



STRENGTHENING ACE OUTREACH AND COMMUNICATION WITH AFRICAN FAMILIES



WPI

SYDNEY GAGNE

LIZA HOTE

NATHAN NG

JEREMY RHINES





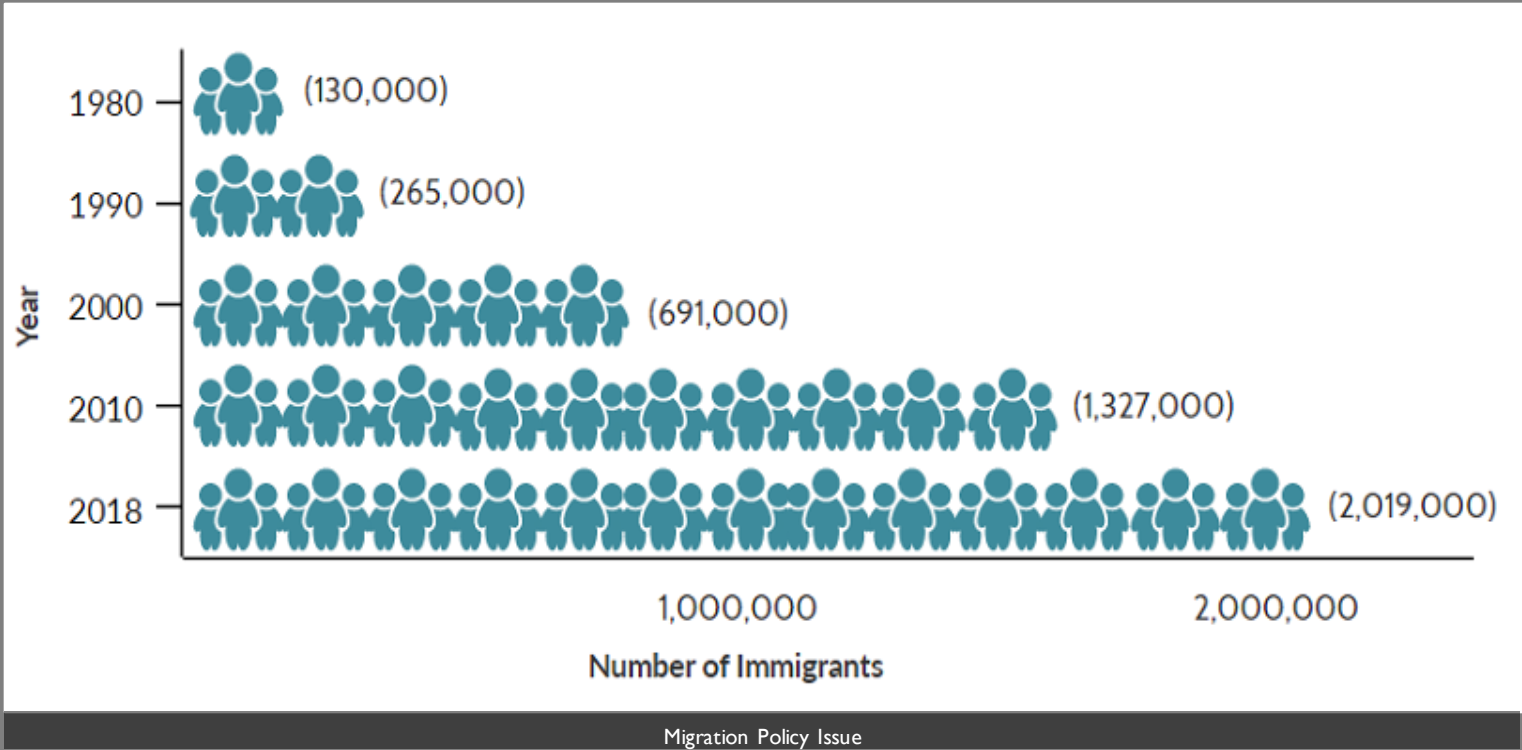
AFRICAN COMMUNITY EDUCATION

THEIR GOAL:

PROVIDE SUPPORT FOR
AFRICAN IMMIGRANTS AND
REFUGEE FAMILIES

- Academic Support
- Family Education
- Cultural Expression

AFRICAN IMMIGRANTS AND REFUGEES IN THE UNITED STATES



African immigrants make up **21%** of Worcester's foreign-born population of about 38,000

COMMUNICATION CHALLENGES



Speak up to 8
languages



Contact everyone
individually

SOLUTIONS OVERVIEW

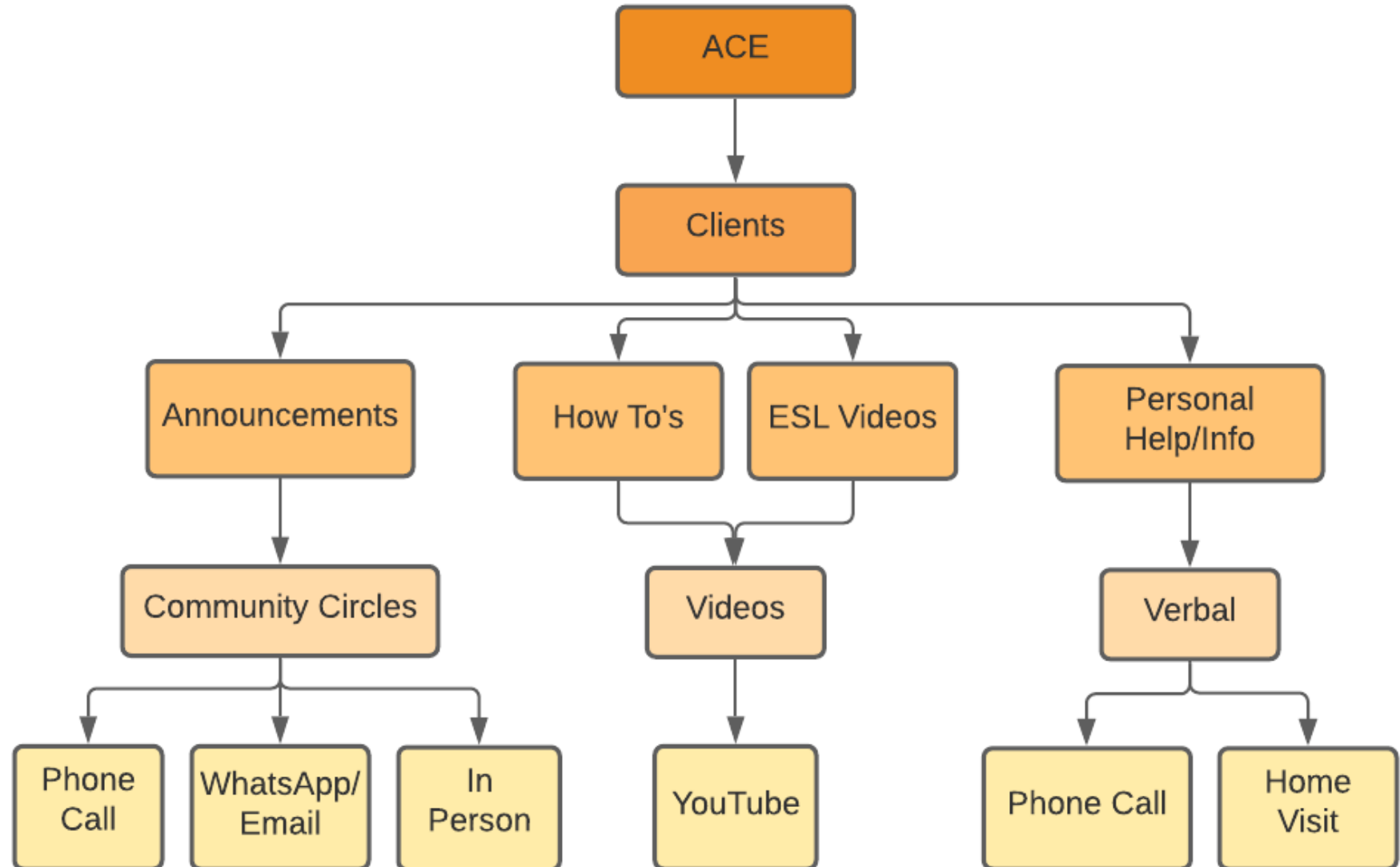
FROM WHO

FOR WHO

WHAT

MODE

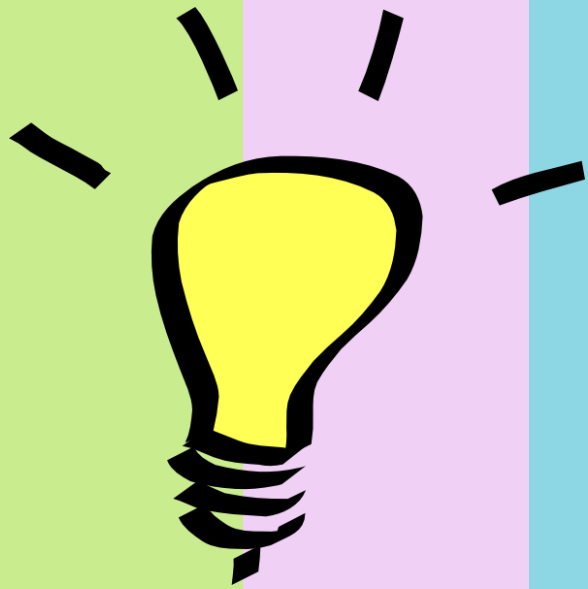
HOW



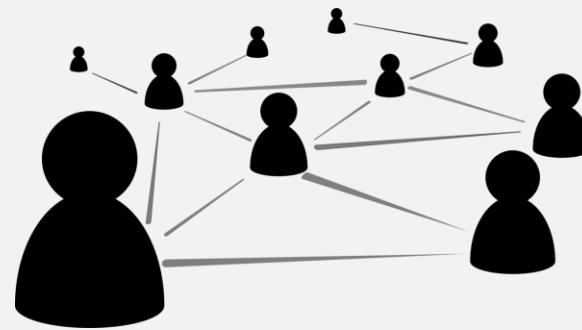
COMMUNITY
CIRCLES: A NEW
INITIATIVE



COMMUNITY
CIRCLE
POTENTIAL



Community
Bonding &
Engagement



Network
Building &
Professional
Development

COMMUNITY CIRCLE IMPLEMENTATION PLAN



Introduce

- Select client group
- ACE staff
- All clients

Grow

- Incorporate all clients
- Introduce to students

Strengthen

- Tweak circles as needed
- Organize circle events
- Invite alumni and mentors

YOUTUBE VIDEOS

Video Type

How-To

ESL

Examples

Email

Writing the Alphabet

Google Translate

Common Words and Phrases

Phone Apps

Transportation

Drivers License

Conjugating Common Verbs in Present Tense

Citizenship

COMMUNICATION GUIDEBOOK



A Comprehensive Guide
for ACE Communication
Methods

COMMUNICATION GUIDEBOOK

Communication Selection Process

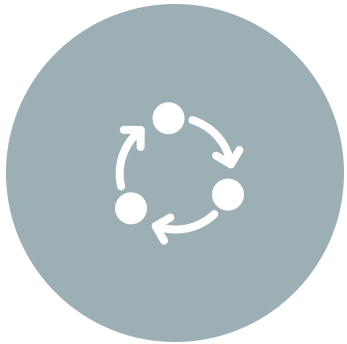
Community Circle

Educational Videos

RECOMMENDATIONS



African Community Education



IMPLEMENT AND USE THE
METHODS OUTLINED IN
THE GUIDEBOOK



FOLLOW THE CIRCLE
IMPLEMENTATION PLAN



START CREATING VIDEOS

THANK YOU!

- ACE Staff (JP, Donovan, Benjamin, and Timon)
- ACE Clients and Students
- Scott and Gbeton

QUESTIONS?

FROM WHO

FOR WHO

WHAT

MODE

HOW

