

Nonprofits & NGO Team

BEEM

Strong Connections, Community Support



Who we are.



Brian Nealon

SAS - Senior

Journalism & Media Studies
and Political Science



Evan Covello

SAS - Sophomore

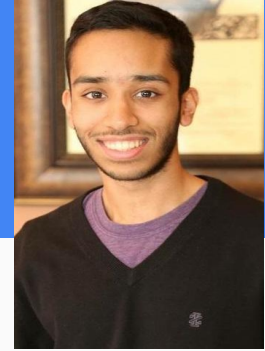
Human Resource
Management



R. Emmet Brennan

SEBS - Sophomore

Plant Biology and
Environmental Business
Economics




Murtuza Hussain

Mason Gross - Senior

Visual Arts Concentration in
Animation Design

What is the Digital Divide?

How Does it affect New Brunswick ?

An aerial photograph of a multi-lane highway interchange in a city. The highway curves through the frame, with several cars visible on the road. In the background, a dense urban skyline is visible under a clear blue sky with light clouds. A semi-transparent dark grey horizontal band is overlaid across the middle of the image, containing white text. The text is split by a vertical line: 'The People of' is on the left, and 'New Brunswick' is on the right.

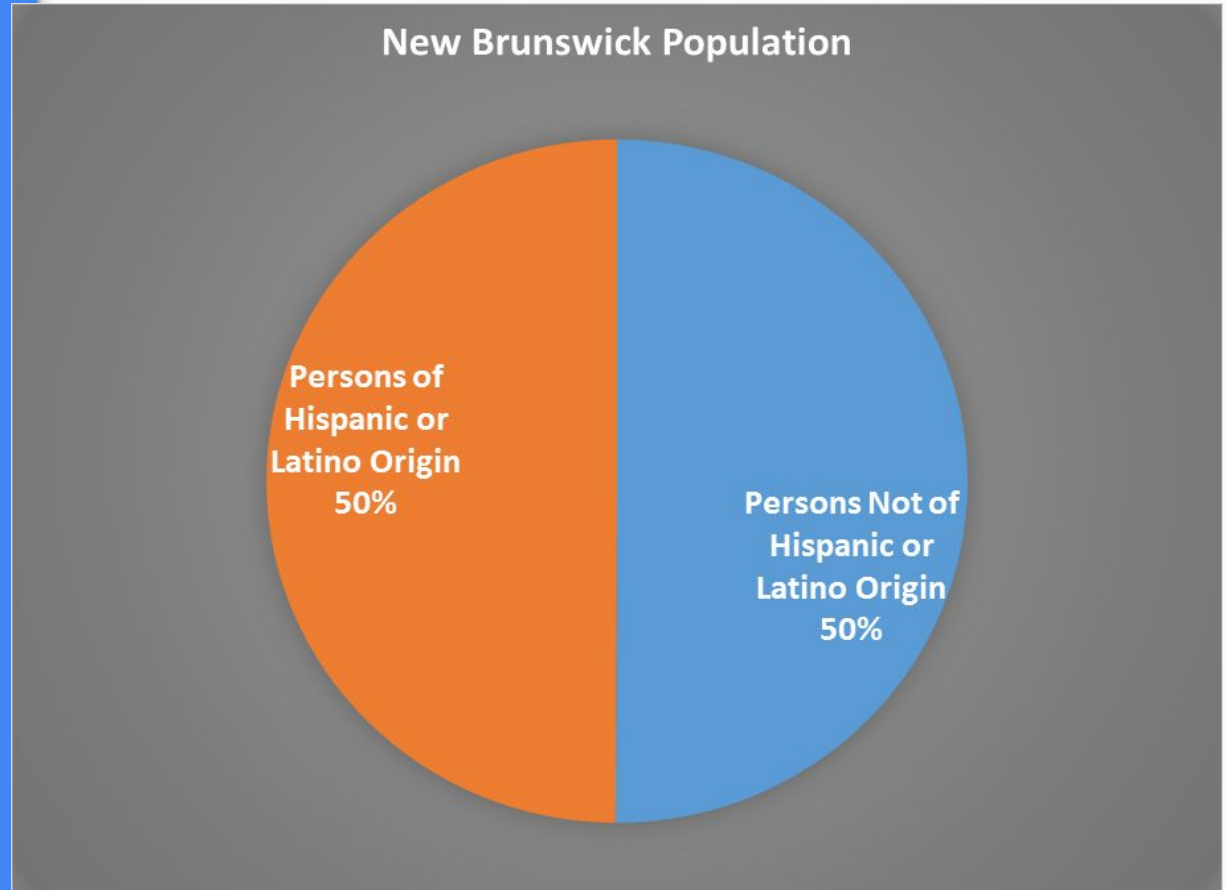
The People of

New
Brunswick

New Brunswick Population

Persons of
Hispanic or Latino
Origin: 27,553;
45.64% increase

Persons NOT of
Hispanic or Latino
Origin: 27,628;
6.63% decrease



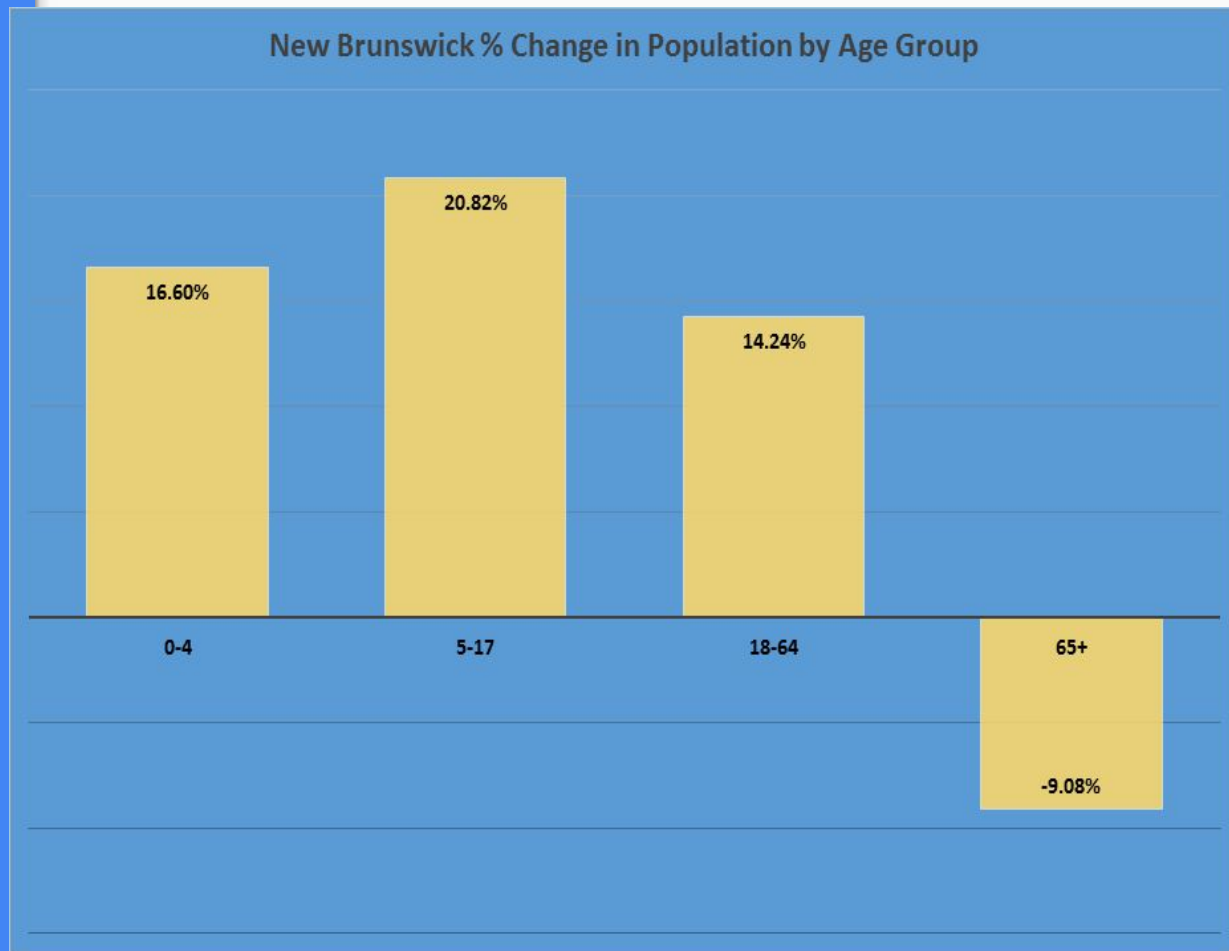
New Brunswick % Change in Population

The population of people between the ages 0-4 increased by 16.6%

The population of people between the ages 5-17 increased by 20.82%

The population of people between the ages 18-64 increased by 14.24%

The population of people above the age of 65 decreased by 9.08%



Demographics: New Brunswick

Growing Hispanic/Latino
Population

Growing population from age
groups up to age 64

Decreasing population of people
over age 65

Median Household Income:
\$38,523

Significant demographics:
Young, Hispanic/Latino, Lower
Income

Digital Divide in New Brunswick

*THOSE MOST
AFFECTED:*

Latino Population:

Language Barrier

Lower Income:

<\$30,000 annually



Our Plan

Uniting NGOs to close the divide

Our Plan



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graph LR; A[Research] --> B[Reaching Out]; B --> C[Implementation];
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Research

Reaching Out

Implementation

Research

- Demographics
- Local NGO's willing to assist
- Where we can obtain funding
- What equipment we should use
- ★ How to engage and use technology and the role it plays in the digital divide

Reaching Out

- **Local non profit organizations**
 - Spaces, marketing & target group
- **Rutgers University**
 - Space to house our programs
- **Interfraternity Council, Panhellenic Council, and other Greek organizations in New Brunswick**
 - Volunteers, funding, assistance, hosting charity events
- **Non-profit - www.google.org**
 - Funding, Expert Volunteers

Implementation

RESOURCES TO UTILIZE

- **New Brunswick Non-Profits**
 - Marketing
 - Spaces
 - Target groups
 - Greek Life
 - Fundraising
 - Volunteers
 - Rutgers University
 - Spaces
 - Technology
- **Google.org**
 - Experts/Teachers
 - Funding

HOW RESOURCES WILL BE UTILIZED

- **Classes**
 - Rutgers University computer labs
 - Classes with laptops purchased to bring on the road to NGO's, & libraries
 - Language classes incorporated into technology learning
 - Special interest topics for courses
 - Topics including job applications, interactive ways to use the internet to connect with children, etc.

PURPOSE OF THIS IMPLEMENTATION

- For young people to have the opportunity to learn and use technology
- To integrate more Hispanic/Latino people into the use of technology
- Incentivize people to use technology and to be engaged in the programs it provides
- Provide an area of growth for people who want to increase their technological ability
- Give people the opportunity to use technological programs while actively participating in special projects to increase community involvement and retention

Expenses and Revenue

With the 'no budget restraint' placed upon us, we strove to make sure this plan was cost neutral. By working with the NGO community on fundraising and volunteering, we have created a preliminary budget to implement our plan.

Costs	Revenue	No Cost
\$99 per laptop x 30	Greek Life \$3000	PR distribution
Space approx \$450 per class (if not free)	Rutgers Misc. \$1000	Class educators
PR materials \$300	Grants \$1000	Possibly space
Total: \$3270 + \$450(x)	Estimate: \$4000	

Rutgers for New Brunswick

How to involve RU

Rutgers University can provide important factors in this plan: space and technological resources. While Non-student clubs have to pay for space, Rutgers at times give exceptions. Google CLP has one such arrangement with Douglass.

Accessing these Rutgers spaces for free would greatly reduce the cost of the program and allow us to focus funds on other aspects of the plan.

Google for Google

How can corporate lend a hand?

Google operates a sizeable non-profit wing called Google.org

Each year they donate:

- \$100,000,000 in Grants
- 80,000 hours
- \$1 Billion in products

In the past Google has also offered its Chromebooks for \$99 to schools and charities.

We plan on taking advantage of this program to gain access to affordable laptops for our project.

The Sky's The Limit

Engaging the community



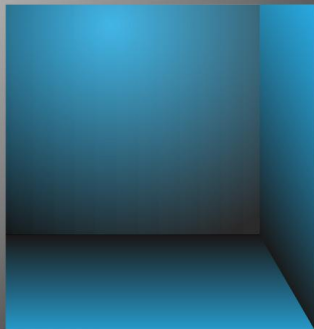
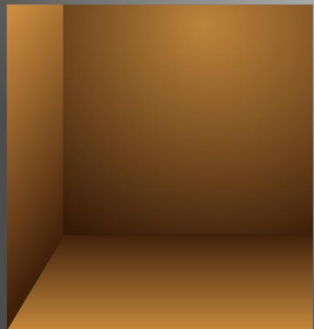
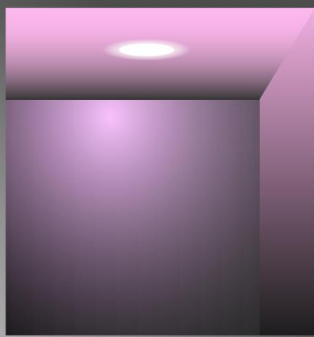
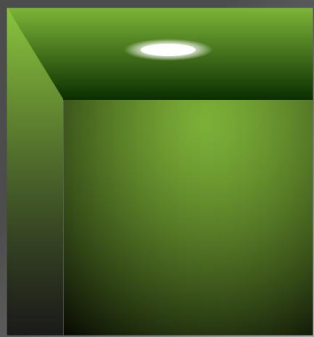
We strive for our classes to be different. As college students, we know how it is to be lectured and expected to know the material. However, we plan on coordinating classes that give New Brunswick residents the ability to complete tasks in classroom settings and to learn various topics to create interest. We will incorporate a unique learning experience with special projects and programs to increase community engagement.

We want everyone leaving passionate.

Combine & Educate

NGO's will be a vital part in our initiative to fund classes. We will have different NGO's help fund costs for laptops, provide spaces and areas for classes, help teach classes, and help provide volunteers to engage the residents of New Brunswick. This is a 100% team effort. Every NGO brings something different to the table and through our initiative, we hope to unify these perspectives to combat the issue at hand.





How each plays it's part:

Interfraternity Council

Panhellenic Council

Google.org

PRAB

Elijah's Promise

On-Site Visits

BEEM members Murtuza and Evan took to the streets to meet directly with the NGO's in the New Brunswick Community

Here they are at Elijah's Promise to meet their Communications Director, Michelle, about the digital divide. She was extremely receptive to the plan BEEM has proposed.





The Tour Continues

We catch up with the duo at CASA New Brunswick. CASA works directly with children in Foster Care, providing legal representation. This NGO would be an integral partner for us in trying to reach youth of New Brunswick.

After meeting with their managers, they expressed a desire to get information out about our plan if enacted.



Meeting the President

Utilizing all the resources in the New Brunswick area is what the BEEM plan strives to achieve. To this effect, Fraternities and Sororities play a large role in Non-Profit activities in New Brunswick. BEEM members Brian and Murtuza conducted an interview with Interfraternity Council President Ross Teicher and Vice President of Administration Justin Schulberg.



Video of IFC Interview



Moving Forward

What does the future hold?

We will work to establish an environment where all New Brunswick residents are engaged with technology. Nonprofit organizations will partner with us in this process with marketing, volunteer help, and fundraising in order to help educate the people of New Brunswick on all the benefits that technology can provide. We have scratched the surface by meeting with different NGO's, but we must now use our research and resources to help bridge the digital divide.

Our aim is to also make meaningful connections with these NGO's and the community of New Brunswick. Part of our mission is to help these NGOs get exposure in the community, and to continuously introduce new technology to these organizations in order to make them more effective in their missions.

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