



Neighborhood Networks Week  
June 25–30, 2007

# Event Planning Guide



**Neighborhood Networks:  
Connecting Residents to Opportunities**

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This publication was developed by the U.S. Department of Housing and Urban Development (HUD) for use by Neighborhood Networks centers.

In 1995, HUD's Office of Multifamily Housing Programs created Neighborhood Networks to encourage property owners and managers to establish multi-service community learning centers in HUD insured and assisted housing. Neighborhood Networks was one of the first federal initiatives to promote self-sufficiency and help provide technology access to low-income housing communities.

Today, in urban centers and rural towns across the United States, Puerto Rico, and the U.S. Virgin Islands, Neighborhood Networks centers are placing the power of technology in the hands of people.

No two Neighborhood Networks centers are alike. With support from innovative public-private partnerships, Neighborhood Networks centers sponsor a range of services and programs. Nearly all centers offer job-training and educational opportunities, and many also provide programs that include access to healthcare information and microenterprise development.

This guide was published in 2007.

To receive copies of this publication, contact:  
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All publications are available for downloading from the Neighborhood Networks Web site at: [www.NeighborhoodNetworks.org](http://www.NeighborhoodNetworks.org).

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*Dear Center Directors and Participants:*

Each year, Neighborhood Networks Week gets bigger and better thanks to good planning, infinite energy, and creative magic from enthusiastic Neighborhood Networks centers across America. In 2006, a record number of Neighborhood Networks centers—more than 600—hosted their own local event or participated in one of the U.S. Department of Housing and Urban Development (HUD)-sponsored national events in celebration of Neighborhood Networks Week.

This year, we expect even more centers to join the weeklong celebration that is scheduled to take place June 25–30, 2007. Neighborhood Networks Week 2007 will showcase the critical role Neighborhood Networks centers play in connecting residents to opportunities, from providing job-readiness training to delivering technology access. To reinforce the mission of the Neighborhood Networks Initiative, enhance Neighborhood Networks Week, and encourage more centers to host local events, Special Event Days will be observed as follows: Do It for You Day (Tuesday, June 26), Get Connected Day (Wednesday, June 27), and Know Your Neighbors Day (Thursday, June 28). The special event days support three key goals of the Neighborhood Networks Initiative: moving residents toward self-sufficiency, delivering technology access, and building stronger communities.

To help you plan a local event that recognizes achievements and pays tribute to those who make them happen, we are pleased to share with you this Event Planning Guide for Neighborhood Networks Week 2007. Filled with fresh ideas, strategies, and tips, this guide offers direction and resources to plan successful events in your community.

Neighborhood Networks Week is an opportunity to spread the word about the national impact of the Initiative, and the total registered number of participating Neighborhood Networks stakeholders helps us do just that. I encourage you to host and register your own local event. To register for Neighborhood Networks Week, visit the Neighborhood Networks Web site at [www.NeighborhoodNetworks.org](http://www.NeighborhoodNetworks.org), or contact the 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.

Thank you for your participation in, and support of, Neighborhood Networks Week 2007. I look forward to hearing about the exciting events you will host for your center and your community.

Sincerely,

Delores A. Pruden  
Director



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## 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.

Neighborhood Networks Week raises public awareness about center programs that are helping residents to become self-sufficient. It is also a showcase for recognizing the achievements of families living in HUD insured and assisted housing.

### 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 celebration highlighted Neighborhood Networks centers' important role in providing digital opportunities for residents living in HUD 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.

Participating Neighborhood Networks centers held local events such as open houses, grand openings, job fairs, health screenings, safety awareness programs, and community outreach days. HUD developed this guide, which is updated annually, to assist centers with planning events for Neighborhood Networks Week.

Over the years, Neighborhood Networks Week celebrations have included national, regional, and local events:

- 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.



## Center Events That Soared!

Successful events held during previous Neighborhood Networks Weeks include:

- At the Smith-Keys Learning Center in Texarkana, AR, representatives from local businesses and employment agencies conducted short presentations about job search skills and then accepted applications for existing job openings.
- LeClaire Neighborhood Networks Center residents in Chicago, IL, participated in a National Night Out March for Peace and Violence Prevention in their Chicago neighborhood.
- Mallard Run Apartments Neighborhood Networks Center in Camp Hill, PA, sponsored a Seniors Surfin' Safari Beach Party.
- Broadway House Neighborhood Networks Center in Phoenix, AZ, celebrated Neighborhood Networks Week with an ice cream social for residents.
- Pheasant Ridge Neighborhood Networks Technology Center in Orland Hills, IL, conducted a child ID program with fingerprinting and identification badges. The Klass Foundation instructed each child on the "Nine Point Survival" tip process.
- Montgomery Townhouses Neighborhood Networks Center in Philadelphia, PA, hosted the Interstate Realty Management's Neighborhood Networks Cyber Explosion, including a movie screening that showcased IRM's success with job-readiness training, an award presentation to residents that have become Neighborhood Networks Employment Successes, and Bookworm Competitions for both youth and senior residents.

## Neighborhood Networks Week 2007

This year's Neighborhood Networks Week theme is *Connecting Residents to Opportunities*. Neighborhood Networks centers are encouraged to recognize the role centers and their partners play in connecting residents to opportunities by joining the celebration June 25–30, 2007. Locally sponsored events, which may include community outreach days, open houses, job and health fairs, carnivals, and grand openings, help to increase community awareness about centers and showcase their impressive achievements and value nationwide. To reinforce the mission of the Neighborhood Networks Initiative, enhance Neighborhood Networks Week, and encourage more centers to host local events, Special Event Days will be observed. These days will be launched during Neighborhood Networks Week 2007. They are:

- Do It for You Day (Tuesday, June 26)
- Get Connected Day (Wednesday, June 27)
- Know Your Neighbors Day (Thursday, June 28)

These Neighborhood Networks Week Special Event Days support key goals of the Neighborhood Networks Initiative—moving residents toward self-sufficiency, delivering technology access, and building stronger communities.



Hosting a local event bring neighbors together, renews a center's commitment to the community, and helps connect residents to opportunities for advancement. In addition, a Neighborhood Networks Week event shows the community how centers create employment and job-training opportunities, advance literacy, improve computer access, and promote the self-sufficiency of families in HUD multifamily insured and assisted housing.

### **About the 2007 Event Planning Guide**

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.

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 local and national events is posted on the Neighborhood Networks Web site at [www.NeighborhoodNetworks.org](http://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 2007. The hearing impaired may access Neighborhood Networks via TTY by calling the Federal Information Relay Service at (800) 877-8339.

### **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 parents, kids, center staff, mentors, and partners 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.

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.

## 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](http://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.





## New in 2007: Special Event Days

Each year, more and more centers participate in Neighborhood Networks Week, confirming the importance of this weeklong celebration. To reinforce the mission of the Neighborhood Networks Initiative, enhance Neighborhood Networks Week, and encourage more centers to host local events, Special Event Days will be observed. To support the goals of Neighborhood Networks—self-sufficiency, technology access, and community building—the following Special Event Days will be launched for Neighborhood Networks Week 2007:

- **Do It for You Day.** Self-sufficiency is the focus of Do It for You Day, which will take place on Tuesday, June 26. 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 child-care and transportation. Centers may also opt to host a special training to promote their programs, such as “Sell Yourself” resume-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 2007.
- Inviting people from the community who are currently employed to speak to residents at the center about their path to employment, including special training and education.
- 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/office\\_search.asp?officeType=3](http://www.servicelocator.org/office_search.asp?officeType=3).
- Inviting local representatives from welfare-to-work initiatives 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:

- Plan a trip to a local museum or a nature trip to a nearby park or recreational facility. Create a positive learning experience by exploring history, natural resources, wildlife, rocks, fossils, energy conservation, and much more.
- 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 for resident youth.
- 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 might include:

- Plan a trip to the local library and schedule a time for a librarian to talk to the children about library etiquette and good reading habits. Help kids apply for their own library cards.
- Take kids to a local bookstore for story time or set up a meeting with an author who can share his or her experiences about reading and writing.
- Invite a local celebrity or popular teacher to read a book aloud to children at the center.
- Invite the local literacy council to the center to hold private consultations with adults in the community who desire to learn how to read.
- Create a book club and let the club develop and publicize a list of books to read.



Appendix B includes materials to help centers host events in celebration of Do It for You Day, including resume and cover letter templates and samples, mock interview questions, and a list of different job search engines. Appendix B also contains a comprehensive list of the resources available from the Department of Labor's One-Stop Career Center. These resources include printed materials such as posters and resource flyers; how-to guides that cover finding employers, identifying the fastest-growing occupations, and determining a fair and reasonable wage; teaching materials for workforce development professionals; and information on various careers.



- **Get Connected Day.** Improving computer access is a core goal of the Neighborhood Networks Initiative. Scheduled for Wednesday, June 27, 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](http://www.Grassroots.org), one of Neighborhood Networks' national partners.
- Hold a Senior Surfer session led by a senior resident or community member who has become an expert Web researcher. Search for healthcare information or ask seniors to conduct searches about topics of interest. Show how e-mail can help seniors stay in touch with extended family members.

Materials to help centers host events that celebrate Get Connected Day are also 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; a computer skills checklist that will allow residents to conduct a self-assessment of their computer skills so they can determine what skills they need to improve; a techno-term crossword puzzle that residents can complete to test their computer knowledge; and an online scavenger hunt for youth.

- **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, scheduled for Thursday, June 28, focuses on building the bonds of neighbors to build stronger communities. To celebrate 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 support the 2007 Neighborhood Networks Week theme, *Connecting Residents to Opportunities*.

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 during the summer of 2007 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

Celebrate 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

A strong family leads to a stronger community. To encourage family unity, centers may:

- Host family fun events that provide parents and their children an opportunity to socialize with neighbors.
- Hold a family fun day on Friday night or Saturday to ensure maximum participation.
- Host family games by providing board games, cards, and/or darts, and organize families to compete in charades, musical chairs, etc.
- Organize arts and crafts activities that families can do together.
- Create sporting events for the entire family such as softball, volleyball, and team challenges.
- Hold a family dance and encourage moms, dads, sons, daughters, sisters, brothers, grandparents, and extended family members to participate.

To help centers host successful Know Your Neighbors Day events, a variety of materials have been created. These resources are located in Appendix D and include a flyer that centers can use to promote their Know Your Neighbors Day event, samples of

job descriptions and advertisements that centers can use to recruit volunteers to help them host a Know Your Neighbors event, a sign-up sheet for a Know Your Neighbors Day potluck meal, a Neighborhood Networks Week word search, and a Neighborhood Networks coloring sheet that can be used for an art contest.





## Other Neighborhood Networks Week Special Events

The Special Event Days listed above are suggested options for Neighborhood Networks Week, but centers can choose to host their own unique events, as well. 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 and 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*

There are many health-related observances that take place in June, including Home Safety Month, National Safety Month, Sun Safety Month, and National HIV Testing Day (June 27). 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.
- 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) to talk to children about good eating habits and the need for a balanced diet.
- A discussion on led by local organizations such as the American Cancer Society or the American Diabetes Association to discuss 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 special or unusual June observances. Centers might consider hosting:

- A candy making demonstration or bakeoff in honor of National Candy Month.
- An ice cream social—complete with cones, sundaes, and milkshakes—in celebration of Dairy Month.
- An iced tea party to recognize National Iced Tea Month.

### ***Participate in National Activities***

National activities will be offered during Neighborhood Networks Week 2007. Learn more by visiting [www.NeighborhoodNetworks.org](http://www.NeighborhoodNetworks.org), or 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.





## Successful Event Planning and Marketing

Good planning and preparation are essential for successful events. However, planning efforts do not have to be complicated. With good resources and a little help, centers can plan and host a rewarding event.

### Tapping Resources

Whether centers are planning one or a series of Neighborhood Networks Week events, there are many people available to provide advice and guidance. Resources are right at your fingertips:

- Call 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.

### Welcome to the Web Zone

Don't miss an opportunity to participate in a Neighborhood Networks Week Web event. These interactive activities give kids and adults at centers a chance to participate in live Web casts or Web chats. Previous Web events have featured entrepreneur Russell Simmons, the WNBA's Chamique Holdsclaw and Teresa Weatherspoon, the U.S. Department of Labor, Kidz Online, NASA, and Monster.com. Check the Neighborhood Networks Web site at [www.NeighborhoodNetworks.org](http://www.NeighborhoodNetworks.org) for announcements about this year's Web events.

Joining a Web cast is free! Just download Windows Media Player or Real Player multimedia computer software to participate. Software is free and can be downloaded through Neighborhood Networks Week announcements at [www.NeighborhoodNetworks.org](http://www.NeighborhoodNetworks.org). Center directors are encouraged to involve center users in the downloading process to demonstrate how software is available on the Web. It is important to download these programs at least a day before a scheduled event in case of technical difficulties.



### ***Event Planning: Steps to Success***

Below is a planning checklist for a typical large event. Large events should be planned several months in advance. If you do not have that much time, you can still review the checklist to learn critical aspects of planning a successful event. For tips on publicizing events, see the Media Tips for Making News box found later in this section.

#### **Step 1**

- Identify an event committee and assign roles that include the development of publicity materials, site logistics, and media contacts.
- Hold an initial committee meeting to determine achievable goals for the event.
- Select an event, plan a timetable, and create a budget. Be sure to include planning milestones.

#### **Step 2**

- Solicit support such as funds, materials, and volunteers.
- Recruit volunteers by speaking to center users, residents, community groups, clubs, faith-based organizations, schools, and others.
- Secure your location.
- Draft a “Save-the-Date” postcard and/or flyer invitation.
- Prepare an invitation list.
- Invite key speakers and local public figures.
- Print and mail your postcard and/or flyer invitation.

#### **Step 3**

- Develop a specific event schedule that includes length of event, speakers and length of speeches; and entertainment, if needed.
- Arrange for door prizes and event mementos, such as buttons, key rings, or T-shirts.
- Prepare posters, banners, and other event materials.

#### **Step 4**

- Reconfirm all participants.
- Obtain speaker biographies.
- Conduct an early walk through of the site.
- Arrange for podium, seating, and decorations.
- Secure sound, lighting, and staging needs.
- Create charts and visual aids.



## Step 5

- Hold a volunteer orientation session.
- Identify one or two spokespeople to serve as technical resources or experts for reporters.
- Develop recognition certificates for participants.

## Step 6

- Draft talking points for speakers, if necessary.
- Call event participants to check needs. For example, do they need a microphone or videotape player?
- Make follow-up calls to invitees.
- Hang banners and posters.

## Step 7

- Prepare an event agenda.

## Step 8

- On the day of the event, arrive at the site at least two hours in advance to ensure everything is in place and operational, including microphone, sound system, and other equipment. Setup can also be done the evening before the event.
- Make sure speakers have their talking points.

## Step 9

- After the event, send thank-you notes and recognition certificates to speakers and partners who provided food, materials, or funding. Follow up with potential new partners, participants, reporters, or anyone else who needs additional information.

## Getting the Word Out

Neighborhood Networks Week 2007 presents an exciting opportunity to publicize centers, showcase their services to residents and the community, and help connect residents to opportunities for advancement. Centers are encouraged to reach out to a variety of community stakeholders, including the media.

A well-conceived, strategic, and integrated publicity campaign is essential to achieving the goals of a Neighborhood Networks Week event. Even the best-planned event will not succeed if there is no audience. Utilizing media to develop effective relationships with all center audiences—residents, community leaders, partners, and others—can provide long-term benefits.

Media attention can provide:

- Credibility for center messages or events that cannot be obtained through expensive advertising.
- The opportunity to reach people who wish to attend your event or participate in center programs.
- The opportunity to attract new partners and supporters.
- Regardless of what type of event you decide to host, here are some ideas to consider during the planning stages:
  - Get help from a volunteer or hire a photographer to take high-resolution photos of the event. Send the photos to local newspapers and to [NeighborhoodNetworks@hud.gov](mailto:NeighborhoodNetworks@hud.gov) for possible use on the Neighborhood Networks Web site, or in future publications.
  - Create marketing and media materials to highlight the center and the Neighborhood Networks Initiative and distribute these to residents, potential partners, and stakeholders during the event. Emphasize that the center is one of a large community of Neighborhood Networks centers throughout America, Puerto Rico, and the U.S. Virgin Islands.
  - Take advantage of bulletin boards throughout the community where a center can publicize its Neighborhood Networks Week event for free.
  - Arrange to post materials such as posters, fact sheets, brochures, and flyers promoting the event at local libraries, grocery stores, malls, or other public message spaces.
  - Call local newspapers and then send a media advisory to the individual with whom you spoke. (See samples in Appendix C.)
  - If the center has a Web site, be sure to highlight events planned during Neighborhood Networks Week.
  - As far in advance as possible, call local broadcast media to speak with the public service director about the event.
  - Inform special groups, seniors for example, and culturally focused newspapers and magazines well in advance about the event and why it might interest their readers.
  - Translate materials into other languages, as appropriate, to reach minority and ethnic populations in the community.





## **Media Tips for Making News**

Below are a timeline, action steps, and media tips to help Neighborhood Networks Week events make the news. For examples of publicity materials, see Appendix C: Sample Media Documents.

### **One (1) Month Prior to Event**

1. 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.
2. Kick off advance publicity activities, such as creating public service announcements and placing advertising in monthly publications.

### **Two (2)—Four (4) Weeks Prior to Event**

1. Send information to local newspapers and television and radio stations for inclusion in their community calendars.
2. Arrange for an event photographer to take high-resolution photos.
3. Complete a media advisory.
4. Write a news release.

### **One (1)—Two (2) Weeks Prior to Event**

1. Select press packet contents.
2. Mail the media advisory to weekly newspapers.
3. Call media to confirm receipt and pitch story.

### **One (1) Week Prior to Event**

1. Write and e-mail or fax a news release. Most reporters and editors today prefer e-mailed releases, but do not send attachments unless the news source prefers it that way. Instead, cut and paste the release into your e-mail.
2. Prepare press packets.
3. Fax a media advisory to television and radio stations.

### **Day of Event**

1. Make last minute, follow-up media calls.
2. Greet reporters as they arrive, distribute press packets, and introduce media representatives to speakers, residents, and partners they may wish to interview.

### **After Event**

1. Respond to media inquiries.
2. Track media coverage.



## Appendix A: Registration Form





## **Supplementary Materials for Neighborhood Networks Week National Events**



## Appendix B: Do It for You Day Resources

Following are some sample materials that can be used for events that support Neighborhood Networks Week observances. Centers can customize them to suit their own needs and events.

### *Sample Resumes*

There are a variety of ways jobseekers can present their professional skills. The most common way is to highlight past work experience in chronological order. However, if experience is minimal, the jobseeker might opt to create a functional resume that showcases his/her relevant skills and expertise. The following resume templates and samples show how information can be presented and organized to maximize strengths and minimize weaknesses.

**Chronological Resume Template****Name**

Street • City, State Zip • Phone • Email

**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

Source: [www.jobstar.org](http://www.jobstar.org), courtesy of Susan Ireland's Ready Made Resumes.



## Sample Chronological Resume

### 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

**Functional Resume Template**

**Name**

Street • City, State Zip • Phone • Email

**JOB OBJECTIVE**

Very concisely state what job you would like next.

**HIGHLIGHTS OF QUALIFICATIONS**

- Write three of 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

Source: [www.jobstar.org](http://www.jobstar.org), courtesy of Susan Ireland's Ready Made Resumes.



Sample Functional Resume

**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 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](http://www.jobstar.org), sample functional resume from: Damn Good Resume Guide: A Crash Course in Resume 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 quotable 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: resume

Source: [www.jobstar.org](http://www.jobstar.org), courtesy of Susan Ireland's Ready Made Resumes.



## 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.

*\*The following information was excerpted from [www.collegegrad.com](http://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 job seekers post their resume 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](http://www.hotjobs.com)**

As a leader in the online recruiting industry, Yahoo! HotJobs tools and advice put job seekers 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](http://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](http://www.careerbuilder.com)**

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

#### **[www.worktree.com](http://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 job seeker. Since 1999, WorkTree.com has been helping thousands of job seekers find more jobs much 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, job seekers, students, and workforce professionals find employment and career resources. One-Stop Career Center provides job seekers access to more than one million jobs, features labor market trends and tips, and offers a place for job seekers to post their resume for thousands of employers.

**www.nationjob.com**

NationJob, Inc. was founded by human resources and technology professionals with a straightforward 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, job seekers can search hundreds of thousands of jobs, build and post their resume, 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 resume or job, search through the resumes, 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 over 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

United States Department of Labor  
Career One Stop  
Outreach and Teaching Materials

#### *Printed materials:*

1. **Career OneStop English and Spanish flyer**  
([http://www.careeronestop.org/OUTREACHTEACHING/COS%20E\\_S%20FS%20090706.pdf](http://www.careeronestop.org/OUTREACHTEACHING/COS%20E_S%20FS%20090706.pdf))
2. **Workforce 3One flyer**  
(<http://www.careeronestop.org/OUTREACHTEACHING/Workforce3One.pdf>)
3. **Career Voyages flyer**  
(<http://www.careeronestop.org/OUTREACHTEACHING/Career%20Voyages%201205.pdf>)
4. **Career OneStop posters**  
(<http://www.careeronestop.org/OUTREACHTEACHING/CareerOneStop%20Posters.pdf>)
5. **Career OneStop Career Planning Process/Resource Matrix**  
(<http://www.careeronestop.org/OUTREACHTEACHING/COSCPPRMMatrix091206.pdf>)
6. **Electronic Tools Guide**  
(<http://www.careeronestop.org/OUTREACHTEACHING/E%20Tools%20052206.pdf>)
7. **Employment Services Toll-free help line flyer**  
(<http://www.careeronestop.org/OUTREACHTEACHING/Employ%20Serv.%20Oct%2006%20final.pdf>)
8. **O\*Net System Overview**  
(<http://www.careeronestop.org/OUTREACHTEACHING/System%20Overview%20Rev%20Dec%202005.pdf>)
9. **O\*Net Career Exploration Tools**  
(<http://www.careeronestop.org/OUTREACHTEACHING/ONET%20Career%20Exploration%20Tools%20%20Rev%201205.pdf>)
10. **Online Coach Summaries**  
(<http://www.careeronestop.org/OUTREACHTEACHING/Coaches%20Flyer%2006092006.pdf>)

**PowerPoint Presentation templates:****1. Focus on the Future: The Power of the Portal**

(<http://www.careeronestop.org/OUTREACHTEACHING/Power%20of%20the%20Portal%20Generic%200506.ppt>)

**2. O\*Net Introduction: Keeping Pace With Today's Changing Workplace**

(<http://www.careeronestop.org/OUTREACHTEACHING/ONET%20Introduction%20Handout%20Ver%201005OutreachCenter.ppt>)

**Quick Fact Sheet:****1. America's Job Bank**

(<http://www.careeronestop.org/OUTREACHTEACHING/AJB%20Fact%20Sheet%20072006.pdf>)

**CareerOneStop Teaching Materials****How-To Guides:****1. Finding Wage Information**

(<http://www.careeronestop.org/OUTREACHTEACHING/ShowHowToGuide.asp?HTG=HTG%2Dwage+info>)

**2. Find the Fastest Growing Occupations**

(<http://www.careeronestop.org/OUTREACHTEACHING/ShowHowToGuide.asp?HTG=fastest+growing+occupations>)

**3. Finding Resources for Individuals With Disabilities**

(<http://www.careeronestop.org/OUTREACHTEACHING/ShowHowToGuide.asp?HTG=HTG+for+disabilities>)

**4. Learning About Occupations**

(<http://www.careeronestop.org/OUTREACHTEACHING/ShowHowToGuide.asp?HTG=HTG+learning+about+occupations>)

**5. Finding Employers**

(<http://www.careeronestop.org/OUTREACHTEACHING/ShowHowToGuide.asp?HTG=finding+employers>)



### ***Teaching Materials:***

#### **1. Worker Transition Coach flyer**

(<http://www.careeronestop.org/OUTREACHTEACHING/WorkerTransCoachFlyer.pdf>)

#### **2. O\*Net Desk Guide 10.0**

(<http://www.careeronestop.org/OUTREACHTEACHING/Desk%20Aid%20Final%2010.0%20Oct%202006.pdf>)

#### **3. Online Coach**

(<http://www.onestopcoach.org/>)



### **Customized Training Materials**

### ***Career OneStop Materials:***

#### **1. Association for Career and Technical Information Career and Education Tools**

(<http://www.careeronestop.org/OUTREACHTEACHING/ACTE%20112206%20Final.pdf>)

#### **2. Career OneStop Business Information**

(<http://www.careeronestop.org/OUTREACHTEACHING/ASBDCFlyer090606.pdf>)

#### **3. Exploring Aerospace Careers**

(<http://www.careeronestop.org/OUTREACHTEACHING/Space%20Conf%20Final%20112106.pdf>)

#### **4. Exploring Careers in Energy**

(<http://www.careeronestop.org/OUTREACHTEACHING/Energy%20102406%20Final.pdf>)

***Do your children need a safe and friendly place to go after school?***

***We have just the place for them.***

The \_\_\_\_\_ Neighborhood Networks Center offers an afterschool care program for children in Grades \_\_\_\_\_ from \_\_\_\_\_ to \_\_\_\_\_ on \_\_\_\_\_.

To provide a safe environment that offers personal and academic enrichment, the afterschool program provides:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



If you would like more information, or are interested in enrolling your child in the \_\_\_\_\_

Afterschool Program, contact:

***Let the afterschool fun begin!***



## Appendix C: Get Connected Day Resources

### Educational Resources

#### *Teaching tools for an Introduction to the Internet class*

- **ABC's of the Internet**—An introduction to the Internet. Includes an Internet glossary. (<http://www.geocities.com/abcsoftheinternet/>)
- **What Is the Internet?**—Information about the Internet including the history of the Internet. Features an Internet quiz. (<http://www.centerspan.org/tutorial/net.htm>)
- **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](http://www.classzone.com/books/research_guide/page_build.cfm))
- **Online Dictionary of Computing**—A searchable dictionary for learning computing terminology. (<http://www.instantweb.com/d/dictionary/>)
- **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/>)
- **How To Bookmark a Page**—Bookmarking web pages using either Netscape Navigator or Internet Explorer. (<http://www.chirpingbird.com/netpets/html/computer/bookmark.html>)
- **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>)
- **Looney Tunes Teaches the Internet**—Learn Internet basics and get inside tips from your favorite Looney Tunes characters. (<http://www.warnerbros.com/liti/homepage.html>)
- **Winners on Wheels: Internet 101**—An introduction to the Internet and how to get started on the Web. (<http://www.wowusa.com/Internet101/>)

#### *Sample lesson plans*

- Technology lesson plans for topics such as computer hardware, computer software, computer construction technology, computer design process, Ethics, the Law and Technology, the Internet, Spreadsheets and Databases, System Components, Technology in Society, Typing, Word Processing, Desktop Publishing and other general technology resources. (<http://www.mcrel.org/lesson-plans/tech/techlessons.asp>)

### **Website 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 Grassroots.org. ([http://grassroots.org/cs/root/free\\_services/free\\_web\\_services](http://grassroots.org/cs/root/free_services/free_web_services))
- 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/>)
- Yahoo GeoCities offers free Web hosting, blogging, and free tools to help build your Web site. (<http://geocities.yahoo.com/>)

### **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

#### **Email**

- 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 checking, print preview, search and replace
- Negotiate multiple open word-processing documents
- Set up preferences and options such as automatic backup, preferred directories, etc.

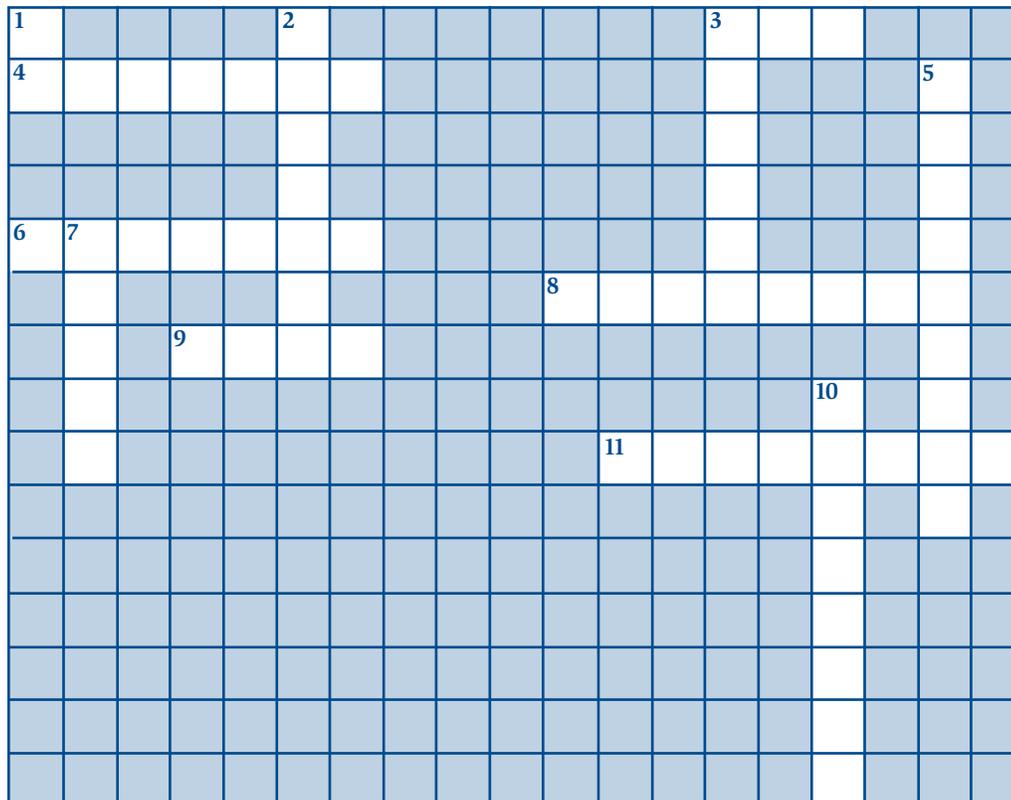
### ***Presentation Programs***

- 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

## Neighborhood Networks Week Crossword Puzzle



### ACROSS

3. A file containing a song or other audio data.
4. A computer's primary display screen.
6. A connected group of pages on the World Wide Web about one topic.
8. A large computer network linking smaller computer networks worldwide.
9. To record data (i.e. on a compact disc).
11. A set of Keys used to type text into a computer.

### DOWN

1. A round disc on which music or data can be recorded.
2. A computer screen.
3. A device used to move a cursor on a computer screen.
5. Programs that can be used on a computer.
7. A system for sending and receiving messages electronically over a computer network.
10. A machine that process information using devices such as a keyboard and a mouse.

## Neighborhood NetworksWeek Crossword puzzle Answers

### ACROSS

3. MP3.
4. Desktop.
6. Web site.
8. Internet.
9. Burn.
11. Keyboard.

### DOWN

1. CD.
2. Monitor.
3. Mouse.
5. Software.
7. Email.
10. Computer.

### Crossword Puzzle Definitions

*Internet*—A large computer network linking smaller computer networks worldwide.

*Computer*—A machine that processes information using devices such as a keyboard and a mouse.

*Software*—Programs that can be used on a computer.

*Web site*—A connected group of pages on the World Wide Web about one topic.

*E-mail*—A system for sending and receiving messages electronically over a computer network.

*Mouse*—A device used to move a cursor on a computer screen.

*Keyboard*—A set of keys used to type text into a computer.

*CD*—A round disc on which music or data can be recorded.

*Desktop*—A computer's primary display screen.

*Burn*—To record data (i.e. on a compact disc).

*Monitor*—A computer screen.

*MP3*—A file containing a song or other audio data.



## Internet Safety Scavenger Hunt Questions

1. Go to the Web site: <http://www.kidscom.com/games/isg/isg.html> and read the 10 Tips for Internet Safety and Good Manners. What is tip #8?
2. Go to the Web site: <http://www.kidscom.com/games/isg/isg.html> and click on the link at the bottom of the page that says, "Play For Fun!" What is the answer to question #3?
3. Go to the Web site: <http://disney.go.com/surfswell/index2.html> to play the Surf Swell Island Adventures in Internet Safety game. How many jewels are needed to enter the Treasure Palace?
4. Go to the Web site: <http://www.sbc.com/Common/images/safety/game.html>. In the Safety Land game, what is the answer to the question asked in the Internet Post Office?
5. Go to the Web site: <http://www.bpl.org/kids/Netiquette.htm>. What is Netiquette tip #7?
6. Go to the Web site: <http://www.disney.co.uk/DisneyOnline/Safesurfing/> and click on the Doug's Cyber Character picture. Click on the "Yes I Want to Join the Safe Surfers" link. Follow the directions and print out the certificate. As a superhero, what is the fifth thing that you will do to follow the guide?

## Answers

1. Don't send pictures of yourself or your family to anyone unless you have permission from your parents.
2. When my parents [or teacher or Neighborhood Networks center staff] tell me it is OK, and only for as long as they say I should.
3. Four.
4. Delete it and tell a parent or teacher.
5. Be responsible online.
6. Never give out my full name, home address, phone number or other personal information.



## Appendix D: Know Your Neighbors Day Resources

### *Ideas that Help Build Community*

- Get to know your neighbors.
- Plant flowers.
- Buy from local merchants.
- Share what you have.
- Take children to the park.
- Use your local library.
- Support your local school.
- Greet people on the street.
- Garden together.
- Have potluck suppers.
- Take back the night.
- Organize a block party.
- Share your skills.
- Pick up litter.
- Start a neighborhood tradition.
- Bake or cook extra and share.
- Listen before you react.

## Sample Family Fun Day Flyer





## 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 Wednesday, June 27 at \_\_\_\_\_ (time) at the \_\_\_\_\_ Neighborhood Networks Center, located at \_\_\_\_\_ or contact \_\_\_\_\_ at \_\_\_\_\_ (phone 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 Wednesday, June 27 at \_\_\_\_\_ (time) at the \_\_\_\_\_ Neighborhood Networks Center, located at \_\_\_\_\_ or contact \_\_\_\_\_ at \_\_\_\_\_ (phone 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 Wednesday, June 27 at \_\_\_\_\_ (time) at the \_\_\_\_\_ Neighborhood Networks Center, located at \_\_\_\_\_ or contact \_\_\_\_\_ at \_\_\_\_\_ (phone number) or \_\_\_\_\_ (E-mail).  
Only a few hours a week can make a difference in the life of a child.



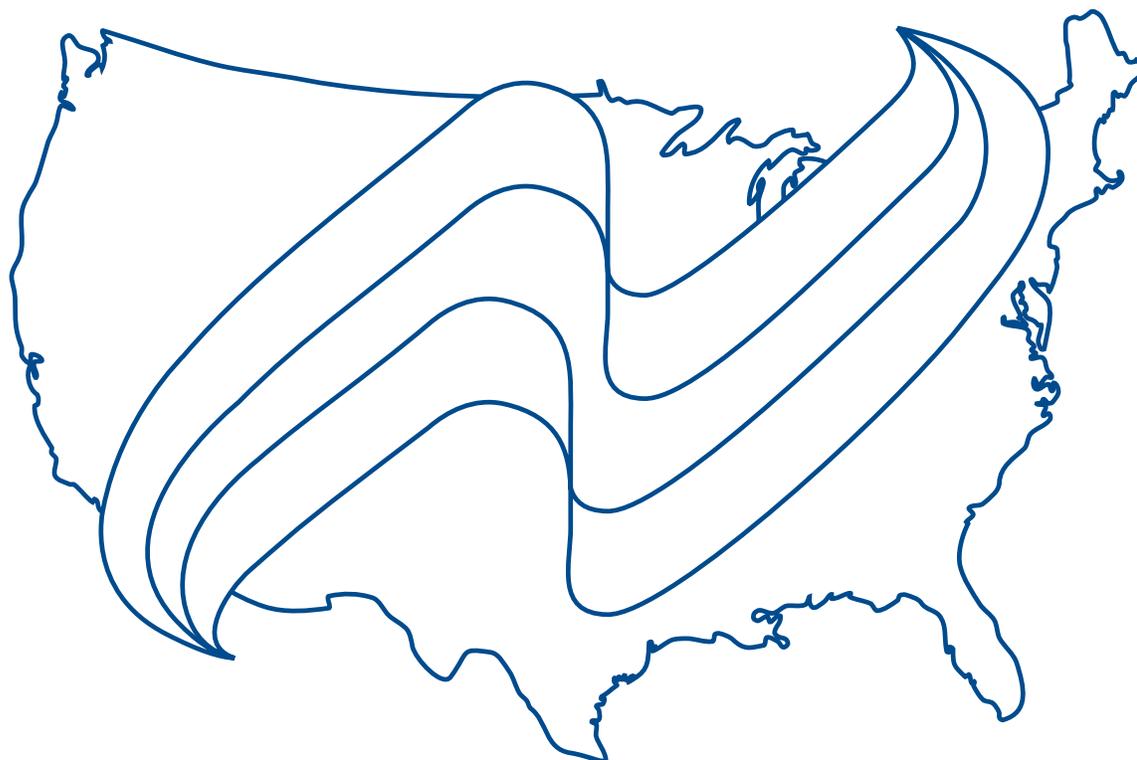
# Neighborhood Networks Week

## Word Search

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

NEIGHBORHOOD  
NETWORKS  
CENTER  
COMMUNITY  
FAMILIES  
FRIENDS  
PARTNERS

LEARNING  
OPPORTUNITY  
SAFETY  
SHARING  
TECHNOLOGY  
VOLUNTEERS



# *Neighborhood* **Networks**



## Appendix E: Sample Media Documents

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 below.

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 celebration of Neighborhood Networks Week 2007]...

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 America, 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 multi-service 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 employment training and opportunities, computer access and training, educational opportunities, healthcare services, 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 2007.



## 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

Detroit Neighborhood Networks Center  
123 Maple Drive  
Detroit, MI 12345

**For Immediate Release**

June 19, 2007  
(555) 555-5555

**Contact**

John Smith, Center Director

#### *Grand Opening of Detroit Neighborhood Networks Center*

**What:** Grand Opening  
**Where:** Detroit Neighborhood Networks Center  
123 Maple Drive  
Detroit, MI 12345  
**When:** June 26, 2007; 1 p.m. to 4 p.m.

**Detroit, MI**—In celebration of Neighborhood Networks Week 2007: Connecting Residents to Opportunities, the *Name of Neighborhood Networks Center, located at Address*, will host an Open House from 1 p.m. to 4 p.m. on Tuesday, June 26, 2007. The *Name of 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 part of a group of more than 1,200 Neighborhood Networks centers that have opened nationwide. Launched by HUD in 1995, Neighborhood Networks is a community-based initiative that provides residents of HUD 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](http://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

Detroit Neighborhood Networks Center  
 123 Maple Drive  
 Detroit, MI 12345

**For Immediate Release**

[Date], 2007  
 (555) 555-5555

**Contact**

John Smith, Center Director

**New Neighborhood Networks Center Opens in Detroit**

City, State—In celebration of Neighborhood Networks Week 2007: *Connecting Residents to Opportunities*, *Neighborhood Networks Center Name*, located at *Address*, will officially open on *Date*, providing # residents with daily access to computer job training, educational opportunities, and social services, such as transportation.

Equipped with # computers, the *Center Name* is one of hundreds of Neighborhood Networks centers that have opened nationwide, including # in *State*. The center plans to offer computer training and adult education classes, General Educational Development (GED) certification, and afterschool youth services.

Among the scheduled speakers at *Center Name's* grand opening are *Names of Speakers*. Neighborhood Networks Week 2007: *Connecting Residents to Opportunities* is a weeklong celebration 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 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](http://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 your center* for its grand opening at *address of center*.

Call *name of contact person* at *phone number* and learn how you can help connect residents to opportunities during HUD's Neighborhood Networks Week 2007.

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

On *date*, join *name of center* at *address of center* for a *type of event*, such as picnic, health fair, etc.

The goal of the event is *describe the goal*. You will be able to *describe what people can do at the event*.

Call *name of contact person* at *phone number* and learn how you can help connect residents to opportunities during HUD's Neighborhood Networks Week 2007.

### 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 celebrate the U.S. Department of Housing and Urban Development's **Neighborhood Networks Week 2007: Connecting Residents to Opportunities.**

**What:** *Event Type*

**When:** *Day, Date, Time*

**Where:** *Name of Neighborhood Networks Center*

**RSVP:** *(5 days before event date)*

Detroit Neighborhood Networks Center  
123 Maple Drive,  
Detroit, MI 12345  
Phone: (555) 555-5555



U.S. Department of Housing and Urban Development  
Room 6124  
Washington, DC 20410-6000

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Official Business  
Penalty for Private Use \$300

Return Service Requested

FIRST-CLASS MAIL  
POSTAGE & FEES PAID  
HUD  
Permit No. G-795