



جامعة الملك عبد الله  
للعلوم والتقنية  
King Abdullah University of  
Science and Technology



# Young Learners Development Program

*BACK TO SCHOOL PROJECT 2017*



# BACKGROUND

The Back to School campaign is part of the Young Learners Development Program (YLDP), and represents one of the many ways in which KAUST is giving back to our neighbors. The YLDP aims to improve learning environments and educational outcomes for students at the elementary, middle and high school levels by working with our local community partners to ensure needs are being met for maximum impact in the classroom and beyond.

## SIXTH ANNUAL THUWAL AND QADIMAH BACK TO SCHOOL CAMPAIGN



This campaign is a part of the Social Responsibility Young Learners Development Program for Thuwal, and represents one of the many ways in which KAUST is giving back to the local community and improving lives.

# PROJECT OVERVIEW



## Objectives

- 1 Connect with and provide school bags and supplies to school children in KAUST's neighboring villages.
- 2 Inspire school children and develop their cognitive skills and manual abilities by building their own walking robots.

## Target

Thuwal and Qadimah Students  
Male and Female  
700 Students  
G1, G7 and G10

## Key Dates

August 14	Campaign launch
August 14 – September 18	Fundraising campaign
September 14	Assembly of school bags
September 17 & 18	Distribution of school bags
September 20 - 25	Thank you announcement
September 28	Beacon Article

# School Kit Content

## Stationaries Selection

The choice of supplies for each entry levels were selected and approved by Thuwal and Qadimah principals to ensure that these children have all the core supplies they need for the year ahead.

## Why Robotics Kits?

Science and technology are extremely popular with today's youth. They are also a pathway to career opportunities in the future. Engaging in technology activities at a young age can help to stimulate interest in those fields, develop mastery of necessary technologies.

This year, we aimed to extend and integrate this campaign to build on the Young Learner Development program by including Robot building kits, which provides children with hands-on experience in building, assembling and problem solving. This kit is easy to use yet, it engages children to acquire new knowledge and skills in the exciting field of robotics and also gives them a new prospective on how the field is advancing in the world around them.

1x Blue Pen 1x Red Pen

1x Notebook

1x Mathematics Kit

1x Ruler



1x Calculator

1x Sharpener

1x Eraser

1x Robotic kit

1x Blue Pen

1x Red Pen

1x Ruler



1x Calculator

1x Sharpener

1x Eraser

1x Robotic kit

1x Drawing Book

1x Pencil

1x Ruler



1x Wooden Colors

1x Sharpener

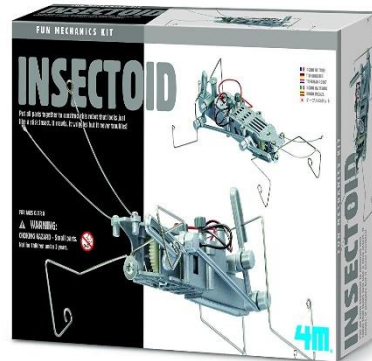
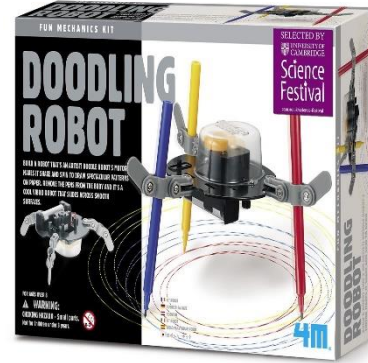
1x Eraser

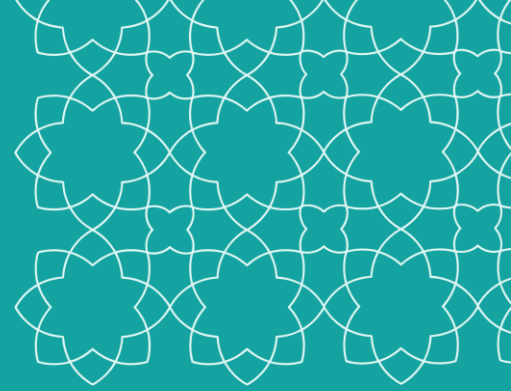
High School

Intermediate

Elementary

# ROBOTIK KITS





**VOLUNTEERS**



# VOLUNTEERS OUTREACH

## Volunteer Outreach

1. Targeted communication through CRM
2. Embedded online registration form

- The LENS Articles
- Email Announcements

3. In person registration

- Tamimi Fundraising Campaign Booth
- Community Open Day Booth
- Via Email/phone

4. Volunteer Orientation (Total registered volunteers: **150**)

Orientation session	3 sessions (1x August 23, 2x August 29)
Venue	TKS & Library
Total Attendees	<b>117</b> (82 TKS students, 35 community members)



# VOLUNTEERS ACTIVITIES – Fundraising

## Campaign Promotion and Fundraising

- Promotion table, roll up banner, posters and stationaries table were set up in Tamimi Supermarket.
- One hour Time slots were assigned to volunteers to promote the campaign from Sept 10 to 16 (10 am to 3:30pm)
- Volunteers encouraged people to purchase stationaries or gift cards
- Stationaries purchased by volunteers were placed in a drop off box near check-out counters

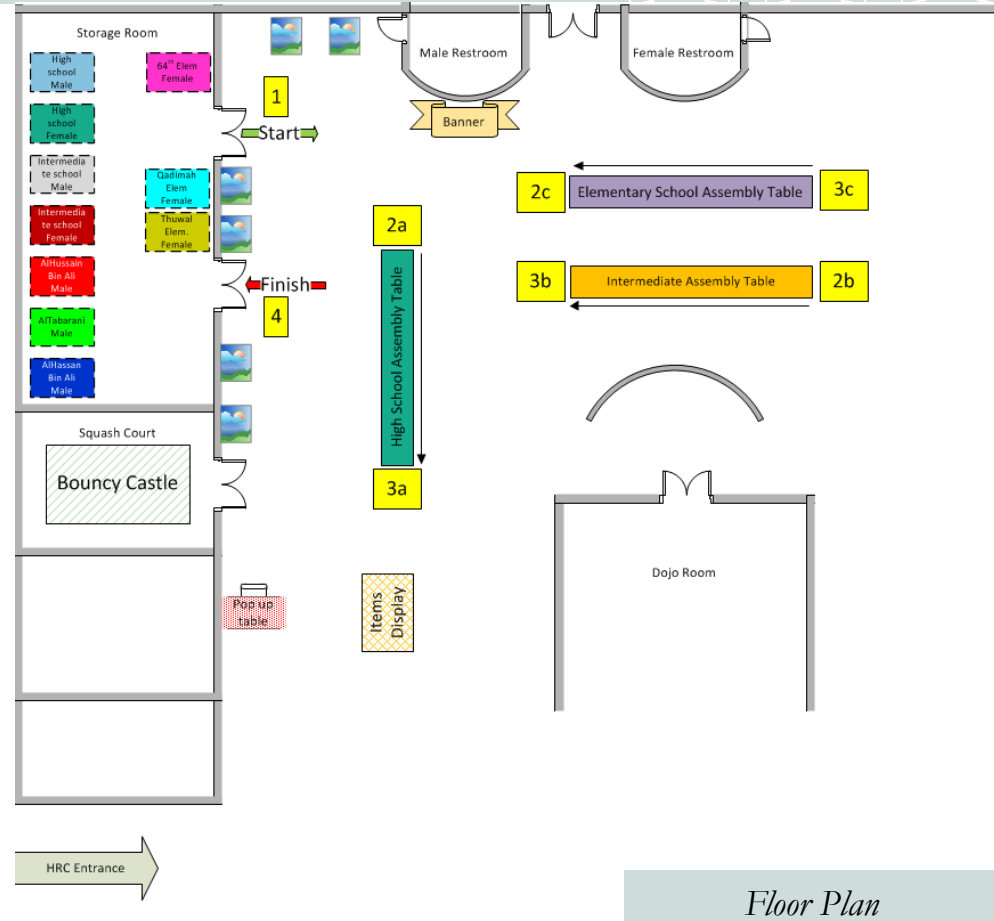
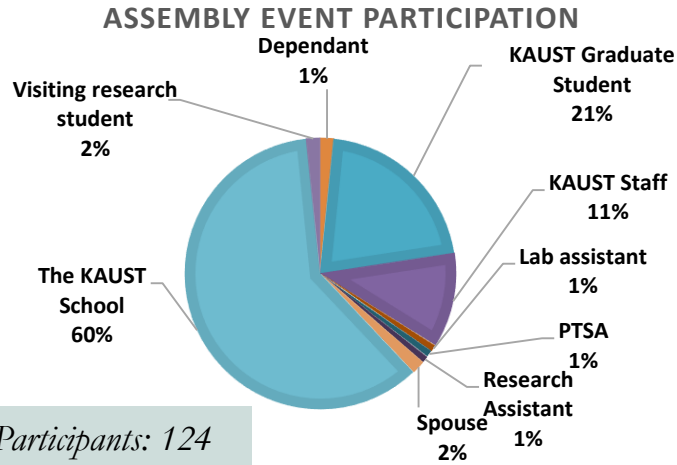
Total Participants: 70 (TKS & KAUST Community)







# VOLUNTEERS ACTIVITIES – Assembly Event



*Floor Plan*

Date	Wednesday Sept 13
Venue	Harbor Sports Center
Volunteers Role	<ul style="list-style-type: none"> <li>Set up the assembly tables with stationaries and bags</li> <li>Complete the bag assembly of the schools assigned per assembly table.</li> <li>Ensure each assemble bag contains all stationaries.</li> <li>Prepare cardboard boxes</li> <li>Place complete bags into cardboard boxes</li> <li>Place appropriate box label on complete boxes and indicate number of bags.</li> <li>Place complete boxes at the storage room</li> </ul>



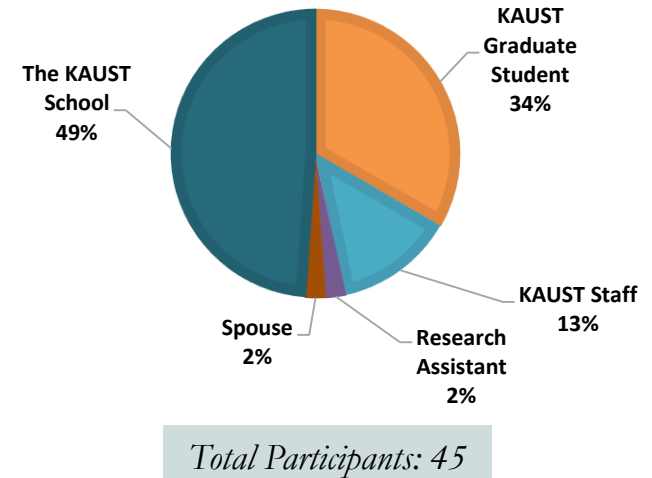
# VOLUNTEERS ACTIVITIES – Assembly Event



# VOLUNTEERS' ACTIVITIES – Distribution Event

Date	Gender	Trip#*	School Name	Bus Needed	From	To	Vehicle	Media Coverage
Sunday September 17	MALE	1	AlHussain bin Ali School	N/A	8:00 AM	9:00 AM	2 SUV	
Monday September 18	FEMALE	2	Intermediate	1	8:30 AM	10:00 AM	1 SUV	
			High School					
			Elementary					
	3	Elementary school (Qadimah)	1	8:00 AM	8:45 AM	1 SUV	Female Photographer	
		The 64 <sup>th</sup> Elementary School		9:00 AM	10:00 AM			
	MALE	4	Alhassan bin Ali School	1	8:30 AM	9:30 AM	1 Sedan	
5		AlTabarani Elementary	N/A	7:30 AM	8:30 AM	2 SUV		
6		Thuwal High School	2	8:30 AM	9:30 AM	0	Male Videographer Male Photographer	
	Thuwal Intermediate School	9:30 AM		10:30 AM				

DISTRIBUTION EVENT PARTICIPATION



\*An average of 8 volunteers were assigned to each trip

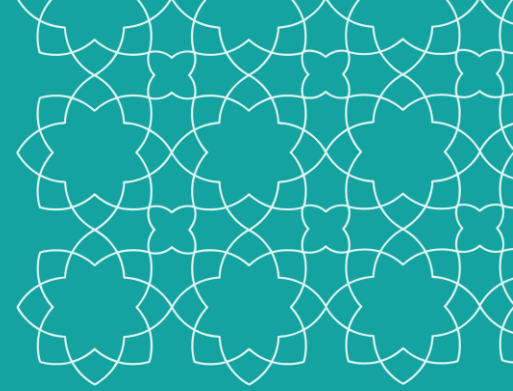
- TKS students and teachers visited and interacted with their peers in Thuwal, discussing interesting ways to stay in touch and collaborate on projects during the school year.
- All volunteers' names and contacts available upon request



# VOLUNTEERS ACTIVITIES – Distribution Event







# **PARTNERS / VENDORS**

# COLLAPORATORS

**MARCOM**

KAUST Marketing Communications

**Community Life**

People. Place. Pride.

Facilities & Community  
Intranet

**Graduate Affairs**

متجر  
Matjar

**KAUST Procurement**

أسواق التميمي  
tamimi markets

 THE KAUST  
SCHOOL

**KAUST Central Warehouse**

**Thuwal & Qadimah Schools**

# VENDORS

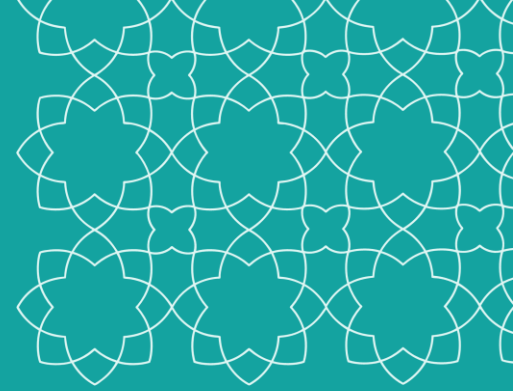


أسواق التميمي  
tamimi markets

متجر  
Matjar

مكتبة جرير  
JARIR BOOKSTORE  
... not just a Bookstore ...  
... ليست مجرد مكتبة ...

4m®



# BENEFICIARIES

# BENEFICIARIES' SELECTION

## Eligibility

The back to school project is tailored towards providing needed school supplies to students at key stages in their scholastic careers, namely, entry points into elementary, intermediate, and high school.

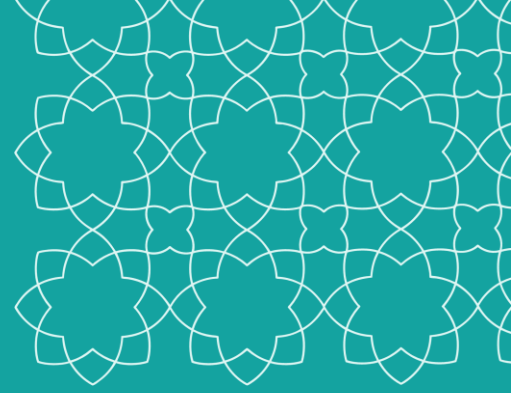
*SR team have met with Thuwal and Qadimah principals to solicit list of students who are in Grade 1, 7 and 10.*

## Outreach

- Official letters were sent to all Qadimah and Thuwal schools' principals a month in advance to inform them about the school kit program.
- Weekly follow up was established to ensure the lists of beneficiaries are received in a timely manner.

School Name	Gender	Grade	Number of Students
Thuwal Intermediate School	F	Intermediate	83
Thuwal Secondary School	F	Secondary	90
The First School for Elementary Students	F	Elementary	60
The 64th Elementary School	F	Elementary	25
Elementary School (Qadimah)	F	Elementary	20
Thuwal Intermediate School	M	Intermediate	90
Thuwal Secondary School	M	Secondary	74
AlTabarani Elementary School	M	Elementary	45
AlHussain bin Ali School	M	Elementary	60
AlHassan bin Ali School (Qadimah)	M	Elementary	25





# COMMUNICATION

# PROJECT COMMS PLAN

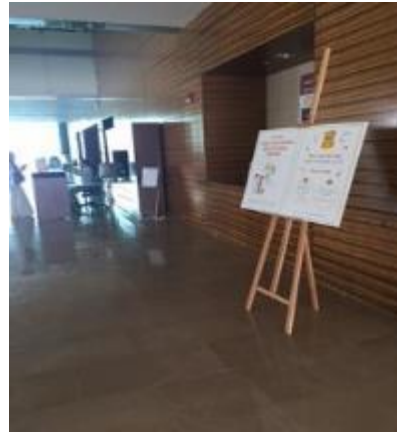


<b>Communication</b>	<b>Target Audience</b>	<b>Delivery Method</b>	<b>Who</b>	<b>Frequency</b>
Poster Campaign	KAUST Community	Posters	SR	Throughout campaign
Social Media (KAUST community only)	KAUST Community	Online	SR	One-time
KAUST Cinema and recreation centers	KAUST Community	On screen LED slide	SR & Community Life	Throughout campaign
LED	KAUST Community	On& off campus LED Screens	SR & MARCOM	Throughout campaign
The LENS	KAUST Community	The LENS website	SR & MARCOM	Weekly Updates
Email Announcements/Updates	KAUST Community	Email	SR & MARCOM	Weekly Updates
The WAVE	TKS	Article	SR & TKS	Aug & Sept Editions
Get Active website	KAUST Community	Online	SR & Community Life	Throughout campaign
Post Campaign Article	KAUST Community	Article (The Beacon)	SR and MARCOM	Last week of September

# Poster Campaign/ Gift Cards Sale - Locations

## Poster Campaign Locations

Matjar store  
Campus diner  
Campus library  
Building 18, 16, 14 and 9  
Recreation centers  
Cinema  
Tamimi stores  
The KAUST schools



Library



Bldg16

## Gift Cards Sale Points

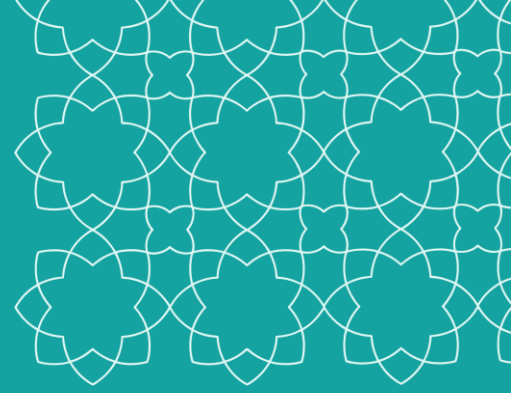
Matjar store  
Campus diner  
Tamimi stores  
Recreation centers



Campus Diner



Bldg14



# CLOSURE

# PROJECT CLOSURE

## Challenges

- The current renovation work of Tamimi Supermarket hindered the progress of fundraising due to the continuous movement of items and promotion materials which made it difficult for volunteers to promote the campaign.
- KAUST petty cash process was less flexible, an area for improvement for next year.

## Future Opportunities

- Continue to invest in science educational tools e.g. Robotics kits.
- Establish partnerships with the KAUST robotics center to propose advanced group projects for Thuwal students that involves coding skills.





# THUWAL AND QADIMAH BACK TO SCHOOL CAMPAIGN



THANK YOU