Emergency Kit Service Project (80 pts)
Helping families in need prepare for natural disasters

The history of natural hazards suggests that although many people may be injured during a disaster, it is the aftermath that is often the most stressful and potentially harmful time. For example, power and utilities may be out for a week or more, loved ones may be out of contact, pets may be missing, homes may be damaged, transportation routes may be unusable, and food and water may be hard to come by.

Therefore, one of the best things that individuals and families can do to prepare for a natural hazard is to put together a disaster preparedness kit to help you get through the days following a hazard event. Although this does not take a lot of time or expense, many of us do not make a kit. In addition, there are a number of families living day-to-day who cannot afford to make a kit of their own.

As a part of this class we will be designing, collecting supplies for, and constructing a basic disaster kit for families in Hopelink’s transitional housing program. “Since 1971, Hopelink has served homeless and low income families, children, seniors and people with disabilities. Hopelink’s mission is to promote self-sufficiency for all members of our community; we help people make lasting change.” (See Hopelink’s web site for more details - http://www.hope-link.org/)

Since we are a large class, each person will be part of a team that is responsible for part of the project. Teams include: (1) Kit design team, (2) Information team, (3) Public relations team, (4) Advertising team, (5) BCC fundraising team, and (6) Community fundraising team. (See “Teams” Section for more details on each team.)

Each team member will be expected to:

(a) Help choose a team leader/Coordinator who will help coordinate the project and be the primary contact with the instructor (1 person)
(b) Help choose 2 team record keepers to officially keep official notes about the progress of the team (2 people)
(c) Write a 1-page summary report (specific to the team; see below) – Each team member will write a draft to turn in, but the team will turn in 1 final draft (2 people coordinate final draft)
(d) Participate in some way in a short presentation to the class (2-3 people will take the lead on this and be the main presenters)
(e) Participate in collection of materials and construction of kits – This will be mainly coordinated by the fundraising team, but everyone can help collect materials and will participate in the final construction of kits
(f) Write a 1-page reflection at the end of the project discussion on what you learned from the project - Each team member will write one of these
(g) Help your team communicate with other teams – in other words teams may want to divide up who is in charge of communicating with the other 5 teams.

Everyone on the team should fill one of the individual roles discussed above.
Note that each person will be graded on the following items:

1. Taking on a leadership role on the team and completing that part of the project (in either a, b, c, or d).
2. Writing a 1-page draft report – Turn 2 copies (c)
3. Participating in the collection of materials and construction of kits (e)
4. Writing a 1-page reflection (f)

I will award a few small prizes and/or extra-credit points to the participants who put in that extra effort to make this a successful project (e.g., strong team leaders, folks who collect the most donations, etc.).

A Final Note: This is a real project – Doing a good job on this project may very well make the difference for someone during the next major natural disaster in our area. Please keep this in mind as you work on the project and know that you are doing participating in a wonderful community service.

Team Specific Information

Science Teams

Team 1 - Kit Design Team –
Note - This group needs to have its main task done quickly!

Task: This team will determine what materials will go into the kit. The team will first research potential items and then confirm with the Hopelink representative that these items are what they want. After the kit is planned, team members will work as consultants with other teams.

Who to work with: This team will work with the instructor as well as the representative from Hopelink to make sure that they approve of the kit contents.

1-page writeup: What should go in the kit and why – This can be a list of items with 1-2 sentences describing why each item should be in the kit. (See Calendar for due dates.)

Presentation: Monday November 10 (10 minutes on kit contents)

Team 2 - Information Team (2 subteams with one leader) –
Note – The 2 sub teams (a and b) should work together – Team 2a will concentrate on gathering materials for adults; Team 2b will concentrate on gathering materials for kids.

Task: This team will gather information to provide with the disaster kit for adults and children. Other than outlining and organizing it, the team will not write original material. (Basically we are not qualified to write the final copy, so we don’t want to risk any mistakes!)
Who to work with: This team will determine what materials will go into the kit. The team will first research potential items and then confirm with the Hopelink representative that these items are what they want.

1-page writeup: What information will be included in the kit and why – This can be a list of information and sources with 1-2 sentences describing why each should be in the kit. (A final copy of all materials, including a list of all their sources, will also be due on November 24 so that we have time to make copies for each kit.) (See Calendar for due dates.)

Presentation: Friday November 14 (10-15 minutes on information included)

Communications Teams

Team 3 - Public Relations Team

Note – This team will be responsible for interacting with the press and promoting the project.

Task: This team will be responsible for promoting the project to the press and community via press releases and other forms of press contact. Creation of a simple web site is encouraged (and may be required depending on the size of the group).

Who to work with: This team will work with the BCC PR Representative and Hopelink representative, as well as the Science and Fundraising teams to coordinate what information should be promoted.

1-page writeup: All members should write a draft 1 page press release. Final draft of the press release will actually be distributed. If a subteam would like to work on a web site, the text of the site can substitute for the press release. (See Calendar for due dates.)

Presentation: Monday November 17 (10 minutes on press release)

Team 4 – Advertising Team

Note – This team will be responsible for graphic design of a poster.

Task: This team will be responsible for creating advertising for the fundraising, including at least a poster and an email “flyer”.

Who to work with: This team will work with the BCC PR Representative and Hopelink representative, as well as the Science and Fundraising teams to coordinate what information will go in the ads. Once it is flyers are completed, any communication with the entire campus should go through me.

“1-page” writeup: All members of this team will create a draft poster and email advertisement as well as a ½-page summary of advertising goals and philosophy. The
final ad must be in electronic form and ready to print on the due date. (I will arrange to have copies actually printed.) (See Calendar for due dates.)

Presentation: Monday November 17 (10 minutes on advertising)

Fundraising Teams

Team 5 - BCC Fundraising Team

Note – This team is responsible for gathering the donations. You are encouraged to recruit classmates to help, but it is your primary responsibility to make sure we get the materials. If there are a lot of people interested in this group we will subdivide into one group to focus on students and another to focus on employees.

Task: This team will be responsible for coming up with and carrying out a plan for collecting items and cash donations on the BCC campus from November 20-26.

Who to work with: This team will work with a BCC Foundation Representative and Hopelink representative, as well as the Communication teams to promote their activities.

1-page writeup: Team members will write a draft proposal for how to collect items. Final draft will be the final plan of action. (See Calendar for due dates.)

Presentation: Monday November 24 (10 minutes on fundraising methods and progress)

Team 6 - Community Fundraising Team

Note – This team is responsible for gathering the donations from 1 or 2 organizations/businesses (Target, Costco, etc.). You will be expected to actually follow through with the businesses. (It might help if it is an organization at which you already work or have connections.) This group may have 2 or more subteams – If this is the case, each team can concentrate on a different major organizations for donations.

Task: This team will be responsible for coming up with and carrying out a plan for collecting items and cash donations from community organizations. (The number of businesses depends on how many people are in the group).

Who to work with: This team will work with the BCC Foundation Representative and Hopelink representative, as well as the Communication teams to promote their activities.

1-page writeup: Team members will write a ½ page plan for requesting donations (who and how) and a ½ to 1 page letter that you would send to the company. Final draft will be the final letter and plan of action. See me for a supporting letter stating that this is an official project. (See Calendar for due dates.)

Presentation: Monday November 24 (10 minutes on fundraising methods and progress)