Developing Tutoring Programs, Marketing Strategies, and Homeless Shelter Regulations with Easton Area Neighborhood Center Staff

Edoukou Aka-Ezoua ‘17 and Brittany Powell ‘15

**Developing Tutoring Programs**
Intern: Brittany Powell ‘15

As part of the community service component of Dr. Deborah Byrd’s Single Motherhood course, fall tutoring was started for the children living at the RoofOver shelter.

Weekly visits to the RoofOver Shelter included:
- Homework Help
- Overall Academic Enrichment
- Writing Practice
- Reading for Fun Arts and Crafts
- Relationship Building

**Developing Marketing Strategies**
In efforts to help foster a connection between the Center and the community, the following the strategies are being implemented:
- Revamping Center Website
- Utilizing Social Media
- Defining Target Audiences
- Clarifying Mission

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**About the Easton Area Neighborhood Center**

**Mission Statement**

“The Easton Area Neighborhood Centers, Inc. is a caring non-profit community-based agency working towards improving the quality of life of low to moderate income individuals and families through supportive services and education. Our goal is to assist our clients in attaining independence and self-sufficiency.”

**Services /Programs**

- RoofOver Transitional Housing Shelter
- Rental Assistance
- UGI and MetEd Utilities Programs
- Food Bank
- ASPIRE Teen Parents Mentoring Program
- Social Security Representative Payee

Visit us at: http://www.eastonareaneighborhoodcenter.org

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**Developing Homeless Shelter Regulations with Case Manager Beatriz Rios**
Intern: Edoukou Aka-Ezoua ‘17

As part of a Women and Gender Studies internship at the Center, one of the projects being completed involves working with the case manager of RoofOver Shelter to develop a new program manual, in efforts to improve quality services and interventions.

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**About RoofOver Transitional Shelter**

RoofOver is a transitional shelter program for homeless families with children located in Easton, PA. Through comprehensive coordination of case and case management interventions, and with the goal of achieving permanent housing, families are assisted and supported in moving towards self-sufficiency.

**Program Eligibility and Admission**

In order to be eligible for admission to the shelter you must:
- Be a family with children.
- Have a support system.
- Be able to afford the shelter.

All families are required to participate in an intake interview with the case manager and everyone must be present at the time of intake. Families with children over the age of 13 will be subject to additional review by the Executive Director.