	<i>18</i>
<i>Participate in National Activities</i>	<i>18</i>
Seven Steps to Planning a Successful Event.....	19
<i>Step One: Ask for Help</i>	<i>19</i>
<i>Step Two: Figure Out the Logistics.....</i>	<i>20</i>
<i>Step Three: Create a Budget</i>	<i>22</i>
<i>Step Four: Secure Resources</i>	<i>22</i>
<i>Step Five: Publicize the Event</i>	<i>25</i>
<i>Step Six: Evaluate Success.....</i>	<i>28</i>
<i>Step Seven: Express Appreciation and Conduct Follow Up.....</i>	<i>28</i>
Appendices	
Appendix A: Registration Form	A-1
Appendix B: Do It for You Day Resources	B-1
<i>Résumé and Cover Letter Templates and Samples</i>	<i>B-3</i>
<i>Mock Interview Questions</i>	<i>B-9</i>
<i>Online Job-Search Engines</i>	<i>B-10</i>
<i>U.S. Department of Labor (DOL) Resources.....</i>	<i>B-12</i>
<i>Some of the Fastest-Growing Occupations that Require an Associate Degree or Less</i>	<i>B-15</i>
<i>Sample Informational Interview Questions</i>	<i>B-25</i>

<i>Frequently Misspelled Words</i>	B-28
<i>Trivia Questions/Answers</i>	B-29
Appendix C: Get Connected Day Resources	C-1
<i>Educational Resources</i>	C-3
<i>Instructions for Using the Neighborhood Networks Center Web Site Creation Tool</i>	C-4
<i>Tips for Writing for the Web</i>	C-5
<i>Computer Skills Checklist</i>	C-6
<i>Today’s Technology Crossword Puzzle</i>	C-9
<i>Online Scavenger Hunt for Youth</i>	C-11
<i>Have a Safe Internet Experience</i>	C-12
<i>Make It Difficult for Internet Criminals to Crack Your Code: Creating Strong Passwords</i>	C-13
Appendix D: Know Your Neighbors Day Resources	D-1
<i>Certificate of Appreciation</i>	D-3
<i>Family Fun Day Flyer</i>	D-5
<i>Potluck Sign-up</i>	D-7
<i>Word Search</i>	D-9
<i>Coloring Page</i>	D-11
<i>Neighborhood Cleanup Day Flyer</i>	D-13
<i>Tip Sheet for Including and Encouraging Non- or Limited-English-Speaking Residents to Participate</i>	D-14
Appendix E: Planning Resources	E-1
<i>Basic Special Event Timeline</i>	E-3
<i>Event Planning Worksheet</i>	E-6
<i>Budget Checklist</i>	E-9
<i>Sample Volunteer Job Descriptions</i>	E-11
<i>Volunteer Application Form</i>	E-12
<i>Volunteer Recruitment Flyer</i>	E-13
<i>Volunteer Schedule</i>	E-14
<i>Speakers Worksheet</i>	E-15
<i>Sample Event Invitation</i>	E-16
<i>Creating an Online Invitation</i>	E-17
<i>Event Evaluation Form</i>	E-19
Appendix F: Media Resources	F-1
<i>Sample Proclamation</i>	F-3
<i>Sample Media Advisory</i>	F-5
<i>Sample News Release</i>	F-6
<i>Sample Radio Public Service Announcement</i>	F-7
<i>Neighborhood Networks Week Fact Sheet</i>	F-9
<i>Neighborhood Networks Timeline</i>	F-11

Why We Observe Neighborhood Networks Week

The U.S. Department of Housing and Urban Development (HUD) observes Neighborhood Networks Week each year to pay tribute to residents, property owners and managers, center directors and staff, partners, volunteers, HUD staff, and others who help make Neighborhood Networks a successful community-based Initiative. The weeklong observance also raises public awareness about center programs that are helping residents to become self-sufficient and showcases the achievements of individuals living in HUD Federal Housing Administration (FHA)-insured and -assisted housing communities.

Neighborhood Networks Week History

HUD's Office of Multifamily Housing Programs held the first Neighborhood Networks Week in 2000 to observe the Initiative's fifth anniversary. The event highlighted Neighborhood Networks centers' important role in providing opportunities for residents living in HUD FHA-insured and -assisted housing. National events included a soccer clinic with Major League Soccer players and live Web casts with the National Zoo, National Aeronautics and Space Administration (NASA), and Monster.com.

Over the years, other national events have included:

- Annual poster and essay contests.
- An interactive game show with Nortel Networks Kidz Online.
- A "Financial Empowerment" conference call with Russell Simmons, the entrepreneur and social philanthropist who founded Def Jam Records, Phat Farm, and UniRush Financial Services.
- Live Web casts with NASA scientists and astronauts and with representatives from the U.S. Department of Health and Human Services National Institutes of Health's National Library of Medicine.
- Live Web chats with Women's National Basketball Association (WNBA) players.
- Live Webinars with CompuMentor's TechSoup and with Local Initiatives Support Corporation (LISC) and Operation HOPE.
- A conference call with representatives from Intel's Computer Clubhouse Network.

To complement these national, HUD-sponsored events, Neighborhood Networks centers across the nation hosted their own local events, such as open houses, grand openings, job fairs, health screenings, safety awareness programs, and community outreach days.

This guide provides practical advice about planning and holding successful events during Neighborhood Networks Week. Event ideas, planning tips, and sample promotional documents are provided to help centers plan and promote their events.



What Can Neighborhood Networks Week Do for Centers?

Holding a Neighborhood Networks Week event is an excellent opportunity to strengthen bonds with current stakeholders and build relationships with potential funding partners. Opening doors to the neighborhood with exciting events and activities helps a center highlight its contributions and value to the larger community.

By participating in Neighborhood Networks Week, a center can:

- Honor center staff, property owners, volunteers, partners, and residents for their support.
- Highlight job-training and educational opportunities.
- Increase resident involvement and public awareness.
- Attract new partners and volunteers.
- Foster good community relations.
- Engage youth, adults, and families in educational and rewarding events.
- Build fundraising capacity.
- Enhance collaboration between the property owner and/or manager and the center staff.

How to Participate

Registering for Neighborhood Networks Week is easy and free. Follow these basic steps:

- Complete the registration form, which is available on the Neighborhood Networks Web site at www.NeighborhoodNetworks.org and in this guide (Appendix A), or call the Neighborhood Networks Information Center toll-free at (888) 312-2743. The hearing impaired may access Neighborhood Networks via TTY by calling the Federal Information Relay Service at (800) 877-8339. Online registration is encouraged.
- Watch for e-mail announcements about national and regional events in which centers can participate.

Looking for a way to attract and inform people about your Neighborhood Networks center? Neighborhood Networks banners, information packets, and other promotional materials are available from the Neighborhood Networks Information Center. Call the Neighborhood Networks Information Center toll-free at (888) 312-2743 to request materials that will help make your Neighborhood Networks Week event a success. The hearing impaired may access Neighborhood Networks via TTY by calling the Federal Information Relay Service at (800) 877-8339.

Neighborhood Networks Week 2010

In 2010, HUD not only celebrates the 15th anniversary of the Neighborhood Networks Initiative, it also observes the 10th anniversary of Neighborhood Networks Week. For the past decade, centers around the country have been capitalizing on the outreach opportunities provided by Neighborhood Networks Week by hosting local events that showcase center programs and results, highlight resident successes, and express appreciation to all those who work to fulfill the Neighborhood Networks mission. This summer, HUD hopes even more centers will bring this weeklong national observance scheduled for August 2–7 to their local community.

During Neighborhood Networks Week 2010, centers are encouraged to host local events that support the Initiative's annual theme, *A Successful Past, A Promising Future*. While local events vary from center to center, past successful Neighborhood Networks Week events have included open houses, graduation ceremonies, job fairs, and community festivals—just to name a few.

To help centers jumpstart their planning, HUD will once again observe Special Event Days. Created to reinforce the key goals of the Initiative—moving residents toward self-sufficiency, delivering technology access, and building stronger communities—Special Event Days include:

- Do It for You Day (Tuesday, August 3).
- Get Connected Day (Wednesday, August 4).
- Know Your Neighbors Day (Thursday, August 5).

All year long, center staff dedicate their time and energy to helping residents achieve their goals. Neighborhood Networks Week is a center's chance to spotlight their resources and successes; motivate residents, partners, and community members to become involved; and bring neighbors together. Hosting a local event also renews a center's commitment to the community and helps connect residents to opportunities for advancement.

Centers from Coast to Coast Turn Out for Neighborhood Networks Week 2009

In 2009, Neighborhood Networks centers in 41 states and the U.S. Virgin Islands hosted or participated in Neighborhood Networks Week. Hundreds of local events were hosted by centers, including:

- The **Bethlehem Townhouse I Neighborhood Networks Center** in **Bethlehem, Pennsylvania**, hosted a Back-to-School Block Party aimed at strengthening the bonds between neighbors and the community. The event included a barbecue, music, and games. A crime prevention officer of the Bethlehem City Police Department was on hand to fingerprint young children, as well as interact with residents and community guests.
- In **Lufkin, Texas**, the **Pinewood Park Learning Center** partnered with Memorial Medical Center to host a community health fair for the second year in a row. The goal of the health fair was to educate residents about women's, children's, and home health issues.
- **The Ampy Community Center** in **Monroe, Louisiana**, took time during Neighborhood Networks Week to express appreciation for all those who dedicate their time and energy to making the center a success. The event included a community cookout.
- In **Kansas City, Kansas**, the **Chelsea Plaza Homes — E.A. Freeman Leadership Institute** hosted a community day celebration for residents of the Gateway Homes, Turtle Hill, Mount Zion, Jersey South, and Chelsea Plaza neighborhoods in Kansas City's Northeast community. The event increased awareness of the center with community partners and residents; brought residents together to promote community unity; celebrated the ethnic, generational, and social diversity of the five neighborhoods; and honored three community leaders for years of service and commitment to the community.



Special Event Days

To reinforce the mission of the Neighborhood Networks Initiative, enhance Neighborhood Networks Week, and encourage more centers to host local events, in 2007, HUD launched Special Event Days. Neighborhood Networks centers around the country host events in observance of these days. The events highlight self-sufficiency, technology access, and community building.

Do It for You Day

Self-sufficiency is the focus of Do It for You Day. On this day, centers are given the opportunity to showcase their programs and services that help residents achieve greater self-sufficiency, such as those programs that help residents get a job, advance in their current job, or further their education. In addition to workforce development and academic advancement programs, centers can also promote their programs and services that help residents overcome the obstacles to self-sufficiency, including programs that relate to childcare and transportation. Centers may also opt to host a special training to promote their programs, for instance, “Sell Yourself” résumé-building workshops, “Make a Good First Impression” dressing for success workshops, or “Art of Eloquence” interviewing techniques workshops. The following are examples of additional events that centers could host in support of Do It for You Day.

Employment and Career Advancement Events

Helping residents achieve economic independence is a major goal of the Neighborhood Networks Initiative. What better way to achieve self-sufficiency than by securing employment or moving up the career ladder? Centers might consider hosting an event that focuses on employment and career advancement, such as:

- A career or job fair where local employers and employment specialists would be invited to meet with residents about local job opportunities and training/skills needed for particular positions.
- Arranging transportation for residents to attend a nearby job fair whose schedule coincides with Neighborhood Networks Week.
- Inviting professionals and skilled workers from the community to speak with residents at the center about their careers. During these informational interviews, residents will gain a better understanding of what a typical business day is like and the educational and experience requirements of the career.
- Inviting a local U.S. Department of Labor (DOL) One-Stop Career Center or local business to hold résumé writing or interview preparation sessions. For help locating the nearest U.S. DOL One-Stop Career Center, please visit: <http://www.servicelocator.org/>.
- Inviting local representatives from workforce development programs to speak with residents about short- and long-term strategies for employment.
- Connecting residents with professionals or skilled workers who can serve as mentors for a day or a week.

Educational Development Events

Education opens many doors of opportunity. To highlight the importance of advancing one's education, centers might:

- Create a positive learning experience by exploring history, natural resources, wildlife, rocks, fossils, energy conservation, and much more by planning a trip to a local museum or park.
- Invite youth, parents, teachers, and community members to visit the center and talk about the impact of the center's education and afterschool programs on their lives.
- Host an information session about educational resources available within the community. Invite a representative from a local college or vocational school or the U.S. Department of Education to describe the importance of an education.
- Plan a trip to a local university or community college and arrange for a tour.
- Hold a spelling bee or play a trivia game designed to spark educational interest among youth.
- Encourage residents to participate in the Neighborhood Networks Week essay contest.

"Reading Is Fun" Events

Potential local events that focus on the importance of reading may include:

- A trip to the local library and scheduling a time for a librarian to talk to the children about library etiquette, good reading habits, and how they can apply for their own library card.
- Taking children to a local bookstore for story time or setting up a meeting with an author who can share his or her experiences about reading and writing.
- Inviting a local celebrity or popular teacher to read a book aloud to children at the center.
- Inviting the local literacy council to the center to hold private consultations with adults in the community who desire to learn how to read.
- Creating a book club and letting the club develop and publicize a list of books to read.

Appendix B includes materials to help centers host events in observance of Do It for You Day, including résumé and cover letter templates and samples, mock interview questions, and a list of different job search engines. Also included in Appendix B are a comprehensive list of the resources for job seekers, parents, students, youth, veterans and transitioning military personnel, counselors, trainers, and workforce professionals available from the DOL's CareerOneStop, as well as a list of the fastest-growing occupations and a list of sample questions that can be used during informational interviews. A list of frequently misspelled words and a list of trivia questions that can be used by centers to host a spelling bee or a trivia game are also included in Appendix B.



Get Connected Day

Improving computer access is a core goal of the Neighborhood Networks Initiative. This Special Event Day allows centers to highlight the many ways they deliver technology access and enhance residents' technological skills, as well as showcase the critical role technology plays in today's society. Centers may choose to host tours of their computer labs, offer a basic Internet workshop, or have residents, young and old, lead basic computer skills training workshops. The following are additional suggestions for events that centers could host in support of Get Connected Day.

Technology Events

To showcase how Neighborhood Networks centers deliver technology access, centers may wish to:

- Invite local college students majoring in computer science to visit the center and explain the importance of technology in the digital age. Ask the students to help guide residents through a technology training session.
- Hold a Technology Expo, inviting local technology organizations, stores, and businesses to showcase and discuss current and upcoming technologies.
- Involve residents in planning and creating a center Web site from scratch. A simple five-page site can be set up in a day with help from a Web expert. For assistance in creating a Web site for your Neighborhood Networks center, use the Web site creation tool in the Strategic Tracking and Reporting Tool (START) on the Neighborhood Networks Web site or visit www.Grassroots.org, one of Neighborhood Networks' national partners.
- Hold a Senior Surfer session. Search for healthcare information or ask seniors to conduct searches about topics of interest. Comprehensive lists of senior-focused Web sites can be found at <http://www.usa.gov/Topics/Seniors.shtml> and <http://seniorjournal.com/seniorlinks.htm>. The session can also demonstrate how e-mail can help seniors stay in touch with extended family members.
- Host an online scavenger hunt that enables youth to become better acquainted with the Internet and practice their online research skills.

Materials to help centers host events that observe Get Connected Day are included in Appendix C. These materials include a list of educational resources that centers can use to teach technology-related workshops, such as using the Internet and creating Web sites; instructions for using the Neighborhood Networks Web site creation tool; tips for writing for the Web; and a computer skills checklist that will allow residents to assess their computer skills so they can determine what skills they need to improve. Also included are a technology-focused crossword puzzle that residents can complete to test their computer knowledge, an online scavenger hunt for youth, Internet safety tips, and tips for creating a strong password.

Know Your Neighbors Day

Strong communities begin with neighbors knowing each other and looking out for one another's well-being. Know Your Neighbors Day focuses on building the bonds of neighbors to build stronger communities.

To observe this day, centers may choose to host community events, such as



block parties, potlucks, barbecues, festivals, or open houses. The following are examples of events that centers can host for Know Your Neighbors Day.

Open House

This easy-to-create event can bring neighbors together and spark local community and media interest. An open house is an excellent opportunity to spotlight the resources a center offers and the results it is achieving.

Neighborhood Networks centers can showcase their services and residents to the community at an open house and invite potential partners and volunteers. Potential open house activities can include:

- **Program spotlight.** Invite residents, community partners, local officials, and businesses to the center and showcase a successful program.
- **Recognition ceremony.** Highlight the achievements of residents, or a recent graduating class, by presenting awards or certificates. Provide refreshments to encourage invitees to network and talk with center staff and residents.

Grand Opening

Centers that are planning to open can host a grand opening ceremony during Neighborhood Networks Week. Banners and other materials for use at an open house are available from the Neighborhood Networks Information Center. To host a grand opening, centers can:

- Invite residents and the public to the new center to see the various programs available.
- Advertise in the “volunteer opportunities” section of local newspapers to attract potential volunteers to the grand opening.
- Recognize partners that have assisted in the opening of the center.
- Ask a local business to become a partner and donate refreshments or a door prize.
- Invite community leaders and the local media (see the publicity campaign materials later in this guide).

Arts and Music Festival

Many Neighborhood Networks centers sponsor creative music and arts programs that can be highlighted through exhibits and concerts during Neighborhood Networks Week. Centers can showcase the creative works of residents by setting up a center art gallery for public viewing, or holding a concert or dance recital to raise funds. Centers can also:

- Invite local artists and musicians to attend, speak, and/or perform.
- Ask local businesses, nonprofits, and/or colleges that support the arts to participate and provide support or resources to further center programs.
- Provide profiles of talented residents who have contributed locally to the arts and music scene.
- Develop an art-based theme and tagline and use them in promotional materials, such as posters or news releases.



Awards Ceremony

Recognize the achievements of residents, center staff, volunteers, and partners during Neighborhood Networks Week. Centers can sponsor a luncheon, tea, reception, or dinner to recognize:

- **Property owners and managers.** Pay special tribute to the property owner and/or manager for their contributions to the center, which helps to build positive relationships and foster continuing support.
- **Staff and volunteers.** Honor the outstanding work and contributions of dedicated staff and volunteers to boost work enthusiasm and reduce turnover rates.
- **Residents.** Create specific awards for seniors, adults, and youth to acknowledge their special achievement or reaching of a key personal goal. Presenting awards to residents increases their confidence and involvement.
- **Partners.** Recognizing center partners increases the chances that they will stay involved. Honoring partners also shows potential new partners the value of participation. Consider presenting a partner with a plaque or framed certificate of appreciation.



Community Carnival

This classic summer event is popular with children and adults. Community carnivals bring neighbors together while reaching out to the larger community. Here are some suggestions:

- Establish a center committee to create games and activities for children and adults.
- Prepare a variety of foods and treats that appeal to both children and adults. Serving good food creates a fun and enjoyable atmosphere.
- Hire a clown to entertain and paint the children's faces.
- Advertise the carnival with posters, flyers, and a news release.

Block Party

Holding a community or neighborhood block party to observe Neighborhood Networks Week allows neighbors to get to know one another. Activities might include:

- Hosting a barbecue or buffet.
- Organizing a potluck dinner so that residents can bring their favorite foods to share.
- Baking a special Neighborhood Networks Week cake or cupcakes.
- Announcing a new partnership or program at the block party.

Family Fun Day

Because a strong family leads to a strong community, centers may host an event that encourages family unity. These events may include:

- Family fun events that provide parents and their children an opportunity to socialize with neighbors.
- A family fun day that is held on a Friday night or Saturday to ensure maximum participation.

- Family games that include board games, cards, and/or darts, and have families competing in charades, musical chairs, etc.
- Arts and crafts activities that families can do together.
- Sporting events for the entire family such as softball, volleyball, and team challenges.
- A family dance for moms, dads, sons, daughters, sisters, brothers, grandparents, and extended family members.

To help centers host successful Know Your Neighbors Day events, a variety of materials have been created. Contained in Appendix D, these materials include: a certificate of appreciation template; a family fun day flyer template; a potluck meal sign-up sheet; a word search; a coloring page that can be used to host an art contest; a neighborhood cleanup day flyer that can be used to enlist help; and tips for including and encouraging non- or limited-English-speaking residents to participate.



More Neighborhood Networks Week Event Ideas

The ideas provided for Special Event Days are just some of the types of events centers may choose to host in observance of Neighborhood Networks Week. Centers can host their own unique events that reflect and capture the personality of residents and the community. The best part about planning Neighborhood Networks Week events is the flexibility and options available to centers. The following is a list of ideas for holding single events or theme-related days that can be customized to meet local community needs. These events may appeal to one or more groups that centers are trying to reach.

Safety Awareness Day

Make sure your residents are safe at home. Distribute safety materials donated by local nonprofit organizations, and consider hosting an event that emphasizes safety, such as:

- **A luncheon.** Invite local healthcare professionals to teach parents and children how to prevent injuries and avoid potential emergencies.
- **A visit by police.** Invite the local police department to visit the center to describe the programs and measures they are taking to fight crime in the community. Work with the police department to create a local Neighborhood Watch committee.
- **Inspections.** Coordinate with a partner to offer free bicycle and child seat inspections.
- **Pedestrian behavior.** Invite a school crossing guard or police officer to the center to discuss the dangers of jaywalking, intersections, bridges, and railroad crossings.
- **Fire prevention.** Invite the local fire department to speak about fire prevention and fire safety.
- **Poison prevention control.** Have a nurse or physician from the local children's hospital conduct a program on poison prevention/control.

Health and Fitness Day

Centers may host an event that is health related, such as:

- A health fair that provides residents information regarding healthcare, medical services, and resources available to the community.
- Free dental and blood pressure screenings with help from local professional groups. These groups usually provide informational materials and speakers.
- Free eye exams provided by local professional groups.
- Health insurance programs and immunization information distribution to parents.
- A discussion led by a fitness instructor regarding the importance and benefits of exercise.
- A discussion led by a nutritionist or nurse (from a local clinic or hospital) teaching children about good eating habits and the need for a balanced diet.
- A discussion led by local organizations such as the American Cancer Society or the American Diabetes Association about high-risk diseases. Ask the local representatives of the organizations to bring free literature and educational materials.

Holiday Fun

Hold a Holiday Fun Fest filled with traditions and fun activities focused on annual observances. To find out what observances are taking place during Neighborhood Networks Week, conduct an Internet search using the term “monthly holidays” or “unique holidays” to identify Web sites that include this information.

Participate in National Activities

In addition to center-hosted, local events, HUD sponsors national events for the entire Neighborhood Networks community, including kids, adults, families, and seniors. A list of national events is posted on the Neighborhood Networks Web site at www.NeighborhoodNetworks.org. Call the Neighborhood Networks Information Center toll-free at (888) 312-2743 to learn more about national events planned for Neighborhood Networks Week. The hearing impaired may access Neighborhood Networks via TTY by calling the Federal Information Relay Service at (800) 877-8339.



Seven Steps to Planning a Successful Event

Good planning and preparation are essential elements of a successful event. While every event is different, the following section provides a general overview of the planning process that allows six months to plan an event. Keep in mind that some events may take longer, while others can be pulled together in a relatively short timeframe. To complement this information, Appendix E includes a basic event planning timeline and worksheet that center staff can use to plan a Neighborhood Networks Week event.

Available Resources

There are a variety of resources available to Neighborhood Networks centers seeking support with event planning. Centers may:

- Contact the Neighborhood Networks Information Center toll-free at (888) 312-2743 to receive planning tips, examples of successful events, and contact information for local HUD Neighborhood Networks Coordinators. The hearing impaired may access Neighborhood Networks via TTY by calling the Federal Information Relay Service at (800) 877-8339.
- Seek event ideas and assistance from center staff, residents, and partners.
- Collaborate with other Neighborhood Networks centers and consortia to develop shared events.

Step One: Ask for Help

Planning and hosting a special event is a large undertaking that is best handled by a team of committed individuals. Center staff should not try to do everything themselves. For one, single-handedly planning an event may become overwhelming and discourage center staff from hosting future events. Second, the input provided by residents, volunteers, and partners often helps enhance an event and contributes to a more successful and better-attended event.

That is why the first step in the planning process is: Ask for help. When planning a Neighborhood Networks Week event, center staff should seek the support of residents, volunteers, partners, and staff members by asking them to serve on a planning committee that will work together to plan and host the event. The planning committee should meet regularly to discuss progress, monitor the timetable of events, share best practices, and jointly work to resolve any challenges committee members may be experiencing.

Choose a Team Leader

While a planning committee will help plan, organize, and host the event, not all decisions can be made by the committee. Therefore, a team leader must be chosen to make on-the-spot decisions and manage the overall event. The planning leader should:

- Use the leadership style required at the time. Some situations require working as a team to identify a solution. Other situations require a quick decision without the opportunity to consult others. A good leader has the knowledge needed to make sound, real-time decisions.
- Be able to delegate authority and tasks.
- Provide supervision and direction.
- Know when to ask for help and recognize that it takes a team to host a special event.
- Screen and select volunteers.
- Assign clear roles for volunteers.
- Initiate activities to garner publicity, goodwill, and more volunteers.
- Monitor and evaluate the work of team members and make adjustments as needed.
- Be positive and express appreciation to all team members.

Step Two: Figure Out the Logistics

Once a planning committee has been formed, their first task is to participate in a kickoff meeting to begin formulating a strategic plan and create a planning timetable. During this meeting, the planning committee should discuss:

- Who will attend the event (*target audience*)? Who will be invited (*the guest list*)?
- Why is the event being held (*goals/objectives*)? What type of event will be hosted? The event should entice members of the target audience to attend and should be one the center has the financial and staffing resources to host. When planning an event, it is best to start small and practical, and expand it once residents, partners, and the community have embraced it.
- How will the event be organized (*the logistics and agenda*)?
 - Venue. Where will the event be held? If it will be held somewhere other than the center, is permission required to host the event? Is there a fee? Is it easy for participants to get to the event? Is there ample parking?
 - Date/Time. When will the event be held? Is it at a convenient time to ensure maximum participation? Will the event tie into a Neighborhood Networks Week Special Event Day?
 - Agenda. What is the agenda for the event? Who will speak at the event?
- What resources are needed for the event?
 - Staffing. Is there enough center staff to host the event? Will volunteers be needed? How will volunteers be recruited? What groups will be approached about volunteering?
 - Financial Resources. What is the budget for the event? How much will the event cost to host? Who can help defray the costs?

- **Equipment.** Is special equipment needed for the event, such as lecterns/podiums, screens, or projectors? Does the equipment have to be purchased or rented? Are there community partners or organizations that would be willing to donate or lend the equipment?
- **Supplies and Services.** What supplies are needed for the event, such as trash containers, paper products, office supplies, food, and beverages? What services are needed, such as information technology support and printing services? Are there community partners and organizations who could donate these supplies and services?
- **Promotion.** How will the event be promoted? Will promotional materials be created? Who will design the materials? Who will produce the materials? How much will it cost to produce these materials? Are there community partners or organizations that could donate these services? Who will work with the media to spread the word about the event? Will a media kit be prepared? Who will prepare the media kit? What will the media kit include?
- **Evaluation.** How will the event be evaluated? Will a survey be conducted with participants to determine the strengths and weaknesses of the event? How will the survey be conducted and data collected?

Event Ideas

What kinds of events would inspire residents and community members to participate?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Dare to Theme

Consider developing a theme for your Neighborhood Networks Week event. If the event occurs annually or will be hosted annually, it is not recommended that all programs and services be showcased each year. This may be overwhelming to participants and lose your audience over time. It is better to spotlight one or two programs and their successes, as well as the individuals who make it possible, each year. For example, an event may be built around the annual theme of "Appreciation." Event activities may showcase the contributions of partners and volunteers. Another year, the theme may be "Success," and feature the results being achieved by center programs and residents.

Step Three: Create a Budget

While the approximate budget for the event may be known and the planning committee will discuss the budget during the kickoff meeting, the planning leader will be responsible for creating a formal budget with identified line items. Appendix E includes a checklist of potential items that may be required to host a special event. The checklist is by no way exhaustive, but it does provide the planning leader with a starting point for creating a budget. Using the checklist, the planning leader can select and identify what items may be needed and then assign costs to create a budget. If the formal budget exceeds the approximated budget, the planning committee will have to decide to trim costs or seek additional financial and resources support.

Step Four: Secure Resources

The next step is to secure the necessary resources to host the event. Resources may include staffing, speakers/presenters, financial and in-kind support, and services.

Identifying What's Needed

What are the skills, goods, and services needed to host the event?

Recruiting Volunteers

A successful event is a well-staffed event. However, chances are likely that centers will require additional staffing support to host an event. Therefore, it will be necessary to recruit the right volunteers to help staff the event. Center staff should not be afraid to ask for help. Most people are willing to help if they are asked personally. However, before volunteer recruitment begins, it is important to:

- **Know what is needed for support and skills.** Prepare a specific, brief statement that describes the kind of help you need. Describe the role of volunteers staffing the event, and why their support is essential to its success.
- **Make reasonable requests.** Time is something everyone values. Try to recruit plenty of volunteers so each volunteer's individual time commitment is not overwhelming.

- **Appeal to their interests.** People will typically volunteer for activities in which they have a personal interest. While speaking with potential volunteers, stress how they can reap personal satisfaction while helping others.

When recruiting volunteers, approach a variety of individuals and groups, including residents, center users, community groups and clubs, local businesses, healthcare facilities, faith-based organizations, schools, and municipal officials and employees, such as police and fire departments. To encourage people to volunteer:

- Stress the importance of the event and how it will benefit the community and the people who live in it.
- Highlight how volunteering enables people to gain skills and make new friends.
- Highlight how volunteering for the event can serve as a form of community service or service-learning project for students.
- Publicize the event and call for people in the local media, on the center Web site, and through social networking tools, such as Facebook and Twitter.

How Will You Recruit Volunteers?

List three ways you will recruit volunteers to help with your event.

1. _____

2. _____

3. _____

Appendix E includes a variety of resources that can help in the recruitment of volunteers. These resources include: volunteer job descriptions, a volunteer application form, a volunteer recruitment flyer, and a volunteer schedule that can be used to clearly delineate roles and responsibilities.

Inviting Speakers and Presenters

Many centers invite special guests to speak or present at their Neighborhood Networks Week event. These special guests include local government officials, partners, members of law enforcement, business leaders, representatives from local institutions of higher education, volunteers, and residents. When it comes to booking speakers and presenters for an event:

- Book as early as possible. Popular speakers' calendars fill up quickly.
- Be clear with speakers about the nature of your event, what will be expected of them, the type of remarks they will be asked to deliver, the length of their remarks, and deadlines so no misunderstandings take place.
- Follow up with the speaker in writing about their presentation.
- Keep in contact with the speaker.

Meeting the Special Needs of Speakers

Once you have booked a speaker, it is important to ensure a smooth presentation. This can be done by:

- Providing the speaker with clear directions to the center and instructions for parking.
- Greeting the speaker upon arrival and escorting him/her to the presentation site.
- Ensuring that water with no ice is available on stage/at lectern.
- Ensuring that the lectern has a light so speakers can read their notes and, if possible, a light focused on the lectern so the speaker will be visible to the guests.
- Ensuring that all audiovisual/presentation equipment is functioning and compatible with the speaker's equipment. If you are unsure, conduct a test run prior to the presentation.
- Assigning an individual to operate and troubleshoot the audiovisual equipment.

Appendix E includes a checklist of items for consideration when planning for speakers.

Securing Financial Resources and Donations

One of the most time-consuming and critical aspects of event planning is securing financial and in-kind resources to host an event. The following are some tactics centers can take to secure financial and in-kind contributions:

- Ask center partners, community businesses and organizations, and local government officials and agencies if they would like to sponsor or contribute to the event. For their contribution, which may be in the form of funding, in-kind donations, or services, they may receive public recognition, their name on promotional materials, or space at the event to distribute information about their organization.
- Meet with local school officials to discuss ways they could support and participate in the event. Students may help design and produce promotional materials or volunteer at the event to earn community-service credit.
- Meet with local institutions of higher education to discuss ways students can participate in the event. For example, nursing students may volunteer to conduct free blood pressure screening at the event in return for service-learning credits.
- Host a fundraising event, such as a car wash, bake sale, or talent show.

Centers should not let lack of funds deter them from hosting a Neighborhood Networks Week event. Many centers host small, informal, low-cost events that still achieve big results. If cash cannot be secured, focus on obtaining resources that can be used to defray the costs. Collaborate with local businesses, community organizations, and partners to discuss how services or space can be traded for resources.

Securing Resources

Who will you ask for goods, services, and funds?

What can you trade to receive goods and services?

Step Five: Publicize the Event

A well-conceived, strategic, and integrated publicity campaign is essential to any Neighborhood Networks Week event, as even the best-planned event will not succeed if there is no audience. Event promotion typically includes two forms of outreach:

Center-generated promotion includes all those tactics in which the center is initiating and engaging. Center-generated tactics may include:

- Creating eye-catching posters and save-the-date postcards and posting them in high-traffic areas throughout the community at least 45 days in advance.
- Distributing flyers in conspicuous community places, including local schools, libraries, community centers, store bulletin boards, and churches.
- Posting information about the event to your center's Web site.
- Placing an announcement in the local Chamber of Commerce and Visitors Bureau. (Note: These organizations may need up to one year advance notice to include the event in their annual publications.)
- Distributing personal invitations to local dignitaries, customers, stakeholders, and supporters. Appendix E includes a sample of a traditional printed invitation, as well as instructions for creating online invitations.

- Conducting personal outreach with key people (such as opinion-makers in the community), explaining the event and emphasizing why they should attend.
- Attending meetings of local civic groups and asking for a few minutes of floor time to talk about the importance of the event and how their participation is vital.

Media-based publicity involves using the various local media outlets to promote the event with members of the target audience and the general public. Media attention can lend centers:

- Credibility for center messages or events.
- The opportunity to reach people who wish to attend the event or participate in center programs.
- The opportunity to attract new partners and supporters.

The media operates in a fast-paced environment. Therefore, when working with the media, it is important to be prepared. One way to ensure preparedness is to create a press kit for the event. A press kit typically includes all of the necessary information members of the media require to feature an article or story on an event, such as:

- News release on the event.
- Fact sheet on the center.
- Fact sheet on Neighborhood Networks Week.
- Fact sheets and brochure for the Neighborhood Networks Initiative.
- Center and resident success stories that demonstrate results.
- High-resolution photographs.

Appendix F includes samples of a variety of media materials that can be used to promote an event. These materials include: a proclamation, media advisory, news release, and public service announcement (PSA). Also included in Appendix F are a Neighborhood Networks Week fact sheet that provides background information on the weeklong national observance and a timeline that highlights some of the Initiative's significant accomplishments over the past years. Centers can request copies of the national Neighborhood Networks fact sheets and brochure by calling the Networks Information Center toll-free at (888) 312-2743. The hearing impaired may access Neighborhood Networks via TTY by calling the Federal Information Relay Service at (800) 877-8339.

Whenever a press kit is distributed to members of the media, it is critical for center staff to follow up with the media representative to determine if the kit was received, if the representative had any questions or requires additional information, and if the representative would like to set up an interview. Any time a media representative contacts a center regarding an event, be responsive. This is a good opportunity to spread the word about center programs and services.



Working with the Media

The following timeline and action steps are aimed at helping center staff effectively work with the media to promote their Neighborhood Networks Week event.

- **One Month Prior to Event**
Prepare or update the center's media list. Centers can contact the Neighborhood Networks Information Center toll-free at (888) 312-2743 for local media contact lists. Prepare media materials.
- **Two to Three Weeks Prior to Event**
Distribute press kit to media outlets.
Arrange for an event photographer to take high-resolution photos.
- **One to Two Weeks Prior to Event**
Call media to confirm receipt and pitch story.
Arrange for interviews with speakers and participants.
- **Day of Event**
Make last-minute, follow-up media calls.
Greet reporters as they arrive, distribute press packets, and introduce media representatives to speakers, residents, and partners they may wish to interview.
- **After Event**
Respond to media inquiries.
Track media coverage.

Promotion Does Not Stop with the Event

Promotion efforts may focus on raising awareness of an event and encouraging people to attend, but they do not stop once the event starts. Centers should continue to promote their center programs, services, and successes during the event by creating an informational packet about the center and the programs it offers. The informational packet may include contact names, telephone numbers, e-mail addresses, the center's mission statement, a center fact sheet, and success stories.

Step Six: Evaluate Success

Chances are, once a center hosts one event, it will want to host more. To evaluate the event's strengths and areas of improvement, as well as obtain important feedback to use when planning future events, it is useful to conduct a brief survey with participants. For maximum participation and input, ask participants to complete the questionnaire prior to leaving the event. The data collected with the survey should be compiled and summarized in a brief report. The report should be shared with each member of the planning committee.

Appendix E includes an event evaluation form that can be used to determine the event's strengths and areas of improvement.

Step Seven: Express Appreciation and Conduct Follow Up

A special event does not end when all of the tables are put away. The final step in the special event planning process is perhaps one of the most important—especially to the people who contributed and worked so hard to make the event a success.

Expressing appreciation to the individuals who donated money, goods, and services, as well as those who volunteered and spoke at the event is a critical part of making events successful—and for ensuring future positive interactions and support. While there is no firm deadline for sending a personal, printed note of thanks, try to express appreciation within a month of the event so that the encounter is fresh in everyone's minds.

In addition to sending thank you notes, it is important to follow up with potential new partners, participants, reporters, or anyone else who requested additional information. Doing so demonstrates professionalism and commitment. Centers should submit photos of and information about the event to local media outlets and NeighborhoodNetworks@HUD.gov for possible posting to the Neighborhood Networks Web site or for use in future Neighborhood Networks publications.

Appendix A: Registration Form

Registration Form

Neighborhood Networks Week 2010: August 2–7, 2010

Name/Title _____

Center _____

Street Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

E-mail Address _____

Property Name _____

Property Contact _____ Phone _____

Please answer the following questions:

1. Type of housing served (check all that apply)

- Senior Family Assisted Market rate
 _____ Section 8
 _____ Section 236
 _____ Public housing
 _____ Section 811

2. Date your center became operational _____

3. Will your center be holding a local event during Neighborhood Networks Week?

- Yes No If yes, please complete the information below.

Name of Event _____

Date _____ Time _____

Description of Event _____

Anticipated Attendance _____

4. Will the center participate in any of the national events during

- Neighborhood Networks Week? Yes No

Mail this form to: Neighborhood Networks Week
 8403 Colesville Road, 10th Floor
 Silver Spring, MD 20910

E-mail this form to: pcosta@neighborhoodnetworks.org

Fax this form to: (301) 589–2493

This form is available on the Neighborhood Networks Web site. Centers can register online at www.NeighborhoodNetworks.org, or call the Neighborhood Networks Information Center toll-free at (888) 312–2743. The hearing impaired may access Neighborhood Networks via TTY by calling the Federal Information Relay Service at (800) 877–8339.

**Appendices B:
Do It for You Day Resources**

Chronological Résumé Template

Name

Street • City, State Zip • Phone • E-mail

JOB OBJECTIVE

Very concisely state what job you would like next.

SUMMARY

- Write three or four bullet statements that summarize why you would be good at your job objective. Each statement should be no longer than two lines.
- Your statements should highlight your relevant strengths such as experience, skills, community service, and personality traits.
- Prioritize the statements in this section so the most relevant one comes first.

PROFESSIONAL EXPERIENCE

COMPANY NAME, City, State, 20xx-present

Job Title

- Write two or more bullet statements about the work you performed on this job and what you learned or accomplished that's relevant to your job objective.
- Quantify results of your accomplishments when possible and appropriate; refer to how you positively affected the organization, the bottom line, your boss, co-workers, or customers.
- Mention on-the-job awards or commendations you received that relate to your job objective.

COMPANY NAME, City, State, 20xx-present

Job Title

- Write two or more bullet statements about the work you performed on this job and what you learned or accomplished that's relevant to your job objective. Follow the tips mentioned above.
- Prioritize the statements under each Job Title section so the most relevant one comes first.

COMPANY NAME, City, State, 20xx-present

Job Title

- Write two or more bullet statements about the work you performed on this job and what you learned or accomplished that's relevant to your job objective. Follow the tips mentioned above.
- Prioritize the statements under each Job Title section so the most relevant one comes first.

EDUCATION

Degree, Major [if relevant], 20xx
School, City, State

COMMUNITY SERVICE

Organization, Position held, 20xx-present
Organization, Position held, 20xx-xx

Sample Chronological Résumé

Christopher Bond

8001 Piedmont Avenue • Atlanta, GA 12345 • (555) 456-7890
chrisbond@thenet.net

SUMMARY OF QUALIFICATIONS

- Five years as a print production professional, working in corporate and independent settings.
- Degree in journalism with additional training at daily news publication.
- Noted for accelerating production through strong managerial skills.

PROFESSIONAL EXPERIENCE

2005 to Present Brochure Production Specialist
Thomas Govington (independent artist), Atlanta, GA

- Designed and coordinated production of a four-color brochure that portrayed the artist's talent in three media: paint on canvas, ceramics, and bronze.

2001 to 2005 Catalog Production Coordinator
Johnson Paper, Inc., Atlanta, GA

- Coordinated a 400-page catalog distributed to more than 4,000 retailers and 80 distributors.
- Coordinated deadlines among six departments.
- Interacted with 35 artists and technicians and handled relations with vendors.
- Participated in Production Department management meetings.
- Instructed local college interns in print production techniques and systems.

EDUCATION

2001 B.A., Journalism
Emory University, Atlanta, GA

AFFILIATIONS

American Printers Association
International Paper and Print Production Institute

Source: www.jobstar.org, courtesy of Susan Ireland's *Ready-Made Résumés*.

Functional Résumé Template

Name

Street • City, State Zip • Phone • E-mail

JOB OBJECTIVE

Very concisely state what job you would like next.

HIGHLIGHTS OF QUALIFICATIONS

- Write three or four bullet statements that summarize why you would be good at your job objective. Each statement should be no longer than two lines.
- Your statements should highlight your relevant strengths such as experience, skills, community service, and personality traits.
- Prioritize the statements in this section so the most relevant one comes first.

PROFESSIONAL ACCOMPLISHMENTS

Key Skill

- Write two or more bullet statements about employment or volunteer activities in which you used this skill.
- Quantify results of your accomplishments when possible and appropriate; refer to how you positively affected the organization, the bottom line, your boss, co-workers, or customers.
- Mention awards or commendations you received that required this skill.
- If you used this skill to solve problems, briefly describe the problems and results.

Key Skill

- Write two or more bullet statements, follow the tips mentioned under the first Key Skill section.
- Prioritize the statements under each Key Skill section so the most relevant one comes first.

WORK HISTORY

20xx-present	ORGANIZATION, City, State Job Title
19xx-xx	ORGANIZATION, City, State Job Title
19xx-xx	ORGANIZATION, City, State Job Title

EDUCATION

Degree, Major [if relevant], 20xx
School, City, State

COMMUNITY SERVICE

Position held, Organization, 20xx-present
Position held, Organization, 20xx-xx

Sample Functional Résumé

JOSEPHINE TELLER

325 Hillegass Blvd. • Berkeley, CA 94705 • (510) 123-4567

OBJECTIVE

Position as a Supermarket Checker or Head Clerk.

SUMMARY OF QUALIFICATIONS

- More than 10 years of experience in the retail and customer service.
- Excellent reputation with customers as a competent, knowledgeable, and helpful professional.
- Enjoy the work and consistently greet customers with a smile.
- Honest, reliable, and productive.

RELEVANT SKILLS AND EXPERIENCE

CUSTOMER SERVICE

- Developed a reputation for **excellent customer service** by:
 - Acknowledging the customer’s presence and making eye contact.
 - Greeting customers in a friendly manner and giving them full attention.
 - Taking time to answer a question or find someone else that could.
- **Increased sales** in the higher-profit Natural Foods Department (and increased customer satisfaction) by **advising customers** on bulk alternatives to name-brand items.

SUPERVISION

- As Head Clerk, **managed “front end”** of the store:
 - **Prepared daily schedules** for staff of up to 18 clerks, to assure maximum check stand coverage at all times.
- **Trained** new clerks.

ADMINISTRATIVE

- **Balanced checker’s cash drawer** with consistently high level of accuracy.
- As **Office Cashier** for one year:
 - Accurately balanced books and deposits, made deposits, and processed returned checks.
 - Answered phones.
 - Prepared daily and monthly sales reports.

EMPLOYMENT HISTORY

1998 to Present	Retail Clerk, Co-Op Supermarket, Berkeley, CA
1997 to 1998	Buyer’s Assistant, Lilly Department Store, Oakland, CA
1996 to 1997	Manager’s Assistant, Wallace Clothing Store, Spokane, WA

EDUCATION

Business Classes
 Spokane Community College

Source: www.jobstar.org, sample functional résumé from: *Damn Good Résumé Guide: A Crash Course in Résumé Writing*, Yana Parker (Ten Speed Press, 1996. ISBN: 0898166726, \$7.95.)

Cover Letter Template

Your name
Mailing address
City, state, and zip
Telephone number(s)
E-mail address

Today's date

Your addressee's name
Professional title
Organization name
Mailing address
City, state and zip

Dear Mr. (or Ms.) last name,

Start letter with a grabber—a statement that establishes a connection with the reader, a probing question, or a notable quote. Briefly state the job for which you are applying.

The mid-section of the cover letter should be one or two short paragraphs that make relevant points about your qualifications. Do not summarize the information contained in your resume. To make information easier to read and stand out more, you may incorporate a column or bullet point format here.

The last paragraph should initiate action by explaining what you will do next (e.g., call the employer) or encourage the reader to contact you to set up an interview. Close the letter by thanking the reader for their time and consideration.

Sincerely yours,
Your handwritten signature
Typed name

Enclosure: résumé

Sample Cover Letter

Mary Jones
123 Maple Street, Apt. 5C
Mytown, ST 12345

December 19, 2006

Human Resources
Moore Entertainment
10 Fourth Avenue
Mytown, ST 12345

Good morning:

I am actively seeking an administrative assistant opportunity in a demanding, fast-paced, multi-tasking office. My four years of experience at Smith-Johnson have equipped me with a multitude of skills, and I would like to continue my growth at Moore Entertainment.

Throughout my career, I have demonstrated to my employers an exceptional ability for meeting organizational objectives and demands. In addition to my secretarial skills, I am an adept event planner, having served as the director of the Smith-Johnson Holiday Ball for the last two years. While at Smith-Johnson, my strong interpersonal and client relations skills were recognized, and I was the only assistant entrusted with client greeting, tour leading, and other hospitality services. I am certain I would prove to be an asset at Moore Entertainment as well.

If my abilities meet the needs of Moore Entertainment, I would greatly appreciate the opportunity to speak with you personally at your earliest convenience. Thank you for your time and consideration.

Sincerely,

Mary Jones

Mock Interview Questions

When it comes to job interviews, preparation, dedication, and confidence are three key traits that potential employers are looking for in job applicants. Being prepared demonstrates one's commitment to obtaining employment and provides interviewees with a certain level of confidence that will shine through to potential employers. Below are 40 potential questions* that interviewees should thoroughly consider prior to interviewing for a position:

1. Tell me about yourself.
2. What do you want to do with your life?
3. Do you have any work experience?
4. How would you describe your ideal job?
5. Why did you choose this career?
6. When did you decide on this career?
7. What goals do you have in your career?
8. How do you plan to achieve these goals?
9. How do you evaluate success?
10. Describe a situation in which you were successful.
11. What do you think it takes to be successful in this career?
12. What accomplishments have given you the most satisfaction in your life?
13. If you had to live your life over again, what would you change?
14. Would you rather work with information or with people?
15. Are you a team player?
16. What motivates you?
17. Why should I hire you?
18. Are you a goal-oriented person?
19. Tell me about some of your recent goals and what you did to achieve them.
20. What are your short-term goals?
21. What is your long-range objective?
22. What do you see yourself doing five years from now?
23. Where do you want to be 10 years from now?
24. Do you handle conflict well?
25. Have you ever had a conflict at work? How did you resolve it?
26. What major problem have you had to deal with recently?
27. Do you handle pressure well?
28. What is your greatest strength?
29. What is your greatest weakness?
30. If I were to ask one of your previous employers to describe you, what would he or she say?

31. Do you have any plans for further education?
32. How much training do you think you'll need to become a productive employee?
33. What qualities do you feel a successful manager should have?
34. Why do you want to work in the ____ industry?
35. What do you know about our company?
36. Why are you interested in our company?
37. How familiar are you with the community that we're located in?
38. Is money important to you?
39. How much money do you need to make to be happy?
40. What kind of salary are you looking for?

It is not enough to simply read these questions. Interviewees should practice and rehearse their answers out loud. The interview should not be the first time interviewees answer these questions in spoken words. Interviewees should sit down with someone and go through all of the questions so he/she can be fully prepared for the interview.

**This information was excerpted from www.collegegrad.com, a comprehensive Web site filled with interviewing tips and techniques.*

Online Job-Search Engines

There is no shortage of great Web sites dedicated to helping people find jobs. Below is a list of a few leading job-search Web sites. These sites not only allow people to conduct keyword searches for jobs in their community, but many also allow jobseekers to post their résumé to the site so that potential employers and recruiters can review them. Some of these sites also provide a wealth of information on finding and obtaining a job.

www.hotjobs.com

As a leader in the online recruiting industry, Yahoo! HotJobs tools and advice put jobseekers in control of their careers and make it easier and more cost-effective for employers and staffing firms to find qualified candidates. In addition to its popular consumer job board, Yahoo! HotJobs provides employers, recruiters, and staffing agencies with progressive recruiting solutions.

www.job-search-engine.com

Launched in 1998, Juju has created tools that make Web-based job listings more accessible and search results more relevant. Its search engine provides quick access to jobs found on thousands of employer Web sites and job boards all around the Web, and offers features that will help people find the jobs they are looking for more efficiently.

www.careerbuilder.com

Founded in 1995, CareerBuilder.com is the fastest-growing recruitment and career-advancement source for employers, recruiters, and jobseekers.

www.worktree.com

WorkTree.com is one of the largest job-search portals in the world and the most complete and up-to-date job-search tool for the online jobseeker. Since 1999, WorkTree.com has been helping thousands of jobseekers find more jobs faster.

www.ajb.dni.us

Sponsored by the U.S. Department of Labor, One-Stop Career Center is an integrated suite of national Web sites that helps businesses, jobseekers, students, and workforce professionals find employment and career resources. One-Stop Career Center provides jobseekers access to more than one million jobs, features labor market trends and tips, and offers a place for jobseekers to post their résumé for thousands of employers.

www.nationjob.com

NationJob, Inc. was founded by human resources and technology professionals with a straight forward goal: to save companies money by helping them find qualified candidates with a minimum investment of time and effort. An integrated network of Internet sites and services, NationJob is consistently ranked among the top employment sites on the Web.

www.simplyhired.com

Simply Hired boasts five million job listings. It is a vertical database of job listings that searches thousands of other job sites and resources to provide a comprehensive list of job openings.

www.monster.com

On this Web site, jobseekers can search hundreds of thousands of jobs, build and post their résumé, and access thousands of pages of career information and advice.

www.thejobspider.com

TheJobSpider.com is a free employment information exchange job board modeled from *www.craigslist.org*. TheJobSpider.com is free to employers and jobseekers. There is no charge to post a résumé or job, search through the résumés, search through the jobs, or create a job alert.

www.getthejob.com

GetTheJob.com is the largest vertical job search engine for direct employer jobs only. The site collects job postings from the corporate career centers of thousands of companies, indexing more than two million jobs at any time.

www.jobsonline.net

If a job is posted anywhere online, chances are it is in the JobsOnline database. The site gathers job postings from all over the Internet—niche sites, newspapers, major job boards, and everything in between—and lists them for free.

www.fedworld.gov

The FedWorld.gov Web site is a gateway to government information. This site is managed by the National Technical Information Service (NTIS) as part of its information management mandate. In 1992, FedWorld.gov was established by NTIS, an agency of the U.S. Department of Commerce, to serve as the online locator service for a comprehensive inventory of information disseminated by the Federal Government. This service assists agencies and the public in electronically locating Federal Government information housed within the NTIS repository and outside of NTIS.



Customized Outreach Materials

U.S. Department of Labor
Career One Stop

Outreach and Training Materials for Job Seekers and Workers

Tools for America's Job Seekers Challenge

This flyer describes the Tools for America's Job Seekers Challenge, which was designed to help the Workforce System discover the most effective online job tools (PDF, color).

http://www.careeronestop.org/TridionMutlimedia/dolchal_tcm24-4848.pdf

Think About Your Future

This simple tri-fold brochure introduces CareerOneStop's key resources and content areas (PDF, color). Available in Spanish. http://www.careeronestop.org/TridionMutlimedia/COS%20Brochure%201_072007%20Final_tcm24-1847.pdf

CareerOneStop and Additional Resources

This one-page flyer provides brief descriptions of CareerOneStop and partner Web sites (PDF, color). http://www.careeronestop.org/TridionMutlimedia/COS_08_flyer_tcm24-1852.pdf

Take a New Look at CareerOneStop

This PowerPoint presentation introduces CareerOneStop resources and electronic tools (PowerPoint).

http://www.careeronestop.org/TridionMutlimedia/cos050310_tcm24-1819.ppt

Career Planning Process/Resource Matrix

This two-sided flyer provides links to resources that support the career planning process. The Resource Matrix is a great map of CareerOneStop resources (PDF, color).

<http://www.careeronestop.org/PDF/Nationalmatrixseptember2009.pdf>

CareerOneStop's Web Services

CareerOneStop's Web Services flyer shows you how to get started displaying CareerOneStop data and tools on your own Web site—at no cost to you (PDF, color).

http://www.careeronestop.org/TridionMutlimedia/COS_08_010.STEM_WebServices_6-1_tcm24-2141.pdf

CareerOneStop's Regional Economic Development

With this model, regions can integrate economic and workforce development activities and develop talent to drive economic transformation (PDF, color).

http://www.careeronestop.org/TridionMutlimedia/red_brochure_tcm24-1835.pdf

Outreach and Training Materials for Parents, Students, and Youth

STEM Brochure

Think you're not a science, technology, or math person? Think again – you use it every day. This tri-fold brochure provides information on STEM careers (PDF, color).
http://www.careeronestop.org/TridionMutlimedia/061608_STEM_tcm24-2088.pdf

Get in the Game – Flyer for Exploring Careers and Education with Students

Start exploring your career and education options today with this step-by-step guide (PDF, color). http://www.careeronestop.org/TridionMutlimedia/COS_07_001.HorizontalFlyer_GetInGame_lowres_tcm24-2161.pdf

Career Voyages: Envision Your Future

This Career Voyages flyer can help with ideas on where to begin, where to go next or how to get there (PDF, color).
http://www.eric.ed.gov/ERICDocs/data/ericdocs2sql/content_storage_01/0000019b/80/42/98/c6.pdf

Outreach and Training Materials for Veterans and Transitioning Military Personnel

Keys to Career Success for Military Transition Brochure

This tri-fold brochure describes the Key to Career Success Web site, a portal for military members transitioning to civilian occupations (PDF, color). Available in Spanish.
http://www.careeronestop.org/TridionMutlimedia/KeytoCareerSuccess%201_062007%20Final_tcm24-1829.pdf

Military-Focused Electronic Tools

Finding the Right Tool: This chart identifies Web sites most helpful to veterans and transitioning military personnel (PDF, color). Available in Spanish.
http://www.careeronestop.org/TridionMutlimedia/Military%20E-Tools%20042108_tcm24-1842.pdf

Outreach and Training Materials for Counselors, Trainers, and Workforce Professionals

Tools for America's Job Seekers Challenge

This flyer describes the Tools for America's Job Seekers Challenge, which was designed to help the Workforce System discover the most effective online job tools (PDF, color).
http://www.careeronestop.org/TridionMutlimedia/dolchal_tcm24-4848.pdf

Career Planning for Counselors Flyer

This flyer describes career planning tools for educators and career professionals (PDF, color).
http://www.careeronestop.org/TridionMutlimedia/COS_07_001.Career%20Professional_tcm24-2162.pdf

Community College Quick Start Action Planner

This flyer tells you how to get started at a community college (PDF, color).
http://www.careeronestop.org/TridionMutlimedia/QSAP%20Final%20Report%20in%20PDF_tcm24-1834.pdf

Disability Program Navigator Initiative

The Disability Program Navigator helps people with disabilities navigate through the enormous challenges involved in finding work (PDF, color).

http://www.careeronestop.org/TridionMutlimedia/DPN_FACTSHEET_FEBRUARY2006_tcm24-1825.pdf

Additional U.S. Department of Labor Resources**Career Voyages**

The Career Voyages flyer shows you how to access the tools to start a promising career. It focuses on high growth industries and in-demand occupations (PDF, color).

http://www.careeronestop.org/TridionMutlimedia/cvpromo-brochure_tcm24-1824.pdf

Workforce30One

This flyer highlights national networking opportunities and up-to-date information on innovative solutions and ideas (PDF, color).

http://www.careeronestop.org/TridionMutlimedia/WF3_WI2007_Flyer_20070706_tcm24-1840.pdf

Competency Model

Learn about the Industry Competency Model initiative in this brochure (PDF, color).

Available in Spanish.

http://www.careeronestop.org/TridionMutlimedia/compmodel_tcm24-3041.pdf

Electronic Tools

Finding the Right Tool – this chart identifies the U. S. Department of Labor Employment and Training Administration Web sites that are most helpful for key user groups (PDF, color).

Available in Spanish.

<http://www.careeronestop.org/PDF/COSElectronicToolGuide.pdf>

Toll-Free Help Line (US2-JOBS)

This tri-fold can help if you need information on employment services and job training in your community (PDF, color).

http://www.careeronestop.org/TridionMutlimedia/Employ%20Serv.%20Oct%2006%20final_tcm24-1827.pdf

O*NET Career Exploration Tools

This one page flyer explains The O*NET® Career Exploration Tools - assessment instruments designed for career counseling, career planning, and career exploration (PDF, color).

http://www.careeronestop.org/TridionMutlimedia/ONET%20Career%20Exploration%20Tools%20Rev%201205_tcm24-1831.pdf

O*NET Desk Guide 11.0

This flyer walks you through O*NET OnLine, which enables viewers to find information in the O*NET database. O*NET offers information about the skills, knowledge, and abilities needed for different occupations (PDF, color). Available in Spanish.

http://www.careeronestop.org/TridionMutlimedia/ONET_DeskAid_Final%2011.0_tcm24-1832.pdf

Some of the Fastest-Growing Occupations that Require an Associate Degree or Less

According to the U.S. Bureau of Labor Statistics, the number of jobs in the following occupational fields is expected to grow significantly between 2008 and 2018. A brief description, educational requirements, and the salary range for each career is provided. These descriptions are excerpts from the U.S. Bureau of Labor Statistics' *Occupational Outlook Handbook, 2010-2011 Edition*. For a complete occupation description, visit the online version of the Occupational Outlook Handbook, 2010-2011 Edition at http://www.bls.gov/oco/ooh_index.htm#.

Home Health Aides and Personal/Home Care Aides

Home health aides typically work for certified home health or hospice agencies that receive government funding and therefore must comply with regulations. This means that home health aides must work under the direct supervision of a medical professional, usually a nurse. Aides keep records of services performed and of clients' conditions and progress. They also report changes in the client's condition to the supervisor or case manager. Aides also work with therapists and other medical staff. Home health aides may provide some basic health-related services, such as checking patients' pulse rate, temperature, and respiration rate. They also may help with simple prescribed exercises and assist with the administration of prescription medication. Occasionally, they change simple dressings, give massages, provide skin care, or assist with braces and artificial limbs. With special training, experienced home health aides also may assist with medical equipment such as ventilators, which help patients breathe.

Personal/home care aides, also called homemakers, caregivers, companions, and personal attendants, work for various public and private agencies that provide home care services. In these agencies, caregivers are likely supervised by a licensed nurse, social worker, or other non-medical managers. Aides receive detailed instructions explaining when to visit clients and what services to perform for them. However, personal/home care aides work independently, with only periodic visits by their supervisors. These caregivers may work with only one client each day or five or six clients once a day every week or every two weeks. Some aides are hired directly by the patient or the patient's family and are supervised and assigned tasks directly by the patient or the patient's family. Aides may also work with individuals who are developmentally or intellectually disabled. These workers are often called direct support professionals and they may assist in implementing a behavior plan, teaching self-care skills and providing employment support, as well as providing a range of other personal assistance services.

Work Schedule

Many aides work part time and weekends or evenings to suit the needs of their clients.

Education/Licensure

Home health aides and personal/home care aides are generally not required to have a high school diploma. Home health aides must receive formal training and pass a competency test to work for certified home health or hospice agencies that receive reimbursement from Medicare or Medicaid. Personal/home care aides are governed by a wide range of requirements, which vary from state to state.

Earnings

The median hourly wage for home health aides was \$9.84 in May 2008. The median hourly wage for personal and home care aides was \$9.22 in May 2008.

Skin Care Specialists

Skin care specialists, provide specialized beauty services to help clients look and feel their best. Skin care specialists cleanse and beautify the skin by giving facials, full-body treatments, and head and neck massages, as well as applying makeup. They also may remove hair through waxing or, if properly trained, with laser treatments.

Most skin care specialists work in a salon, although some may work in a spa, hotel, or resort. Good health and stamina are important, because these workers are on their feet for most of their shift.

Work Schedule

Skin care specialists typically work a 40-hour week, but longer hours are common, especially among self-employed workers. Work schedules may include evenings and weekends, the times when beauty salons are busiest. Many workers, especially those who are self-employed, determine their own schedules.

Education/Licensure

A high school diploma or General Educational Development (GED) is required for some skin care specialists in some states. In addition, most states require that cosmetologists complete a program in a state-licensed barber or cosmetology school. Programs in hairstyling, skin care, and other personal appearance services can be found in both high schools and in public or private postsecondary vocational schools. Full-time programs in barbering and cosmetology usually last nine months or more and may lead to an associate degree, but training for manicurists, pedicurists, and skin care specialists requires significantly less time.

Most states require separate licensing examinations for manicurists, pedicurists, and skin care specialists. A fee is usually required upon application for a license, and periodic license renewals may be necessary.

Earnings

The median hourly wage, including tips, for skin care specialists was \$13.81 in May 2008.

Physical Therapist Assistants and Aides

Physical therapist assistants, under the direction and supervision of physical therapists, provide exercise and instruction; apply therapeutic methods like electrical stimulation, mechanical traction, and ultrasound; perform massage; and provide guidance to patients relearning to walk and balance training. Physical therapist assistants record the patient's responses to treatment and report the outcome of each treatment to the physical therapist.

Physical therapist aides help make therapy sessions productive under the direct supervision of a physical therapist or physical therapist assistant. They usually are responsible for keeping the treatment area clean and organized and for preparing for each patient's therapy.

When patients need assistance moving to or from a treatment area, aides assist in their transport. Because they are not licensed, aides do not perform the clinical tasks of a physical therapist assistant in states where licensure is required. The duties of aides include some clerical tasks, such as ordering supplies, answering the phone, and filling out insurance forms and other paperwork.

Physical therapist assistants and aides need a moderate degree of strength because of the physical exertion required in assisting patients with their treatment. In some cases, assistants and aides need to lift patients. Frequent kneeling, stooping, bending, and standing for long periods also are part of the job.

Work Schedule

The hours and days that physical therapist assistants and aides work vary with the facility. About 28 percent of all physical therapist assistants and aides work part-time. Many outpatient physical therapy offices and clinics have evening and weekend hours, to coincide with patients' personal schedules.

Education/Licensure

In most states, physical therapist assistants are required by law to hold an associate degree. The American Physical Therapy Association's Commission on Accreditation in Physical Therapy Education accredits postsecondary physical therapy assistant programs. In 2009, there were 223 accredited programs, which usually last two years and culminate in an associate degree. Most states regulate physical therapist assistants through licensure, registration, or certification. Most states also require physical therapist assistants to graduate from an accredited education program and pass the National Physical Therapy Exam. Some states may require physical therapy assistants to pass state exams. Many states also require continuing education credits for physical therapist assistants to maintain their licenses. Complete information on regulations can be obtained from state licensing boards.

Employers typically require physical therapy aides to have a high school diploma. They are trained on the job, and most employers provide clinical on-the-job training. Licensing is not required to practice as a physical therapy aide.

Earnings

The median annual wages for physical therapist assistants were \$46,140 in May 2008. Median annual wages for physical therapist aides were \$23,760.

Dental Hygienists

Dental hygienists remove soft and hard deposits from teeth, teach patients how to practice good oral hygiene, and provide other preventive dental care. They examine patients' teeth and gums, recording the presence of diseases or abnormalities. Other tasks hygienists may perform vary by state. In some states, hygienists are allowed to administer anesthetics, while in others they administer local anesthetics using syringes. Some states also allow hygienists to place and carve filling materials, temporary fillings, and periodontal dressings; remove sutures; and smooth and polish metal restorations.

Work Schedule

Flexible scheduling is a distinctive feature of this job. Full-time, part-time, evening, and weekend schedules are common. Dentists frequently hire hygienists to work only two or three days a week, so hygienists may hold jobs in more than one dental office.

Education/Licensure

A high school diploma and college entrance test scores are usually required for admission to a dental hygiene program. High school students interested in becoming dental hygienists should take courses in biology, chemistry, and mathematics. Some dental hygiene programs also require applicants to have completed at least one year of college. Specific entrance requirements typically vary from one school to another.

In 2008, there were 301 dental hygiene programs accredited by the Commission on Dental Accreditation (CODA). Most dental hygiene programs grant an associate degree, although some also offer a certificate, a bachelor's degree, or a master's degree. A minimum of an associate degree or certificate in dental hygiene is generally required for practice in a private dental office.

Dental hygienists must be licensed by the state in which they practice. Nearly all states require candidates to graduate from an accredited dental hygiene school and pass both a written and clinical examination. The American Dental Association's (ADA) Joint Commission on National Dental Examinations administers the written examination, which is accepted by all states and the District of Columbia. State or regional testing agencies administer the clinical examination. In addition, most states require an examination on the legal aspects of dental hygiene practice. Alabama is the only state that does not require candidates to take the ADA written exam. Instead, they require that candidates meet the requirements of the Alabama Dental Hygiene Program, which mandates taking courses, completing on-the-job training at a dentist's office, and passing a separate state administered licensing examination.

Earnings

Median annual wages for dental hygienists were \$66,570 in May 2008. Earnings vary by geographic location, employment setting, and years of experience. Dental hygienists may be paid on an hourly, daily, salary, or commission basis.

Dental Assistants

Dental assistants perform a variety of patient care, office, and laboratory duties. They sterilize and disinfect instruments and equipment, prepare and lay out the instruments and materials required to treat each patient, and obtain and update patients' dental records. Assistants make patients comfortable in the dental chair and prepare them for treatment. During dental procedures, assistants work alongside the dentist to provide assistance. They hand instruments and materials to dentists and keep patients' mouths dry and clear by using suction hoses or other devices. They also instruct patients on postoperative and general oral healthcare.

Dental assistants may prepare materials for impressions and restorations, and process dental X-rays as directed by a dentist. They also may remove sutures, apply topical anesthetics to gums or cavity-preventive agents to teeth, remove excess cement used in the filling process, and place dental dams to isolate teeth for treatment. Many states are expanding dental

assistants' duties to include tasks such as coronal polishing and restorative dentistry functions for those assistants who meet specific training and experience requirements.

Dental assistants with laboratory duties make casts of the teeth and mouths from impressions, clean and polish removable appliances, and make temporary crowns. Those with office duties schedule and confirm appointments, receive patients, keep treatment records, send bills, receive payments, and order dental supplies and materials.

Work Schedule

Almost half of dental assistants had a 35- to 40-hour workweek in 2008. Depending on the hours of the dental office where they work, assistants may have to work on Saturdays or evenings.

Education/Licensure

A large number of dental assistants learn through on-the-job training. In these situations, the employing dentist or other dental assistants in the dental office teach the new assistant dental terminology, the names of the instruments, how to perform daily duties, how to interact with patients, and other things necessary to help keep the dental office running smoothly. While some things can be picked up easily, it may be a few months before new dental assistants are completely knowledgeable about their duties and comfortable doing all their tasks without assistance.

In most states, there are no formal education or training requirements to become an entry-level dental assistant. For those wishing to pursue further education, the CODA approved 281 dental-assistant training programs in 2009. Most programs take close to one year to complete and lead to a certificate or diploma. Two-year programs offered in community and junior colleges lead to an associate degree. All programs require a high school diploma or its equivalent, and some require science or computer-related courses for admission.

Earnings

Median annual wages of dental assistants were \$32,380 in May 2008.

Medical Assistants

Medical assistants perform administrative and clinical tasks to keep the offices of physicians, podiatrists, chiropractors, and other health practitioners running smoothly. The duties of medical assistants vary from office to office, depending on the location and size of the practice and the practitioner's specialty. Some medical assistant occupations follow:

Administrative medical assistants update and file patients' medical records, fill out insurance forms, and arrange for hospital admissions and laboratory services. They also perform tasks less specific to medical settings, such as answering telephones, greeting patients, handling correspondence, scheduling appointments, and handling billing and bookkeeping.

Clinical medical assistants have various duties, depending on state law. Some common tasks include taking medical histories and recording vital signs, explaining treatment procedures to patients, preparing patients for examinations, and assisting physicians during examinations. Medical assistants collect and prepare laboratory specimens and sometimes perform

basic laboratory tests, dispose of contaminated supplies, and sterilize medical instruments. As directed by a physician, they might instruct patients about medications and special diets, prepare and administer medications, authorize drug refills, telephone prescriptions to a pharmacy, draw blood, prepare patients for X-rays, take electrocardiograms, remove sutures, and change dressings. Medical assistants also may arrange examining room instruments and equipment, purchase and maintain supplies and equipment, and keep waiting and examining rooms neat and clean.

Ophthalmic medical assistants, optometric assistants, and podiatric medical assistants are examples of specialized assistants who have additional duties. Ophthalmic medical assistants help ophthalmologists provide eye care. They conduct diagnostic tests, measure and record vision, and test eye muscle function. They apply eye dressings and also show patients how to insert, remove, and care for contact lenses. Under the direction of the physician, ophthalmic medical assistants may administer eye medications. They also maintain optical and surgical instruments and may assist the ophthalmologist in surgery. Optometric assistants also help provide eye care, working with optometrists. They provide chair-side assistance, instruct patients about contact lens use and care, conduct preliminary tests on patients, and otherwise provide assistance while working directly with an optometrist. Podiatric medical assistants make castings of feet, expose and develop X-rays, and assist podiatrists in surgery.

Work Schedule

Most full-time medical assistants work a regular 40-hour week. However, medical assistants may work part time, evenings, or weekends.

Education/Licensure

Medical assisting programs are offered in vocational-technical high schools, postsecondary vocational schools, and community and junior colleges. Postsecondary programs usually last either one year and result in a certificate or diploma, or two years and result in an associate degree. Formal training in medical assisting, while generally preferred, is not required. Many medical assistants are trained on the job, and usually only need to have a high school diploma or the equivalent.

Earnings

The earnings of medical assistants vary, depending on experience, skill level, and location. Median annual wages for wage or salaried medical assistants were \$28,300 in May 2008.

Self-Enrichment Education Teachers

Self-enrichment teachers provide instruction on a wide variety of subjects that students take for fun or self-improvement. Some teach classes that provide students with useful life skills, such as cooking, personal finance, and time management. Others provide group instruction intended solely for recreation, such as photography, pottery, and painting. Many others provide one-on-one instruction in a variety of subjects, including singing, or playing a musical instrument. Some teachers conduct courses on academic subjects, such as literature, foreign languages, and history, in a nonacademic setting. The classes taught by self-enrichment teachers seldom lead to a degree and attendance is voluntary. Many of the classes that self-enrichment educators teach are shorter in duration than classes taken for academic credit; some finish in one or two days or several weeks.

Work Schedule

Few self-enrichment education teachers are full-time salaried workers. Most either work part time or are self-employed. Many classes for adults are held in the evenings and on weekends to accommodate students who have a job or family responsibilities. Similarly, self-enrichment classes for children are usually held after school, on weekends, or during school vacations.

Education/Licensure

The main qualification for self-enrichment teachers is expertise in their subject area, but requirements vary greatly with the type of class taught and the place of employment. Self-enrichment teachers should have good speaking skills and a talent for making the subject interesting. Patience and the ability to explain and instruct students at a basic level are important as well, particularly for teachers who work with children.

Earnings

The median hourly wage for self-enrichment teachers was \$17.17 in May 2008. Part-time instructors are usually paid for each class they teach.

Occupational Therapist Assistants and Aides

Occupational therapist assistants help clients with rehabilitative activities and exercises outlined in a treatment plan developed in collaboration with an occupational therapist. Activities range from teaching the proper method of moving from a bed into a wheelchair to the best way to stretch and limber the muscles of the hand. Assistants monitor an individual's activities to make sure that they are performed correctly and to provide encouragement. They also record their client's progress for the occupational therapist. If the treatment is not having the intended effect, or the client is not improving as expected, the therapist may alter the treatment program in hopes of obtaining better results. In addition, occupational therapist assistants document the billing of the client's health insurance provider.

Occupational therapist aides typically prepare materials and assemble equipment used during treatment. They are responsible for a range of clerical tasks, including scheduling appointments, answering the telephone, restocking or ordering supplies, and filling out insurance forms or other paperwork. Aides are not regulated by states, so the law does not allow them to perform as wide a range of tasks as occupational therapist assistants.

Occupational therapist assistants and aides need to have a moderate degree of strength because of the physical exertion required to assist patients.

Work Schedule

The hours and days that occupational therapist assistants and aides work vary by facility and whether they are full time or part time.

Education/Licensure

Occupational therapist assistants must attend a school accredited by the Accreditation Council for Occupational Therapy Education (ACOTE) in order to sit for the national certifying exam for occupational therapist assistants. There were 135 ACOTE accredited occupational therapist assistant programs in 2009. Students also must complete at least 16 weeks of supervised fieldwork in a clinic or community setting.

Forty states, Guam, Puerto Rico, and the District of Columbia regulate the practice of occupational therapist assistants by either licensing, registration, or certification. In addition, eligibility requirements vary by state.

Occupational therapist aides usually receive most of their training on the job. Qualified applicants must have a high school diploma, strong interpersonal skills, and a desire to help people in need. Applicants may increase their chances of getting a job by volunteering their services, thus displaying initiative and aptitude to the employer.

Earnings

Median annual wages for occupational therapist assistants were \$48,230 in May 2008.

Median annual wages for occupational therapist aides were \$26,960.

Pharmacy Technicians

Pharmacy technicians generally are responsible for receiving prescription requests, counting tablets, and labeling bottles. Pharmacy technicians who work in retail or mail-order pharmacies have various responsibilities, depending on state rules and regulations. Technicians receive written prescription requests from patients. They also may receive prescriptions sent electronically from doctors' offices, and in some states they are permitted to process requests by phone. They must verify that the information on the prescription is complete and accurate. To prepare the prescription, technicians retrieve, count, pour, weigh, measure, and sometimes mix the medication. Then they prepare the prescription labels, select the type of container, and affix the prescription and auxiliary labels to the container. Once the prescription is filled, technicians price and file the prescription, which must be checked by a pharmacist before it is given to the patient. Technicians may establish and maintain patient profiles, as well as prepare insurance claim forms. Technicians always refer any questions regarding prescriptions, drug information, or health matters to a pharmacist.

Most of a pharmacy technician's workday is spent on their feet. They may be required to lift heavy boxes or to use stepladders to retrieve supplies from high shelves.

Work Schedule

Technicians often have varying schedules that include nights, weekends, and holidays. In facilities that are open 24 hours a day, such as hospital pharmacies, technicians may be required to work nights.

Education/Licensure

There are no standard training requirements for pharmacy technicians, but some states require a high school diploma or its equivalent. Although most pharmacy technicians receive informal on-the-job training, employers favor those who have completed formal training and certification. On-the-job training generally ranges between three and 12 months.

Formal technician education programs are available through a variety of organizations, including community colleges, vocational schools, hospitals, and the military. These programs range from six months to two years and include classroom and laboratory work. Many training programs include internships, in which students gain hands-on experience in actual pharmacies. After completion, students receive a diploma, a certificate, or an associate degree, depending on the program.

In most states, pharmacy technicians must be registered with the state board of pharmacy. Eligibility requirements vary, but in some states applicants must possess a high school diploma or its equivalent and pay an application fee. Most states do not require technicians to be certified, but voluntary certification is available through several private organizations.

Earnings

The median hourly wage for pharmacy technicians was \$13.32 in May 2008.

Environmental Engineering Technicians

Environmental engineering technicians work closely with environmental engineers and scientists in developing methods and devices used in the prevention, control, or remediation of environmental hazards. They inspect and maintain equipment related to air pollution and recycling. Some inspect water and wastewater treatment systems to ensure that pollution control requirements are met.

Work Schedule

Most engineering technicians work 40 hours a week in laboratories, offices, manufacturing or industrial plants, or on construction sites.

Education/Licensure

Although it may be possible to qualify for certain engineering technician jobs without formal training, most employers prefer to hire someone with a two-year associate degree or other postsecondary training in engineering technology. Workers with less formal engineering technology training need more time to learn skills while on the job. Prospective engineering technicians should take as many high school science and math courses as possible to prepare for programs in engineering technology after high school.

Earnings

The median annual wage in May 2008 for environmental engineering technicians was \$41,100.

Fitness Trainers and Aerobics Instructors

Fitness workers lead, instruct, and motivate individuals or groups in exercise activities, including cardiovascular exercise, strength training, and stretching. They work in health clubs, country clubs, hospitals, universities, yoga and Pilates studios, resorts, and clients' homes. Fitness workers also are found in workplaces where they organize and direct health and fitness programs for employees. Trainers demonstrate various exercises and help clients improve their exercise techniques. They may keep records of their clients' exercise sessions to monitor the clients' progress toward physical fitness. They also may advise their clients on how to modify their lifestyles outside of the gym to improve their fitness.

Group exercise instructors conduct group exercise sessions that usually include aerobic exercise, stretching, and muscle conditioning. Cardiovascular conditioning classes often are set to music. Instructors select the music and choreograph a corresponding exercise routine.

Work Schedule

Fitness workers often work nights and weekends and even occasional holidays.

Education/Licensure

The education and training required depends on the specific type of fitness work: personal training, group fitness, and a specialization. Fitness workers are expected to know how to do their jobs when they are hired. Workers may receive some organizational training to learn about the operations of their new employer. Occasionally, they receive specialized training if they are expected to teach or lead a specific method of exercise or focus on a particular age or ability group. Because requirements vary from employer to employer, before pursuing training it may be helpful to contact local fitness centers or other potential employers to find out what background they prefer.

For most fitness workers, certification is critical. In the fitness field, many organizations offer certification. Being certified by one of the top certification organizations is becoming increasingly important, especially for personal trainers. One way to ensure that a certifying organization is reputable is to make sure that it is accredited by the National Commission for Certifying Agencies. Most certifying organizations require candidates to have a high school diploma, be certified in cardiopulmonary resuscitation (CPR), and pass an exam. All certification exams have a written component, and some also have a practical component.

Earnings

The median annual wages for fitness trainers and aerobics instructors were \$29,210 in May 2008.

Source: Employment Projections Program, U.S. Department of Labor, U.S. Bureau of Labor Statistics, and the U.S. Bureau of Labor Statistics' Occupational Outlook Handbook, 2010-2011 Edition.

Sample Informational Interview Questions

- What is a typical day at your job?
 - What do you do? What are the duties/functions/responsibilities of your job?
 - What kinds of problems do you deal with?
 - What kinds of decisions do you make?
 - What percentage of your time is spent doing what?
 - How does the time use vary? Are there busy and slow times or is the work activity fairly constant?
- How did this type of work interest you and how did you get started?
- How did you get your job? What jobs and experiences have led you to your present position?
- Can you suggest some ways a student could obtain this necessary experience?
- What are the most important personal satisfactions and dissatisfactions connected with your occupation? What part of this job do you personally find most satisfying? Most challenging? What do you like and not like about working in this industry?
- What things did you do before you entered this occupation?
 - Which have been most helpful?
 - What other jobs can you get with the same background?
- What are the various jobs in this field or organization?
- Why did you decide to work for this company?
- What do you like most about this company?
- Do you find your job exciting or boring? Why?
- How does your company differ from its competitors?
- Why do customers choose this company?
- Are you optimistic about the company's future and your future with the company?
- What does the company do to contribute to its employees' professional development?
- How does the company make use of technology for internal communication and outside marketing? (Use of e-mail, Internet, intranets, World Wide Web page, video conferencing, etc.)
- What sorts of changes are occurring in your occupation?
- How does a person progress in your field? What is a typical career path in this field or organization?
 - What is the best way to enter this occupation?
 - What are the advancement opportunities?
 - What are the major qualifications for success in this occupation?
- What were the keys to your career advancement? How did you get where you are and what are your long-range goals?
- What are the skills that are most important for a position in this field?

- What particular skills or talents are most essential to be effective in your job? How did you learn these skills? Did you enter this position through a formal training program? How can I evaluate whether or not I have the necessary skills for a position such as yours?
- How would you describe the working atmosphere and the people with whom you work?
- Is there a basic philosophy of the company or organization and, if so, what is it? (Is it a people, service or product oriented business?)
- What can you tell me about the corporate culture?
- What is the average length of time for an employee to stay in the job you hold? Are there incentives or disincentives for staying in the same job?
- Is there flexibility related to dress, work hours, vacation schedule, place of residence, etc.?
- What work-related values are strongest in this type of work (security, high income, variety, independence)?
- If your job progresses as you like, what would be the next step in your career?
- If your work were suddenly eliminated, what kinds of work do you feel prepared to do?
- With the information you have about my education, skills, and experience, what other fields or jobs would you suggest I research further before I make a final decision?
- How is the economy affecting this industry?
- What can you tell me about the employment outlook in your occupational field? How much demand is there for people in this occupation? How rapidly is the field growing? Can you estimate future job openings?
- What obligations does your employer place on you outside of the ordinary work week? What social obligations go along with a job in your occupation?
 - Are there organizations you are expected to join?
 - Are there other things you are expected to do outside work hours?
- How has your job affected your lifestyle?
- What are the salary ranges for various levels in this field? Is there a salary ceiling?
- What are the major rewards aside from extrinsic rewards such as money, fringe benefits, travel, etc.?
- From your perspective, what are the problems you see working in this field?
- What are the major frustrations of this job?
- What interests you least about the job or creates the most stress?
- If you could do things all over again, would you choose the same path for yourself? Why? What would you change?
- What are the educational requirements for this job? What other types of credentials or licenses are required? What types of training do companies offer persons entering this field? Is graduate school recommended? An MBA? Does the company encourage and pay for employees to pursue graduate degrees?
- Does your work relate to any experiences or studies you had in college?
- How well did your college experience prepare you for this job?
- What courses have proved to be the most valuable to you in your work? What would you recommend for me?

- How important are grades/GPA for obtaining a job in this field?
- How do you think my university's reputation is viewed when it comes to hiring?
- How do you think graduation from a private (or public) university is viewed when it comes to hiring?
- How did you prepare for this work? If you were entering this career today, would you change your preparation in any way to facilitate entry?
- What abilities or personal qualities do you believe contribute most to success in this field/job?
- What are the typical entry-level job titles and functions? What entry-level jobs are best for learning as much as possible?
- Who is the department head or supervisor for this job? Where do you and your supervisor fit into the organizational structure?
- Who else do you know who is doing similar kinds of work or uses similar skills? What other kinds of organizations hire people to perform the functions you do here? Do you know of other people whom I might talk to who have similar jobs?
- Do you have any advice for someone interested in this field/job? Are there any written materials you suggest I read? Which professional journals and organizations would help me learn more about this field?
- What kinds of experience, paid or unpaid, would you encourage for anybody pursuing a career in this field?
- What special advice do you have for a student seeking to qualify for this position?
- Do you have any special words of warning or encouragement as a result of your experience?
- These are my strongest assets (skills, areas of knowledge, personality traits and values, etc.) :_____. Where would they fit in this field? Where would they be helpful in this organization? Where might they fit in other fields? Where might they be helpful in other organizations?
- How would you assess the experience I've had so far in terms of entering this field?
- [If you feel comfortable and it seems appropriate:] Would you mind taking a look at my resume?

Source: http://www.quintcareers.com/information_interview.html

Frequently Misspelled Words

A

Accessible
Accidentally
Accommodate
Ache
Acquaintance
Acquire
Across
Aisle
Amateur
Answer
Auxiliary

B

Barbecue
Bargain
Basically
Beggar
Beneficial
Biscuit
Business

C

Camouflage
Caribbean
Category
Chief
Collectible
Column
Committed
Committee
Cough
Courteous

D

Defendant
Dependent
Desirable
Discipline
Dissatisfied
Doctor
Drunkenness

E

Efficiency
Especially
Every
Exaggerate

Exceed

Exhilarate
Existence
Experience

F

Facsimile
Familiar
Forfeit
Forty
Friend
Fuelling

G

Gauge
Governor
Grammar
Guerrilla
Guess

H

Handkerchief
Hemorrhage
Hierarchy
Hygiene
Hypocrite

I

Immediate
Incredible
Indispensable
Influential
Inoculate
Intelligence
Irrelevant

J

Judicial

K

Kernel

L

Laboratory
Laid
Legitimate
Liaison
Lieutenant
Lightning
Likelihood

M

Manageable
Maneuver
Meant
Medieval
Memento
Minuscule
Missile
Mortgage
Mosquitoes
Muscle

N

Narrative
Naturally
Necessity
Ninety
Noticeable
Nuisance

O

Obedience
Obstacle
Official
Omission
Opposite
Orchestra

P

Pamphlets
Parallel
Pastime
Permanent
Perseverance
Personnel
Physician
Possession
Potatoes
Preparation
Pronunciation
Psychology
Publicly

Q

Quarantine
Questionnaire

R

Realistically
Recommend
Referred
Reference
Relevant
Reminiscence
Restaurant
Rhyme

S

Sacrifice
Schedule
Sergeant
Shepherd
Siege
Stubbornness
Supersede
Suspicious
Synonymous

T

Tangible
Temperamental
Theories
Threshold
Tuesday
Twelfth
Tyranny

U

Unanimous
Unforgettable
Unique
Unnecessary
Usable

V

Vengeance
Volume

W

Wherever
Wholly
Worthwhile

Y

Yacht
Yield

Trivia Questions

THE YEAR WAS 1995

1. On January 29, the San Francisco 49ers defeated this team 49-26 to become Super Bowl XXIX champions.
2. On March 1, this major Internet search engine is founded in Santa Clara, California.
3. On March 1, this Bruce Springsteen song won Song of the Year at the 37th Annual Grammy Awards.
4. On March 27, the 67th Annual Academy Awards are hosted and this movie wins the title of Best Picture.
5. On May 27, this Superman actor was paralyzed from the neck down after falling from his horse during an equestrian competition.
6. In June, this team defeated the Orlando Magic to become the 1995 National Basketball Association (NBA) champions.
7. On June 24, the New Jersey Devils defeated this team to win their first Stanley Cup.
8. In August, Microsoft released this operating system.
9. In September, this computer storage media format is announced.
10. On September 4, this online auction and shopping Web site is launched.
11. On September 6, this Baltimore Oriole broke the all-time consecutive games played record in Major League Baseball.
12. In October, the Atlanta Braves defeated this team in the 1995 Major League Baseball World Series.
13. On November 22, Pixar Animation Studios and Walt Disney Pictures released the first ever full-length computer animated feature film that featured Buzz Lightyear.
14. This television show captured the Outstanding Drama Series award at the 1995 Prime-Time Emmy Awards.
15. This former Arkansas governor was serving as the 42nd President of the United States in 1995.

ENTERTAINMENT

1. In what year was MTV launched? 1980, 1981, or 1982?
2. What is the biggest-selling pop album of all time?
3. What is the biggest-selling soundtrack of all time?
4. Who is often referred to as “The King of Rock ‘n’ Roll”?
5. What song by Rihanna and Shawn Carter (also known as Jay-Z) captured the Best Rap/Song Collaboration title at the 50th Annual Grammy Awards in 2007?
6. In what 1975 blockbuster did Roy Scheider say, “You’re gonna need a bigger boat”?

7. What Pulp Fiction star once served as Bill Cosby's stand-in on The Cosby Show?
8. In the film Jerry Maguire, what is Tom Cruise's profession?
9. Which actress won the 2010 Golden Globe award for Best Actress in a Motion Picture, Comedy for her role in Julie and Julia?
10. In what 2009 Pixar movie did Carl attach balloons to his house so he could fly to Paradise Falls in South America?
11. On Gilligan's Island, what was the name of the boat on which the castaways traveled?
12. On Disney's Hannah Montana show, what is the name of Hannah's older brother?
13. What famous celebrity couple was known as "Bennifer"?
14. In what city does Nickelodeon's television show iCarly take place?
15. Which show has the main characters jumping into a fountain during the opening theme song and credits?

SPORTS

1. In what year did basketball become an official Olympic medal event? 1936, 1946, or 1956?
2. Where were the XXI Olympic Winter Games in 2010 held?
3. What has been sighted if an Australian surf lifesaver waves a red-and-white-quartered flag?
4. What 16-year veteran of the National Basketball Association (NBA) played his last pro game against the Milwaukee Bucks in 1987?
5. Which New York Yankee became the first baseball player to appear in more than 50 World Series Games?
6. How many gold medals did the Soviet Union win at the 1984 Summer Olympics?
7. Which baseball star is first, alphabetically, to score an entry in Encyclopedia Britannica?
8. How many feet must a soccer player keep on the ground when performing a throw-in?
9. Who caught an National Football League (NFL)-record 22 touchdown passes in 1987 despite missing four games during a players' strike?
10. In which Grand Slam tennis event did Martina Navratilova win singles championships six straight years, starting in 1982?
11. What New York village hosted the 1980 Winter Olympics?
12. What sneaker slogan did Portland, Oregon, advertising professional Dan Wieden famously coin in 1988?
13. Who was the first U.S. gymnast to win an Olympic individual overall gold medal?
14. Who was the first NBA player to record more than 200 steals and 100 blocked shots in a single season?
15. What golfer, once the youngest to have won the Masters, became the oldest to win it in 1986?

GEOGRAPHY

1. What is on top of the archway at the entrance to San Francisco's Chinatown?
2. What is the capital of Kansas?
3. Which of the 48 contiguous U.S. states has the lowest average daily temperature?
4. Which is farthest north: the Black Sea, the Red Sea, or the White Sea?
5. What Oregon lake is the deepest in the United States?
6. What ocean produces the most tidal waves?
7. What South American country uses the same vowel three times in the first five letters of its name?
8. Which country owns Antarctica?
9. Which is wider: Africa or South America?
10. What is the nickname for the state of Arizona?
11. What is the largest country crossed by the equator?
12. Which is largest in area: Massachusetts, New Hampshire, or Vermont?
13. On what island does the Statue of Liberty stand?
14. Does the Bighorn River, which runs through Wyoming and Montana, flow south or north?
15. What states come together at the Four Corners Monument in the Southwest United States?

HISTORY

1. Prior to becoming President, Barack Obama served as the junior U.S. Senator of which state?
2. How much did a first-class U.S. postage stamp cost in 1989? 25 cents, 32 cents, or 39 cents?
3. What famous phrase did Nancy Reagan coin while speaking with Oakland youth about peer pressure?
4. What computer company grossed \$100 million in 1980 with the largest public offering in 24 years?
5. In 1981, this company introduced the first personal computer.
6. What was the name of one of the first mass-produced video games? The inventor went on to found Atari.
7. Who was the first African American woman to serve as U.S. Secretary of State?
8. What famous document includes the line, "We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness"?
9. What famous silversmith is attributed with saying, "The British are coming!" during his midnight ride?
10. This Native North American was the only woman guide to accompany the Lewis and Clark expedition.

11. Which state was the first to ratify the U.S. Constitution?
12. In what year did Neil Armstrong walk on the moon: 1967, 1968, or 1969?
13. Who was the 35th president of the United States?
14. Who was the first president to live in the White House?
15. What home video game console was launched by Nintendo in 2006?

SCIENCE

1. What was 9,677 feet tall on May 18, 1980, and 8,364 feet tall on May 19?
2. What is the average life span of an America dollar bill: 24, 18, or 12 months?
3. Which ocean is saltier: the Atlantic or the Pacific?
4. Which of these scientists studies animals: botanist, zoologist, or geologist?
5. How many horns does a triceratops have on its head?
6. Which is lighter: hot air or cold air?
7. Which planet's year is just 88 days long?
8. How hot is lightning? 5,000°F; 15,000°F; or 50,000°F?
9. If it is summer in Minneapolis, Minnesota, what season is it in Australia?
10. What is the name of the imaginary line that circles the Earth below the equator (Southern Hemisphere)?
11. On a map, the lines that run parallel to the equator are: longitude or latitude?
12. If it is 8 a.m. in New York City, what time is it in Albuquerque, New Mexico?
13. In March, Daylight Saving Time begins. Do we set our clocks ahead one hour or set them back one hour?
14. What is the most common blood type?
15. Who has more bones: adults or babies?

Trivia Answers

THE YEAR WAS 1995

1. San Diego Chargers
2. Yahoo!
3. Streets of Philadelphia
4. Forrest Gump
5. Christopher Reeve
6. Houston Rockets
7. Detroit Red Wings
8. Windows 95
9. The DVD
10. eBay
11. Cal Ripken, Jr.
12. Cleveland Indians
13. Toy Story
14. N.Y.P.D. Blue
15. William Clinton

ENTERTAINMENT

1. 1981
2. Michael Jackson's Thriller
3. Saturday Night Fever
4. Elvis Presley
5. Umbrella
6. Jaws
7. Samuel L. Jackson
8. Sports agent
9. Meryl Streep
10. Up
11. S.S. Minnow
12. Jackson Rod Stewart
13. Ben Affleck and Jennifer Lopez

14. Seattle, Washington

15. Friends

SPORTS

1. 1936
2. Vancouver, British Columbia, Canada
3. A shark
4. Julius Erving (Dr. J)
5. Joe DiMaggio
6. Zero
7. Hank Aaron
8. Two
9. Jerry Rice
10. Wimbledon
11. Lake Placid, New York
12. "Just Do It"
13. Mary Lou Retton
14. Michael Jordan
15. Jack Nicklaus

GEOGRAPHY

1. A dragon
2. Topeka
3. North Dakota
4. The White Sea
5. Crater Lake
6. The Pacific
7. Uruguay
8. Antarctica is the only land on our planet that is not owned by any country
9. Africa

10. The Grand Canyon State
11. Brazil
12. Vermont
13. Liberty Island
14. North
15. Arizona, Colorado, New Mexico,
and Utah

HISTORY

1. Illinois
2. A quarter
3. “Just say no”
4. Apple
5. International Business Machines
(IBM)
6. Pong
7. Condoleezza Rice
8. Declaration of Independence
9. Paul Revere
10. Sacajawea
11. Delaware
12. 1969
13. John F. Kennedy
14. John Adams
15. Wii

SCIENCE

1. Mount St. Helens
2. 18 months
3. The Atlantic
4. Zoologist
5. 3
6. Hot
7. Mercury
8. 50,000°F (Five times hotter than the
surface of the sun)
9. Winter
10. Tropic of Capricorn
11. Latitude
12. 6 a.m.
13. Set our clocks ahead
 (“Spring forward and Fall back”)
14. O positive
15. Babies (As we grow, some of our bones
fuse together.)

Appendix C: Get Connected Day Resources

Educational Resources

Teaching Tools for an Introduction to the Internet Class

- **Class Zone: Web Research Guide**—Quizzes that cover Internet basics and a guide on doing research on the Web. (http://www.classzone.com/books/research_guide/page_build.cfm)
- **Free Online Dictionary of Computing**—A searchable dictionary for learning computing terminology. (<http://foldoc.org/>)
- **The Help Web**—A guide to getting started on the Internet. Includes sections on each portion of Internet use, including e-mail and FTP. (<http://www.imagescape.com/helpweb/>)
- **Internet Basics Bee**—Lessons on surfing the Internet. Includes terms, techniques, and troubleshooting. (<http://www.basicsbee.com/>)
- **Internet Island**—How to navigate the Internet, tools to understand browsers, and instructions on changing your home page. (<http://www.computerlabkids.com/internet.htm>)
- **Learn the Net**—Tutorials on surfing the Internet, e-mail, finding information, and online safety. (<http://www.learnthenet.com/english/index.html>)

Sample Lesson Plans

- **ForLessonPlans.com**—An online directory of free lesson plans for students in kindergarten through 12th grade. Its library of lesson plans covers many subjects, including math, science, social studies, technology, and more. (<http://www.forlessonplans.com/index.php>)
- **The Technology Applications Center for Educator Development, Texas Education Agency**—Includes links to Web sites that offer free lesson plans on a variety of technology topics. (http://www.tcet.unt.edu/START/instruct/lp_tech.htm)
- **LessonPlanz.com**—Includes a searchable directory of free online lesson plans and lesson plan resources for all grades and subjects. (<http://lessonplanz.com/>)

Web Site Creation Resources

- Create a Web site for your Neighborhood Networks center for free via the Neighborhood Networks online Web site creation tool (<http://lnshhq05w.hud.gov/NN/start.nsf/default>) or with Neighborhood Networks' national partner. (<http://www.grassroots.org/services/nonprofit-website-design>)
- FreeWebSpace.net is the largest searchable guide to free Web hosting. This site will help to search available free Web hosts customized to your needs. (<http://www.freewebspace.net/>)

Instructions for Using the Neighborhood Networks Center Web Site Creation Tool

For many people, the idea of creating a Web site sounds a bit intimidating. However, with the Neighborhood Networks Center Web Site Creation Tool, center staff does not need to learn how to write HyperText Markup Language (HTML) code (the set of codes used to provide instructions for creating a Web-based document or Web site) or program a computer. In fact, if you can create a document in Microsoft Word, you can use the Neighborhood Networks Center Web Site Creation Tool to create a basic Web page for your center (usually in about 30 to 60 minutes).

To create a Web site, simply select one of the three design templates available, and start building your site with information about your center. You can change your template selection and information as often as you like. The Neighborhood Networks Center Web Site Creation Tool also allows centers to create as many Web pages as they like. And because Neighborhood Networks hosts your site on its server, you pay no hosting fees.

A Center Web Site Is Just a Few Clicks Away

To use the Neighborhood Networks Center Web Site Creation Tool, visit the Neighborhood Networks Web site at www.NeighborhoodNetworks.org and:

- Under “Events, Publications and Databases,” click on “Neighborhood Networks at Work Portal.”
- Click on link in text for “Neighborhood Networks at Work Portal.”
- Click on “Center Users.”
- Enter login ID and password in appropriate text boxes and click on “Submit.”
If you have forgotten your password, you may request that it be sent to you via e-mail.
- Click on “NN Center Web Site” from list of tools.

Next, you will see a series of steps that will walk you through the process and prompt you for information that will be used to create your center’s Web site.

Why Use the Neighborhood Networks Center Web Site Creation Tool?

- It is easy to use.
- Allows for quick creation of Web pages.
- Allows centers to update information and change the design template as often as they like.
- Allows centers to create a Web site for free.

For more information or for assistance using the Neighborhood Networks Center Web Site Creation Tool, visit www.NeighborhoodNetworks.org or call the Neighborhood Networks Information Center toll-free at (888) 312-2743. The hearing impaired may access the number via TTY by calling the Federal Information Relay Service at (800) 877-8339.

Tips for Writing for the Web

What makes writing for the Web different from writing for print? Most importantly, Web readers tend to be “scanners.” Rather than read a Web page word for word, Web readers pick out individual words and sentences to obtain the key messages of a Web page. Because of the reading habits of Web users, it is imperative that Web text be as succinct and easy-to-navigate as possible.

Below are 10 tips for writing for Web readers:

1. Use action words.
2. Keep sentences short and to the point.
3. Use the inverted pyramid style of writing. This method places the conclusion (or most important information) first so readers do not have to read the entire document to obtain the most important information.
4. Limit paragraphs to one idea per paragraph and keep paragraphs short.
5. Use half (or less) the amount of words as a printed document.
6. Use bulleted lists and keep these lists to a maximum of seven items.
7. Highlight key words, but be careful not to go overboard with the use of different colors and styles of text. Too many colors and styles distract readers and clutter a page.
8. Use subheads that will serve as a “bread crumb trail” for readers and help them navigate their way through the information.
9. Write clear and obvious subheads; avoid clever subheads that may be confusing and slow down the reader to decipher the meaning.
10. Proofread the text. Typos and spelling errors cause readers to question a site’s credibility.

Computer Skills Checklist

Check the skills you feel you have mastered:

General Skills

- Use the mouse
- Open, save, rename, and delete files
- Copy files from one directory or folder to another
- Create folders/directories
- Use Find, including advanced options
- Work with more than one application at a time
- Print an entire document and specific pages of a document
- Navigate documents and dialog boxes by using scrollbars, the mouse, and directional arrows
- Resize and move windows and objects to new locations
- Access Help menu
- Check for viruses
- Zip/unzip files
- Defragment disks
- Determine how much space is available on a drive
- Determine how much space a file or directory takes up
- Insert, operate, and eject a CD

E-mail

- Compose and save messages
- Add, open, and save attachments
- Print messages and attachments
- Create personal address lists
- Manage folders

Word Processing

- Open an existing document
- Format text (different fonts, color, size, style)
- Change margins
- Use undo and redo features
- Check the spelling and grammar
- Find and replace text
- Create tables
- Use WordArt

- Use of tool bars, spell check, print preview, find, and replace
- Negotiate multiple open word-processing documents
- Set up preferences and options such as automatic backup, preferred directories, etc.

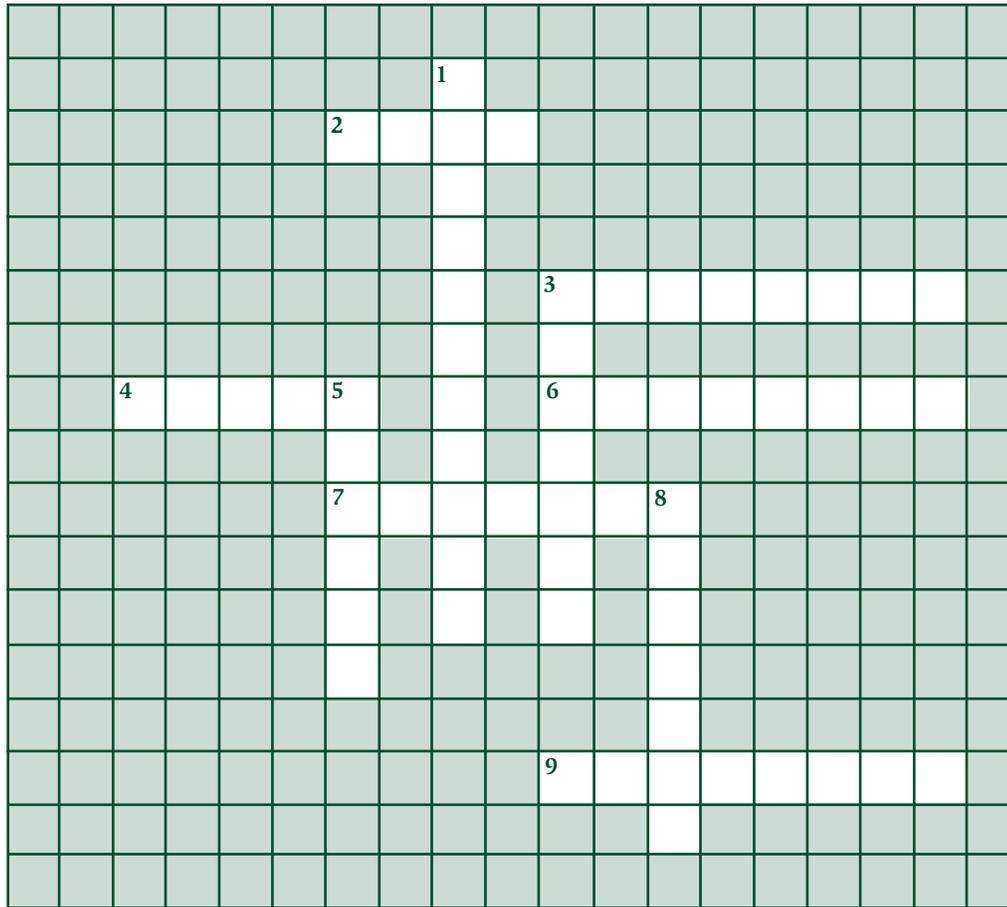
Presentation Programs

- Create a blank presentation
- Create a presentation from a template
- Use different views
- Add/delete slides
- Insert Clip Art or graphics
- Change slide order

Spreadsheets

- Enter data
- Insert and delete rows
- Insert and delete cells
- Insert and delete columns
- Add worksheets
- Sort data
- Use formulas
- Format spreadsheet

Today's Technology Crossword Puzzle



ACROSS

2. This is a type of Web site that is usually maintained by an individual who performs regular entries that include commentaries, descriptions of events, or other material.
3. This is a type of network that transfers information over a distance by using electromagnetic waves.
4. This is a system for sending messages from one individual to another via telecommunications links between computers or terminals.
6. If you like a Web page and visit it frequently, you may want to create this for it.
7. This is a series of digital media files (either audio or video) that are released and downloaded through Web syndication.
9. This is a pocket-sized computing device. A BlackBerry is a type of one.

DOWN

1. This form of communication can take many different forms, such as Internet forums, Weblogs, and podcasts. Facebook and LinkedIn are two of the most popular applications. (Two words, no space)
3. This is a media file distributed over the Internet using streaming media technology to distribute a single content source to many simultaneous listeners/viewers. HUD hosted these in observance of Neighborhood Networks Week 2009.
5. A portable computer.
8. This is also called short message service, or SMS. This form of communication allows for the exchange of short messages between mobile phones using the key pad to create a message.

Today's Technology Crossword Puzzle Answers

ACROSS

- 2. Blog
- 3. Wireless
- 4. Email
- 6. Bookmark
- 7. Podcast
- 9. Handheld

DOWN

- 1. Social Media
- 3. Webcast
- 5. Laptop
- 8. Texting

Online Scavenger Hunt for Youth

Questions

1. Visit <http://nationalzoo.si.edu/default.cfm>, the Smithsonian National Zoological Park's Web site. Click on the large "Education" button on the left side of the page. Then, roll your mouse over the "Our Animals" tab at the top of the page and select "Asian Elephants" from the drop-down menu. How many of the endangered Asian elephants are estimated to live in forests of South and Southeast Asia?
2. Visit <http://www.americaslibrary.gov>, an educational Web site maintained by the Library of Congress. Click on "Meet Amazing Americans." Next, click on the "U.S. Presidents" link on the left side of the page. Then, click on the "James Madison" link on the left side of the page. What number president of the United States was Madison? What are the Constitution's first 10 amendments called?
3. Visit <http://www.brainpop.com/>. Click on the "Technology" button on the left side of the page. Next, click on the "Computers & Internet" button in the right column of the table. Then, click the "Online Safety" button toward the bottom of the right column of the table. Click to play the movie. What is the third rule for online safety?
4. Visit <http://www.metmuseum.org/explore/index.asp>, the Web site for The Metropolitan Museum of Art. Scroll down and click on the "Artists" link. Next, click on the "The Dancers and Degas" link. Click "Enter." Where did Edgar Degas live and what was his favorite subject?
5. Visit <http://kidshealth.org/kid/>. Click on the "How the Body Works" button on the left side of the page. When the "Ears" picture moves into the circle, click the circle. Next, move your mouse over the "Articles" button and click on "Can Loud Music Hurt My Ears?" What is the medical term for ringing in the ears?

Answers

1. 30,000.
2. Fourth. The Bill of Rights.
3. Tell Somebody.
4. Paris. Ballet.
5. Tinnitus.

Have a Safe Internet Experience

The Internet has opened a world of opportunities and resources, but it has also introduced some challenges that can make going online a risky endeavor. Below are some tips you can use to ensure you have a pleasant and safe journey into cyberspace.

- Follow the rules set by the center.
- Never trade personal photographs in the mail or scanned photographs over the Internet.
- Never reveal personal information, such as name, address, phone number, or school name or location. Use only an anonymous screen name.
- Never agree to meet anyone from a chat room in person.
- Never respond to a threatening e-mail or message.
- Always tell a parent about any content or conversation that was scary.
- If a child meets a new “friend” online, the child should “introduce” the friend to an adult.
- Remember that people online may not be who they seem. Because users cannot see or hear the person with whom they are communicating, it is easy for someone to misrepresent him- or herself.
- Remember that online information may not be true. Any offer that sounds “too good to be true” probably is. Be careful about any offers that involve going to a meeting, having someone visit your house, or sending/giving money or credit card information.

Make It Difficult for Internet Criminals to Crack Your Code: Create Strong Passwords

A weak password can be cracked in a matter of seconds. Once Internet criminals have access to your information, they have access to your identity and personal finances. The following tips are designed to help you maximize your online protection:

- Passwords should be eight or more characters in length; 14 characters or longer is ideal. Many systems also support use of the space bar in passwords, making it possible to create a phrase made of many words (a “pass phrase”). A pass phrase is often easier to remember than a simple password, as well as longer and harder to guess.
- The greater variety of characters, such as letters (upper and lower case), numbers, and symbols in a password, the harder it is to guess. A 15-character password composed of random letters and numbers is about 33,000 times stronger than an eight-character password composed of characters from the entire keyboard. If the password does not contain symbols, it should be considerably longer to offer the same degree of protection. An ideal password combines both length and different types of symbols. In addition, a password will be much stronger if you choose from all the symbols on the keyboard, including punctuation marks not on the upper row of the keyboard, and any symbols unique to your language.
- Use words and phrases that are easy for you to remember, but difficult for others to guess. It is acceptable to write passwords down, but they need to be adequately protected to remain secure and effective.
- Avoid sequences or repeated characters, such as 12345678 or abcdefg, or adjacent letters on the keyboard.
- Avoid using look-alike substitutions of numbers or symbols, such as to replace an ‘i’ with a ‘1’ or an ‘a’ with ‘@’ as in “M1cr0\$0ft” or “P@ssw0rd”.
- Avoid using your login name. Any part of your name, birthday, social security number, or similar information for loved ones makes for a weak password.
- Avoid using dictionary words in any language. Criminals use sophisticated tools that can rapidly guess passwords that are based on words in multiple dictionaries, including words spelled backwards, common misspellings, and substitutions.
- Use different passwords for different access points. By doing so, the risk of a system being compromised when a criminal cracks one password is reduced.
- Avoid using online password storage. If malicious users find these passwords stored online or on a networked computer, they have access to all your information.
- While a blank password (no password at all) is more secure than a weak password (e.g., 12345678), a blank password may not allow a computer to be accessed remotely by means such as a network or the Internet.

* Adapted from *Strong Passwords: How to Create and Use Them*; www.microsoft.com; March 22, 2006.

Appendix D:
Know Your Neighbors Day Resources

Organization Name

Certificate of Appreciation

is hereby presented to:

Name

for outstanding performance and significant contribution to the

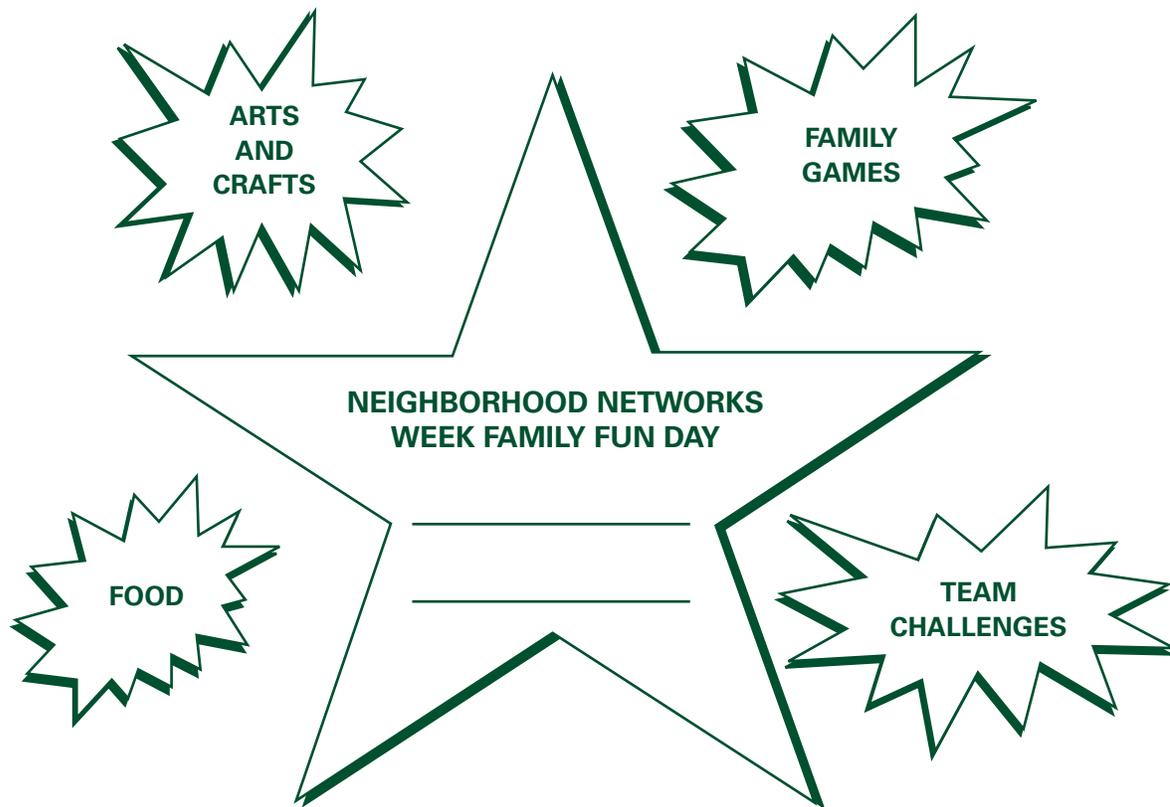
Center Name and Location

Awarded: DATE



Presenter Name and Title

Family Fun Day Flyer



Join us to celebrate Neighborhood Networks Week with kids and families from our community!

There will be events for the entire family . . . moms, dads, sons, daughters, sisters, brothers, grandparents, and extended family members are invited to participate.

Potluck Sign-up

Please join us for a potluck lunch in observance of Know Your Neighbors Day!

Date: _____

Time: _____

Location: _____

This activity is in observance of this year's Neighborhood Networks Week, which pays tribute to residents, property owners and managers, center directors and staff, partners, volunteers, HUD staff, and others who help make Neighborhood Networks a successful community-based initiative. Join your neighbors to observe all of the great work that is being done at your Neighborhood Networks center.

Please sign up for a potluck dish:

NAME	APT. #	PHONE	FOOD

For more information, please contact _____ at _____.

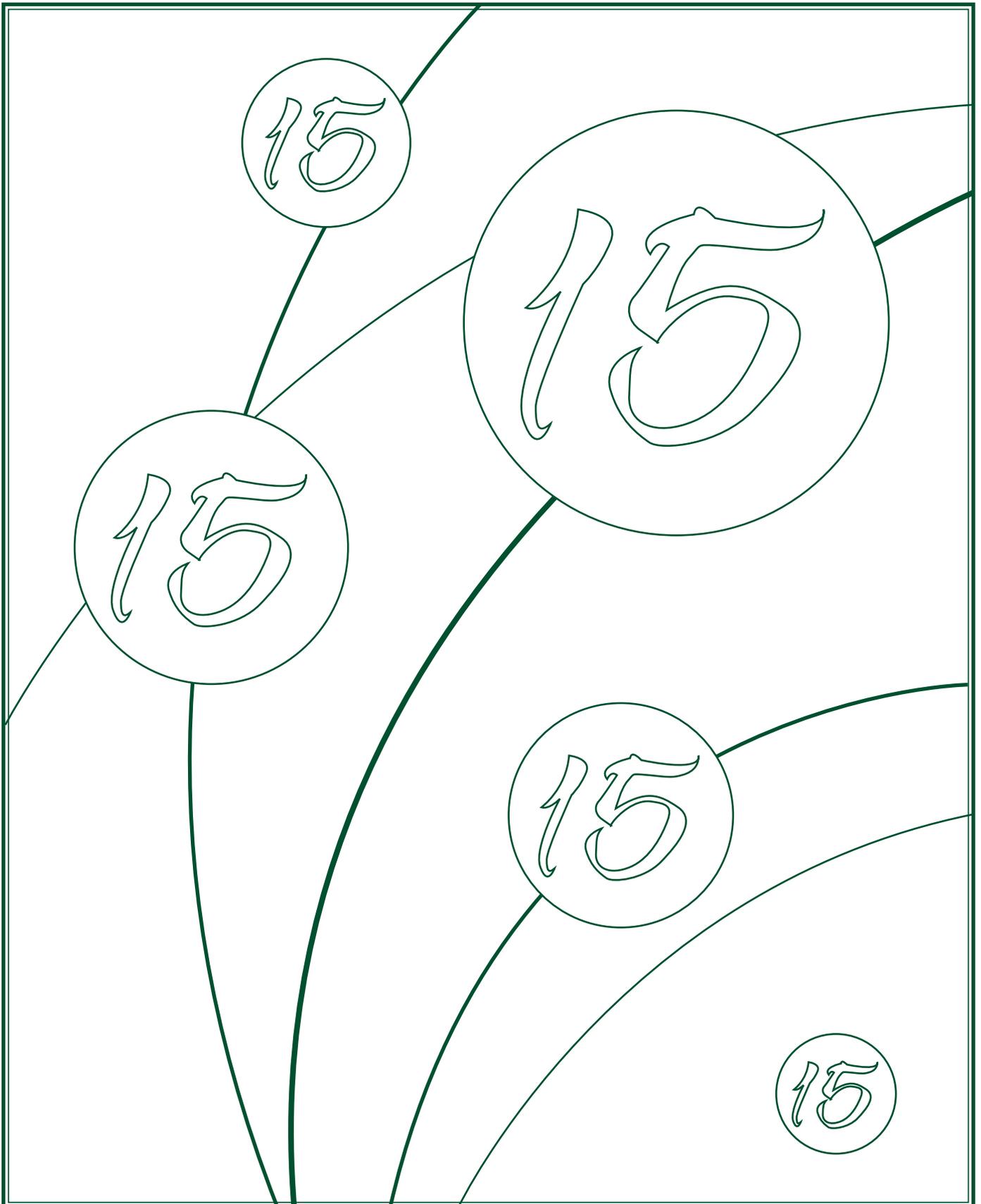
What's at Your Local Neighborhood Networks Center?

Q B A S I C A D U L T E D U C A T I O N V Y P V U
 E Q C C G I Y X O S P D G X S R I R T Q M M Q A P
 O J T V J M O W M M U Y U T I T M Z S Q X C Q V W
 X I A U Q Y K B Z I T Z D H Y Z F C A D I M Y K A
 R T I B U W P Q C I G V J A V O C U I Y G U K E Z
 C X D N H G M P N A R D R M U J N B Y B H G A E B
 B V V J A T T U N S S E I T I N U T R O P P O U O
 N M X L Y I M O X R S H J U Z O Z A V K U I Z I B
 F P T I A M L S F B C W W A R I I I H C R C N A E
 O D F C O V L P S N M D Z J W T L Z S T H E W L Z
 L R X C N A A M W E P Q C Z T A R P X K R F X S I
 J F I W W A G W Y J P O Z Q D M I E K J M J J X L
 J F N Z D J U E C I K R V Z O R S P S C A R C H O
 T R O P P U S D L T J Y S L J O V R C O X K Z U M
 W X B X M D N S E W O C Q D T F X Y O M U O G R B
 U O K H Z J E C N B B J F W Q N A Z W B E R F O W
 D P T B A E H D E W T O W S V I G Z S P H J C U D
 L E H M B N W G D I R H W F Y D T U Z U X G S E J
 Q V H H O U Y G K M A O B P T J X U M B C K I V S
 Q S M L P P K B R K I S T A U X N G T Q X C S E X
 F P O C D O T Q B Y N S O A V P U Z Y M Z G E M N
 F G Q Z V Z W M L E I C U M O Z L X R E E Y A S X
 Y X C O N G U I D A N C E I Z O I I H Z U M K R S
 A E C Y R J W M I K G M H W O O B G J R X Z U I W
 Z U C Y M E N T O R S P X T D V Y X H O U F X G H

NEIGHBORS
 COMMUNITY
 JOBT TRAINING
 OPPORTUNITIES
 SUCCESS
 SUPPORT
 MENTORS

GUIDANCE
 INFORMATION
 RESOURCES
 TECHNOLOGY
 BASIC ADULT EDUCATION

Celebrating 15 Years of Success: 1995–2010



Help Keep Our Neighborhood Beautiful!



On _____, the _____
(Date) (Name of Center)

is organizing a Neighborhood Cleanup Day from _____ in observance of
(Time)
Neighborhood Networks Week.

Please join your neighbors in removing trash/recyclables and offering a little tender loving care to areas in need.

Trash bags and plastic gloves will be provided, but you may want to bring a pair of work gloves and wear sturdy shoes.

We look forward to your energy and help in making our neighborhood beautiful!

For more information, contact _____ at
(Name)

_____.



Tip Sheet for Including and Encouraging Non- or Limited-English-Speaking Residents to Participate

Many newcomers to the United States are excited about becoming part of their new community, meeting their neighbors, and making friends. However, limited language skills may prevent them from participating in community-building activities.

One of the key goals of Neighborhood Networks Week is to strengthen the community, and this means making all neighbors feel welcome. Following are some suggestions for ensuring all neighbors feel invited at your Neighborhood Networks Week event:

- Use a translated description of your event so they know someone at the event speaks their language.
- If possible, personally invite the new neighbor.
- Remember, words like “barbecue”, “face painting,” or “potluck” may be new terms that require explaining.
- It may take more than one invitation for a new citizen to fully understand what your event is all about. Be sure to follow up in the weeks leading up to the party.
- Make activities accessible to those with limited English language skills. Use pictures and graphics to make directions and instructions easy to understand.
- Determine special cultural/religious diet or activity constraints.
- Ensure the new neighbor that the event is safe and the only goal is to bring the community together.

* Adapted from National Night Out Block Party Guide, www.laurelvillage.org/BlockPartyGuide.pdf.

Appendix E: Planning Resources

Basic Special Event Timeline

- Choose an event date.

Date: _____

Six Months Prior to Event _____

(Date Activities Begin)

- Form a planning committee.

Members of planning committee: _____

- Host a kickoff meeting of planning committee.

Date of kickoff meeting: _____

- Choose a planning leader.

Planning leader: _____

- Create a planning timetable.

- Create a budget.

Five Months Prior to Event _____

(Date Activities Begin)

- Identify target audience.

Target audience: _____

- Create a guest list.

- Determine event goals and objectives.

Goals: _____

Objectives: _____

- Determine the type of event.

Event to be hosted: _____

- Identify a venue for event.

Venue: _____

- Determine a date and time for event.

Date and time: _____

- Create an event agenda that states length of event, speakers and length of speeches, and activities/entertainment.

Three to Four Months Prior to Event _____
(Date Activities Begin)

- Determine staffing needs.
- Recruit volunteers.
- Prepare a volunteer application form.
- Prepare volunteer job descriptions.
- Create a volunteer recruitment flyer.
- Create a volunteer schedule.
- Invite speakers.
- Confirm speakers' needs.
- Secure speakers' resources and equipment.
- Secure financial resources and donations.
- Ask center partners, community businesses and organizations, and local government officials and agencies to sponsor or contribute to event.
- Meet with local school officials to discuss ways they can support and participate in the event.
- Host a fundraising event.

Two Months Prior to Event _____
(Date Activities Begin)

- Create promotional materials.
- Distribute promotional materials.
- Distribute invitations.
- Place an announcement in the local Chamber of Commerce and Visitors Bureau.
- Post information to center Web site.
- Conduct personal outreach with key people.
- Attend meetings of local civic groups.

One Month Prior to Event _____
(Date Activities Begin)

- Prepare a media list.
- Prepare media materials.

Two to Three Weeks Prior to Event _____
(Date Activities Begin)

- Distribute press materials to media outlets.
- Arrange for a photographer to take high-resolution photos at event.

One to Two Weeks Prior to Event _____
(Date Activities Begin)

- Call media to confirm receipt of press kit and pitch story.
- Arrange for interviews with speakers and participants.

One Week Before Event _____
(Date Activities Begin)

- Reconfirm all speakers/participants and their presentation needs.
- Obtain speaker biographies.
- Confirm equipment needs.
- Create charts and visual aids.
- Hold a volunteer orientation session.
- Create certificates of appreciation/recognition.
- Draft talking points, if necessary.
- Make follow-up calls to invitees.
- Hang banners and posters.
- Arrange for door prizes.
- Finalize the event agenda.

Day of Event _____
(Date Activities Begin)

- Arrive at least two hours in advance to ensure everything is in place and operational, such as a microphone, sound system, and other equipment. Decorating and setup should be done the evening before the event.
- Ensure that speakers are greeted and guided to the presentation site.
- Ensure that one person is assigned to work with the media.
- Ensure that one person is assigned to provide information technology support.
- Make last-minute, follow-up media calls.

Post Event Activities _____
(Date Activities Begin)

- Conduct survey with participants.
- Compile and evaluate data.
- Create a summary of survey results and share with planning committee members.
- Identify whom should be thanked.
- Write and distribute personal, printed thank you notes.
- Distribute certificates of appreciation.
- Conduct follow up with participants, potential new partners, reporters, and anyone else who requested additional information.
- Track media coverage.
- Submit photos to local media outlets and *NeighborhoodNetworks@HUD.gov*.

Event Planning Worksheet

The following worksheet may be used to plan a local Neighborhood Networks Week event. However, every event is unique, and not all steps may apply to your event. The worksheet should be used as a general guideline.

Action	Due Date	Status	Comments
Select an event committee and assign roles			Committee members and responsibilities:
Hold initial event committee meeting			Date: Time: Location: Invitees:
Select an event to host			
Develop a timetable			
Create a budget			
Solicit support			Funds: Materials: Volunteers:
Recruit volunteers			Organizations asked: Volunteers:
Secure the location			Location:
Create a save-the-date postcard, flyer, or invitation			
Create an invitation list			
Invite key speakers and local public figures			Key speakers: Local public figures:

Action	Due Date	Status	Comments
Produce marketing materials			Printer: Cost:
Distribute marketing materials			Distribution outlets:
Develop an event agenda			Length of event: Speakers: Length of speeches:
Book entertainment			Entertainment: Cost:
Select and purchase/ get donations for door prizes and mementos			Selected items: Cost/Supplier:
Create posters, banners, and other event materials			Product created: Cost:
Reconfirm all participants			Participants and status:
Obtain speaker biographies			
Conduct walk through of site			
Obtain podium, seating, decorations, etc.			Suppliers:
Arrange sound, lighting, and staging			Suppliers:

Action	Due Date	Status	Comments
Create presentations, charts, and visual aids			Cost:
Hold volunteer orientation session			Date: Time: Location: Attendees:
Create recognition certificates for participants			Cost:
Draft talking points for speakers, if necessary			Needed for:
Discuss with participants any special needs			Needed for:
Conduct follow-up calls with invitees			Status:
Hang banners and poster			
Finalize event agenda			
Send thank you notes			Recipients:
Follow up with potential new partners			Names:
Follow up with media			Names:
Follow up with participants			Names:

Budget Checklist

Equipment	Cost	Vendor/Donor
Projector		
Screens		
Extension cords		
Microphones		
Speakers/announcement system		
Television monitors		
VCR/DVD players		
Blackboards/white boards/flip charts		
Onsite information technology support		
Tent		
Tables		
Chairs		
Risers		
Lectern		
Lighting		
Trash containers		
Food and Beverage		
Food		
Drink		
Condiments		
Ice		
Glassware/utensils		
Tablecloths		
Entertainment		
Fees		
Decorations		
Flowers		

Budget Checklist

Decorations	Cost	Vendor/Donor
Other decorations (e.g., balloons, streamers, banners, etc.)		
Publicity		
Printing of promotional materials, including invitations, postcards, posters, flyers, and other materials		
Tickets		
Advertising		
General Costs		
Postage		
Paper		
Office supplies, such as pens, pads, nametags, etc.		
Additional staff		
Telephone		
Copying		
Gifts/mementos		

Sample Volunteer Job Descriptions

Sample #1

Tutors are needed to provide one-on-one assistance to children after school at a local community technology center. Subjects include basic reading, math, and basic computer software applications. To learn more about how you can have a rewarding experience helping children and families, please join us at our volunteer fair on (DATE) at (TIME) at the (NAME OF CENTER) located at (CENTER ADDRESS), or contact (NAME) at (TELEPHONE NUMBER) or (E-MAIL).

Only a few hours a week can make a difference in the life of a child.

Sample #2

Volunteers are needed to assist with data entry and program tracking at a local community technology center. Experience with Microsoft Office helpful. Only a few hours a week can make a difference! Hours are flexible. To learn more about this opportunity, please join us at our volunteer fair on (DATE) at (TIME) at the (NAME OF CENTER) located at (CENTER ADDRESS), or contact (NAME) at (TELEPHONE NUMBER) or (E-MAIL).

Only a few hours a week can make a difference in the life of a child.

Sample #3

Fundraising volunteer needed. Please help us reach our fundraising goal this year so that we may continue to provide educational services to the children in our community. This opportunity requires a one-time commitment of only a few hours a month to assist with mailings. To learn more, please join us at our volunteer fair on (DATE) at (TIME) at the (NAME OF CENTER) located at (CENTER ADDRESS), or contact (NAME) at (TELEPHONE NUMBER) or (E-MAIL).

Only a few hours a week can make a difference in the life of a child.

Volunteer Application Form

Name _____

Address _____

City _____ State _____ Zip Code _____

Home Phone _____ Cell Phone _____

E-mail Address _____

Why do you want to volunteer?

What skills would you like to learn while volunteering?

List current skills/assets (typing, customer service, sports, licensed driver, good communicator, creating posters and other advertising materials, etc.)

Schedule: (Check approximate time when you would be able to volunteer.)

Time of Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning (8 a.m. - Noon)							
Afternoon (Noon - 5 p.m.)							
Evening (5 p.m. - 8 p.m.)							

Source: Adapted from U.S. Department of Justice, Office of Justice Programs, Office of Juvenile Justice and Delinquency Prevention.

Volunteer Recruitment Flyer



On _____, the _____
(Date) (Name of Center)

will be hosting a/an _____ from _____
(Name of Event) (Time)

in observance of Neighborhood Networks Week. To help us host a fun and enriching event, we are looking for a few good men and women who are willing to volunteer their time and talent for the event.

Whether you can spare us an hour or have all day to help out, we would greatly appreciate any support you can offer. For more information, contact _____ at _____
(Name)

*Thank you for helping us make
Neighborhood Networks Week a success!*

Speaker Worksheet

Speaker Information

Name of Speaker: _____

Telephone Number: _____

Alternate Number: _____

Day of Event Number: _____

Address: _____

City, State, Zip: _____

E-mail: _____

Presentation Information

Name of Presentation: _____

Presentation Date: _____

Presentation Time: _____

Presentation Length: _____

Participation Confirmed: _____

Rehearsal Requested: _____

Who Will Greet Speaker on Day of Event? _____

Equipment Needs

Lectern Yes No

Microphone Yes No

LCD Projector Yes No

Bringing Own Laptop Yes No

Slide Projector Yes No

IT Support Needed Yes No

Who will provide support? _____

Sample Event Invitation

Create a personal event invitation for community members. Do not forget important information. An invitation should include:

- Center's name.
- Contact information.
- Description of the event.
- Event specifics (date, time, and location).

You're Invited!

You are cordially invited to join the (NAME OF NEIGHBORHOOD NETWORKS CENTER) on (DATE) to observe the U.S. Department of Housing and Urban Development's (HUD's) Neighborhood Networks Week.

What: *Event Type*

When: *Day, Date, Time*

Where: *Name of Neighborhood Networks Center*

RSVP: *(5 days before event date)*

Name of Neighborhood Networks Center
Address
City, State, and Zip
Telephone

Creating an Online Invitation

There are several Web sites that offer the tools and resources to create, distribute, and track online invitations. Here are two sites to help you get started:

- **MyPunchbowl** will help you effortlessly plan unforgettable special events. The site includes unique features for picking a date for the event, sending save-the-date cards, finding supplies, communicating with guests, sending online invitations, and sharing photos and videos after the event has passed. All of the features work together to help hosts plan events that matter with ease and confidence. MyPunchbowl is absolutely free. www.mypunchbowl.com
- **Evite.com** is the top online destination for invitations. A free service, Evite.com estimates it saves party planners millions of dollars in paper invitations and postage each month. The site offers hundreds of invitation designs from which to choose, or you can create your own. With party-planning tools and content, the site helps hosts be more successful while saving even more money and time. www.evite.com

Event Evaluation Form

Did you enjoy yourself today? Did the event live up to your expectations? Do you have suggestions for improving the event? We would greatly appreciate it if you took a few minutes to complete the following evaluation form that will help us plan successful future events. Thank you in advance for your input.

Please select the appropriate response.

1. I enjoyed the event.

- Strongly agree
- Agree
- Undecided
- Disagree
- Strongly disagree

2. The event met my expectations.

- Strongly agree
- Agree
- Undecided
- Disagree
- Strongly disagree

3. The event was offered at a convenient time.

- Strongly agree
- Agree
- Undecided
- Disagree
- Strongly disagree

4. I liked where the event took place.

- Strongly agree
- Agree
- Undecided
- Disagree
- Strongly disagree

5. The activities of the event were useful to me.

- Strongly agree
- Agree
- Undecided
- Disagree
- Strongly disagree

6. How did you hear about the event? Check all that apply.

- Flyer
- Poster
- Media
- Word of mouth
- Center staff
- Other: _____

7. What was your primary reason for attending this event? _____

8. What could we do to make future events of this type better? _____

9. What were the highlights of the event? _____

10. What areas need improvement? _____

11. Other comments: _____

— Thank you. —

Appendix F: Media Resources

The following are some sample media documents that can be used to promote Neighborhood Networks Week events. Centers can customize them to suit their own needs and events.

Sample Proclamation

A proclamation is usually presented by a local public official to the Neighborhood Networks center in recognition of a milestone or event.

To request a proclamation, a center representative should contact the office of the local public official, describe the event or occasion, and ask if the public official can present a proclamation to the center. Proclamations usually are presented at public events.

To assist the office with preparation of the proclamation, a center should provide basic, but essential, information about the event, the center, and HUD’s Neighborhood Networks Initiative.

The information that is provided usually appears very formally, using “Whereas” clauses as shown on the following page.

The following general language can help a center prepare a proclamation.

Neighborhood Networks Week Proclamation

Whereas [insert the name of the center] [insert nature of event, such as marking the observance of Neighborhood Networks Week]...

and

Whereas [insert the name of the center] has provided essential programs and services, such as

[insert], which enable residents to move toward self-sufficiency...

and

Whereas [name of the center] is one of hundreds of Neighborhood Networks centers across the United States, Puerto Rico, and the U.S. Virgin Islands...

and

Whereas Neighborhood Networks, launched in 1995, is a community-based initiative created by the U.S. Department of Housing and Urban Development (HUD). Through innovative public and private partnerships, Neighborhood Networks establishes multiservice community learning centers that bring technology access to residents of all ages living in Federal Housing Administration (FHA)-insured and -assisted housing...

and

Whereas Neighborhood Networks centers provide many programs and services to residents, including computer classes, workforce and personal development programs, academic enrichment and leadership opportunities, and access to healthcare and social services...

Now, therefore,

I, _____

serving as _____

of _____

do hereby proclaim (state the date the event occurs) as (Name of Center) Day in observance of Neighborhood Networks Week (Year).

Sample Media Advisory

A media advisory is an invitation for media to attend the event. Media advisories are usually less than a page and are designed to spark reporters' interest so that they will want to attend the event. Include one-line descriptions explaining where, when, and why you are holding the event and who will be there. Add one or two brief paragraphs providing background information.

Media Advisory

Name of Neighborhood Networks Center
Address
City, State, and Zip

For Immediate Release

Date
Telephone

Contact

Name of Center Director

Grand Opening of (Name of Neighborhood Networks Center)

What: Grand Opening
Where: Name of Neighborhood Networks Center
Address
City, State, and Zip
When: Date; Time

City, State—In observance of Neighborhood Networks Week, the (NAME OF NEIGHBORHOOD NETWORKS CENTER) located at (ADDRESS) will host a grand opening from (TIME) on (DATE). The (NAME OF NEIGHBORHOOD NETWORKS CENTER) invites local residents, potential and existing supporters and partners, and the media to visit the center to see its programs in action.

The (NAME OF NEIGHBORHOOD NETWORKS CENTER) is one of more than several hundred Neighborhood Networks centers that have opened nationwide. Launched by the U.S. Department of Housing and Urban Development (HUD) in 1995, Neighborhood Networks is a community-based initiative that provides residents of HUD Federal Housing Administration (FHA)-insured and -assisted housing with onsite access to computer technology, resources, and job-training skills as a vehicle to self-sufficiency.

###

Additional information is available from the HUD Neighborhood Networks Web site at www.NeighborhoodNetworks.org, or by calling the Neighborhood Networks Information Center toll-free at (888) 312-2743. The hearing impaired may access Neighborhood Networks via TTY by calling the Federal Information Relay Service at (800) 877-8339.

Sample News Release

The news release provides more in-depth information than a media advisory, and should be included in the center media packets. A news release should be typed and reproduced on 8.5- by 11-inch paper and should be no longer than two pages. If the release describes an event, it should contain the date, place, time, and person to contact.

News Release

Name of Neighborhood Networks Center
 Address
 City, State, and Zip

For Immediate Release
 Date
 Telephone

Contact
 Name of Center Director

New Neighborhood Networks Center Opens in (CITY)

City, State—In observance of Neighborhood Networks Week, the (NAME OF NEIGHBORHOOD NETWORKS CENTER), located at (ADDRESS), will officially open on (DATE). The center will provide (NUMBER) residents with daily access to computers, job training, educational opportunities, and information on healthcare and social services.

Equipped with (NUMBER) computers, the (NAME OF NEIGHBORHOOD NETWORKS CENTER) is one of several hundred Neighborhood Networks centers that have opened nationwide, including (NUMBER) in (STATE). The center plans to offer (LIST PROGRAMS HERE).

Among the individuals scheduled to speak at the grand opening are (NAMES OF SPEAKERS). Neighborhood Networks Week is a weeklong observance that recognizes the achievements of Neighborhood Networks centers across the United States, Puerto Rico, and the U.S. Virgin Islands.

Launched by the U.S. Department of Housing and Urban Development (HUD) in September 1995, Neighborhood Networks is a community-based Initiative that provides residents of HUD Federal Housing Administration (FHA)-insured and -assisted housing with onsite access to computer technology, resources, and job-training skills as a vehicle to self-sufficiency.

Additional information is available on the Neighborhood Networks Web site at www.NeighborhoodNetworks.org, or by calling the Neighborhood Networks Information Center toll-free at (888) 312-2743. The hearing impaired may access Neighborhood Networks via TTY by calling the Federal Information Relay Service at (800) 877-8339.

Sample Radio Public Service Announcement (PSA)

Local radio stations may be willing to market center events by airing a public service announcement. These short announcements promote public causes and are broadcast free of charge, usually in unsold time slots during scheduled commercial breaks. The repeated mentioning of an event on the air for days or weeks usually results in greater attendance.

Public Service Announcement (15 seconds)

On (DATE), join (NAME OF NEIGHBORHOOD NETWORKS CENTER) for its grand opening at (CENTER ADDRESS).

Call (NAME) at (TELEPHONE NUMBER) to learn how you can help the (NAME OF CENTER) connect residents to opportunities during the U.S. Department of Housing and Urban Development's (HUD's) Neighborhood Networks Week.

Public Service Announcement (20 seconds or 30 seconds, depending on amount of detail)

On (DATE), join (NAME OF NEIGHBORHOOD NETWORKS CENTER) at (CENTER ADDRESS) for a (EVENT). The goal of the event is to (DESCRIBE GOAL). You will be able to (DESCRIBE WHAT PEOPLE CAN DO AT EVENT).

Call (NAME) at (TELEPHONE NUMBER) to learn how you can help the (NAME OF CENTER) connect residents to opportunities during the U.S. Department of Housing and Urban Development's (HUD's) Neighborhood Networks Week.

Fact Sheet

NEIGHBORHOOD NETWORKS WEEK

About Neighborhood Networks Week

Why We Observe Neighborhood Networks Week

The U.S. Department of Housing and Urban Development (HUD) observes Neighborhood Networks Week each year to pay tribute to residents, property owners and managers, center directors and staff, partners, volunteers, HUD staff, and others who help make Neighborhood Networks a successful community-based Initiative. In addition, Neighborhood Networks Week raises public awareness about center programs that are helping residents become self-sufficient and gain access to technology, and showcases the achievements of families living in HUD Federal Housing Administration (FHA) -insured and -assisted communities.

Neighborhood Networks Week History

HUD's Office of Multifamily Housing Programs held the first Neighborhood Networks Week in 2000 to celebrate the Initiative's fifth anniversary. The weeklong, national observance highlighted Neighborhood Networks centers' important role in providing technology opportunities for individuals living in HUD FHA-insured and -assisted housing communities.

Over the years, Neighborhood Networks Week events have included HUD-sponsored national and center-hosted local events, including:

- Annual poster and/or essay contests.
- An interactive game show with Nortel Networks Kidz Online.
- A "Financial Empowerment" conference call with Russell Simmons, the entrepreneur and social philanthropist who founded Def Jam Records, Phat Farm, and UniRush Financial Services.

- Live Web casts hosted by NASA astronauts and scientists and Neighborhood Networks centers participating in the Imagine Mars Project.
- Live Web chats with Women's National Basketball Association (WNBA) players Chamique Holdsclaw and Teresa Weatherspoon.

To reinforce the mission of the Neighborhood Networks Initiative and encourage more centers to host local events, HUD launched Special Event Days in 2007. These days, which support the goals of Neighborhood Networks—self-sufficiency, technology access, and community building, include:

- **Do It for You Day.** On this day, centers are given the opportunity to showcase their programs and services that help residents achieve greater self-sufficiency, such as those programs that help residents get a job, advance in their current job, or further their education. In addition to workforce development and academic advancement programs, centers can also promote their programs and services that help residents overcome the obstacles to self-sufficiency, such as those programs that relate to childcare and transportation.
- **Get Connected Day.** This Special Event Day allows centers to highlight the many ways they deliver technology access and enhance residents' technological skills, as well as showcase the critical role technology plays in today's society. Centers may choose to host tours of their computer labs, offer a basic Internet workshop, or have residents, young and old, lead basic computer skills training workshops.
- **Know Your Neighbors Day.** Know Your Neighbors Day focuses on building the bonds of neighbors to build stronger communities. To

Fact Sheet

NEIGHBORHOOD NETWORKS WEEK

celebrate this day, centers may choose to host community events, such as block parties, potlucks, barbecues, festivals, or open houses.

Getting Bigger and Better

With each passing year, more and more centers host local events in observance of Neighborhood Networks Week. These events raise public awareness about center programs that are helping residents become self-sufficient. Events also showcase the achievements of individuals living in HUD FHA-insured and -assisted housing communities, as well as property owners and managers, center directors and staff, partners, volunteers, HUD staff, and others who help make Neighborhood Networks a successful community-based initiative.

Center-hosted local events complement HUD-sponsored national events that focus on workforce development and technology. Hosted by Neighborhood Networks centers and partners, these online events make it possible for every stakeholder to participate in Neighborhood Networks Week and provide information and resources that enable centers to better serve residents.

About Neighborhood Networks

Created in 1995, Neighborhood Networks was one of the first federal initiatives aimed at promoting self-sufficiency and providing technology access to residents living in HUD FHA-insured and -assisted communities. By encouraging property owners and managers to open onsite, multiservice technology centers, HUD hoped the community-based initiative would have a profound effect on the lives of residents...and it has.

Today, there are approximately 1,500 Neighborhood Networks centers in all 50 of the United States, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

These centers:

- Offer adults job-training classes, such as computer skills, resume writing, interviewing techniques, job placement services, General Educational Development (GED) preparation, and English as a Second Language (ESL) classes.
- Provide youth with educational afterschool activities and mentoring programs.
- Operate programs that allow seniors to become familiar with computers and use them to better their lives, whether through locating microenterprise opportunities or searching for healthcare benefits online.

While residents are the primary benefactors of a Neighborhood Networks center, property owners/managers, partners, and communities are also enjoying the rewards that go with a Neighborhood Networks center. To learn more about Neighborhood Networks and the benefits Neighborhood Networks centers offer, visit www.NeighborhoodNetworks.org or call the Neighborhood Networks Information Center toll-free at (888) 312-2743. The hearing impaired may access the number via TTY by calling the Federal Information Relay Service at (800) 877-8339.

*Neighborhood Networks:
Delivering Technology Access to America's Communities*

Celebrating 15 Years of Success: 1995–2010

- 1995**
 - Neighborhood Networks Initiative is launched with 43 centers opened by the end of the year.
 - Diana Goodwin-Shavey, HUD Director of Multifamily Housing in Seattle, Washington, is named Director of Neighborhood Networks.
- 1996**
 - Charles Famuliner, HUD Director of Multifamily Housing in Richmond, Virginia, is named Director of Neighborhood Networks.
 - Neighborhood Networks Web site launched at www.NeighborhoodNetworks.org.
 - Neighborhood Networks wins one of Vice President Gore's Hammer Awards in recognition of new standards of excellence achieved by federal, state, and local government employees working to build a better government.
 - Neighborhood Networks Information Center launched. Information specialists are available toll-free at 888-312-2743 or via e-mail at NeighborhoodNetworks@HUD.gov.
 - Five national conferences held to bring together owners, managers, and other stakeholders.
- 1997**
 - Neighborhood Networks lauded as a "visionary federal program" in *USA Today*.
 - HUD agreement is signed with the National Urban League to support Neighborhood Networks center creation and sustainability.
- 1998**
 - Two Neighborhood Networks National Training Conferences held in Phoenix, Arizona and Atlanta, Georgia.
 - Eight Neighborhood Networks centers earned HUD's John J. Gunther Best Practices Awards, recognizing the very best programs in housing and community development.
- 1999**
 - Neighborhood Networks reaches 500-center milestone.
 - Neighborhood Networks selected as one of 3,400 nominees to receive HUD's Top 100 Best Practices for its role in helping residents achieve success and move toward self-sufficiency.
 - First Neighborhood Networks Regional Technical Assistance Project (RTAP) workshops conducted.
- 2000**
 - Congress recognizes the importance of Neighborhood Networks by amending the U.S. Housing Act of 1937 to authorize use of public housing capital and operating funds for the establishment and initial operation of computer centers in and around Public and Indian Housing.
 - Neighborhood Networks centers now in every state.
 - First Annual Neighborhood Networks Week observed.
- 2001**
 - Delores A. Pruden is named the Director of Neighborhood Networks for the Office of Multifamily Housing Programs at HUD Headquarters in Washington, D.C.
 - New Initiative tagline, *Delivering Technology Access to America's Communities*, introduced.
 - Neighborhood Networks begins the annual process of developing and implementing local and national partnerships for centers.
 - Neighborhood Networks video wins a Gold Telly Award.
- 2002**
 - Neighborhood Networks begins annual onsite technical assistance visits to centers and HUD Neighborhood Networks Coordinators in field offices.
 - Neighborhood Networks National Training Conference held in Miami, Florida.
 - HUD Neighborhood Networks Coordinator Training held in Washington, D.C.
 - Neighborhood Networks hosts Regional Technical Assistance Workshops (RTAWs) in Washington, D.C.; Chicago, Illinois; and Los Angeles, California.

Celebrating 15 Years of Success: 1995–2010

- 2003**
 - Strategic Tracking and Reporting Tool (START) introduced and made available for all centers to use.
 - Neighborhood Networks sponsors first Neighborhood Networks Week Poster Contest.
 - 10 Neighborhood Networks Informational Outreach sessions held in cities across the United States.
 - First Neighborhood Networks Directory published.
- 2004**
 - RTAWs held in Memphis, Tennessee; Phoenix, Arizona; and Seattle, Washington.
 - HUD Neighborhood Networks Coordinator Training conducted during the RTAW in Seattle, Washington.
 - HUD Neighborhood Networks Coordinator Guidebook is introduced.
- 2005**
 - Neighborhood Networks observes its 10th anniversary with a National Training Conference in Lake Buena Vista, Florida.
 - HUD Neighborhood Networks Coordinator Training conducted during the National Training Conference in Lake Buena Vista, Florida.
 - The Neighborhood Networks 10th Anniversary video wins a Gold Aurora Award.
 - The Neighborhood Networks 10th Anniversary conference report wins an APEX Award for Publication Excellence.
 - The Neighborhood Networks National Consortium (NNNC) launched.
 - Neighborhood Networks Center Classification System introduced.
 - CWA-Cayce Learning Center in Memphis, Tennessee, and Dauphin Gate Network Center in Mobile, Alabama, become first centers to achieve Certified classification.
 - Neighborhood Networks sponsors its first Neighborhood Networks Essay Contest.
- 2006**
 - CWA-Cayce Learning Center in Memphis, Tennessee, becomes first center to achieve Model classification.
 - Neighborhood Networks hosts RTAWs in Boston, Massachusetts and San Diego, California. Some of the RTAW sessions were held at Harvard, the Massachusetts Institute of Technology (MIT), and the University of Southern California at San Diego (USCSD).
 - First Annual Neighborhood Networks Resource Calendar published and distributed to centers.
- 2007**
 - Technical Assistance Resource Guides and Educational Toolkit (TARGET) introduced.
 - Neighborhood Networks hosts National Training Conference in Washington, D.C.
 - HUD Neighborhood Networks Coordinator Training conducted during the National Training Conference in Washington, D.C.
- 2008**
 - Neighborhood Networks hosts RTAWs in Nashville, Tennessee and San Francisco, California.
 - More than 1,400 Neighborhood Networks centers are open in all 50 of the United States, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands providing access to more than 7,000 computers.¹
- 2009**
 - Interactive Virtual Learning Courses (IVLCs) launched.
 - Neighborhood Networks hosts RTAWs in Dallas, Texas and Philadelphia, Pennsylvania.
 - Tens of thousands of residents have been placed in jobs through programs offered at their local Neighborhood Networks center.²
 - Neighborhood Networks informational brochure wins a Gold Hermes Creative Award.
 - Neighborhood Networks exhibit wins a Silver Communicator Award.
- 2010**
 - 10th Annual Neighborhood Networks Week, August 2–7.
 - Neighborhood Networks observes its 15th anniversary.

^{1,2} U.S. Department of Housing and Urban Development (2009). Neighborhood Networks Strategic Tracking and Reporting Tool.