



جامعة الملك عبدالله
للعلوم والتقنية
King Abdullah University of
Science and Technology



Young Learners Development Program

7TH BACK TO SCHOOL PROJECT 2018



BACKGROUND

Back to Schools Campaign is an initiative created by Social Responsibility to support student's education and to encourage them at the beginning of each new School cycle.

The project is part of Young Learners Development Program focused on supporting student's education process in Thuwal community and since its very first launch in 2012.

The initiative portfolio is to provide students with essential schools' items that may include:

- School Bag and Stationary.
- School Uniform (Regular Uniform, Lab uniform, Sport Uniform)
- School Shoes and sport sneakers



PROJECT OVERVIEW



Objectives

Target

Key Dates

1 Seek suppliers for providing school bags and supplies to school children in KAUST's neighboring villages.

2 • Design the School Uniform for boys and girls.

• Seek for the best local and non-local suppliers and manufacturing.

• Distribution of School kits and Sport Uniform

• Sport Days Activities.

- 450 Students G1, G7 and G10 Thuwal and Qadimah Students Male and Female to support them with Custom made Sport Uniform

- Grade I Boys and Girls Thuwal and Qadimah School Kit 285

Date	Milestone
29 July	The Launch of Communication
12 Aug – 25 August Eid Al-Adha Vacation	
8 July to 30 August	Uniform Design and Manufacturing
28 - 29 August	Bags Assembly
2nd to 6th September	Bags Distribution
September 16	Distribution of Uniform
September 25 to 30	Sport Activities Days
October 1-4	Twitter
November\December Issue	Beacon Article

School Kit Content

This year, and based on feedback received from school principals, students, and teachers Social Responsibility providing sport uniform for intermediate and secondary students, boys and girls

Why Sport Uniform ?

To continue promoting well-being and healthy life style for the young learners we will provide Sport uniform for G7 & G10.

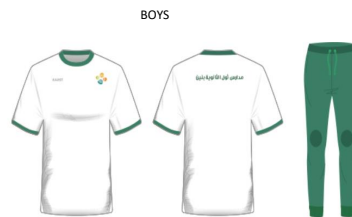
Additionally we will launch the year with Sport-Day activities for each separate schools.

The Sport uniform ordered in alignment with the Ministry of Education Guidelines for Sport Activity uniforms and in coordination with the Thuwal and Qadimah Schools' Principals of

- Thuwal Secondary , and intermediate Female and Male Schools.
- Grades 7 and Grade 10.

We will keep providing trolley bags with stationaries for G1 as part of the School kit initiative.

In total, 10 schools covered: 5 girls schools (Three elementary, One intermediate, and One secondary), and 5 boys schools (Three elementary, one intermediate and one secondary school).



1x Drawing Book

1x Pencil

1x Ruler



1x Wooden Colors

1x Sharpener

1x Eraser

High School

Intermediate

Elementary

Sport Uniform



Girl's



The Uniform Design for Thuwal Girls Schools

- Grade 7
- 115 uniforms for Thuwal Girls Intermediate Schools

Sport Uniform



Girl's



The Uniform Design for Thuwal Girls Schools

- Grade 10
- 120 uniforms Thuwal Girls Intermediate Schools

Sport Uniform



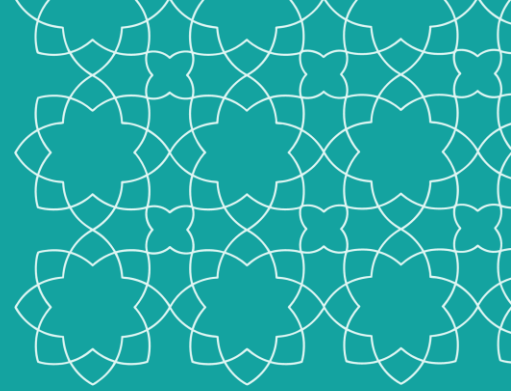
BOYS



The Uniform Design for Thuwal Boys Schools

- Grade 7 and
- Grade 10

- 215 uniforms for Thuwal Secondary Schools & Thuwal Intermediate Schools



VOLUNTEERS

VOLUNTEERS OUTREACH

Volunteer Outreach

I. Embedded online registration form

- The LENS
- Email Announcements

II. Community Announcements

- Cinema Theaters
- Community Busses
- The Community Electronic Screens
- KAUST TV
- Big Tamimi Signs



VOLUNTEERS ACTIVITIES



Community In-Kind Donation

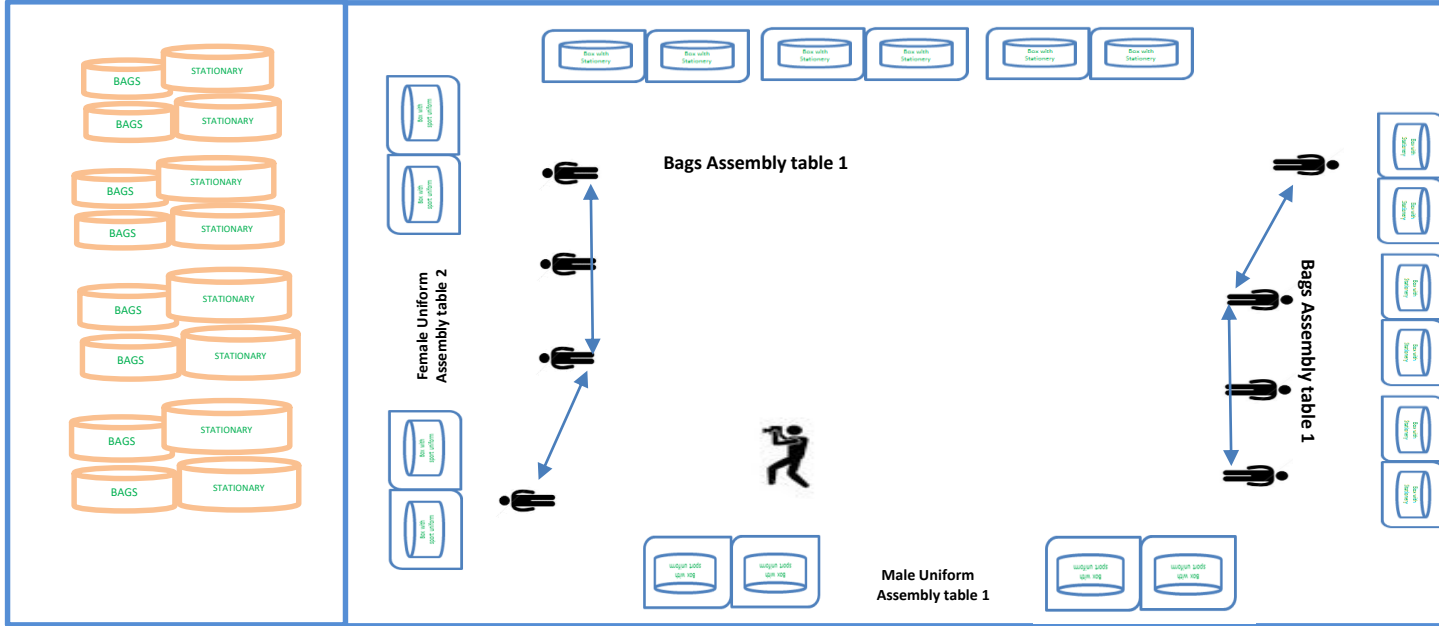
- Posters and stationaries drop off box were sit up in Big Tamimi Supermarket.
- Stationaries purchased by Community Members then were placed in a drop-off box near check-out counters

Community Assembly Days

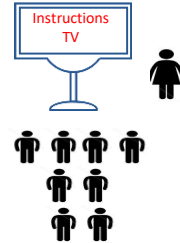
Date	Tuesday August 28
Venue	Island Recreation Center
Volunteers Role	<ul style="list-style-type: none">• Set up the assembly tables with stationaries and bags• Complete the bag and stationary segregation in preparation to assembly activity at Square Activity Room• Assig the stationary quantity for the assigned schools• Ensure each bag was assigned with all stationaries type and quantity.• Ensured all cardboard boxes are ready for next day.• Place complete boxes at the storage room to transfer to Square Activity Room

Date	Wednesday August 29
Venue	Square Activity Room
Volunteers Role	<ul style="list-style-type: none">• Community Assembly area is ready for assembly activity with tables, stationaries and bags.• Received all items from Island Recreation Center• Conducted Volunteers Orientation.• Complete the bag assembly of the schools assigned per assembly table.• Ensured each assemble bag contains all stationaries.• Place complete bags into cardboard boxes• Place appropriate box label on complete boxes and indicate number of bags.• Place complete boxes at the storage room

VOLUNTEERS ASSEMBLY PLAN on Tuesday 28th August



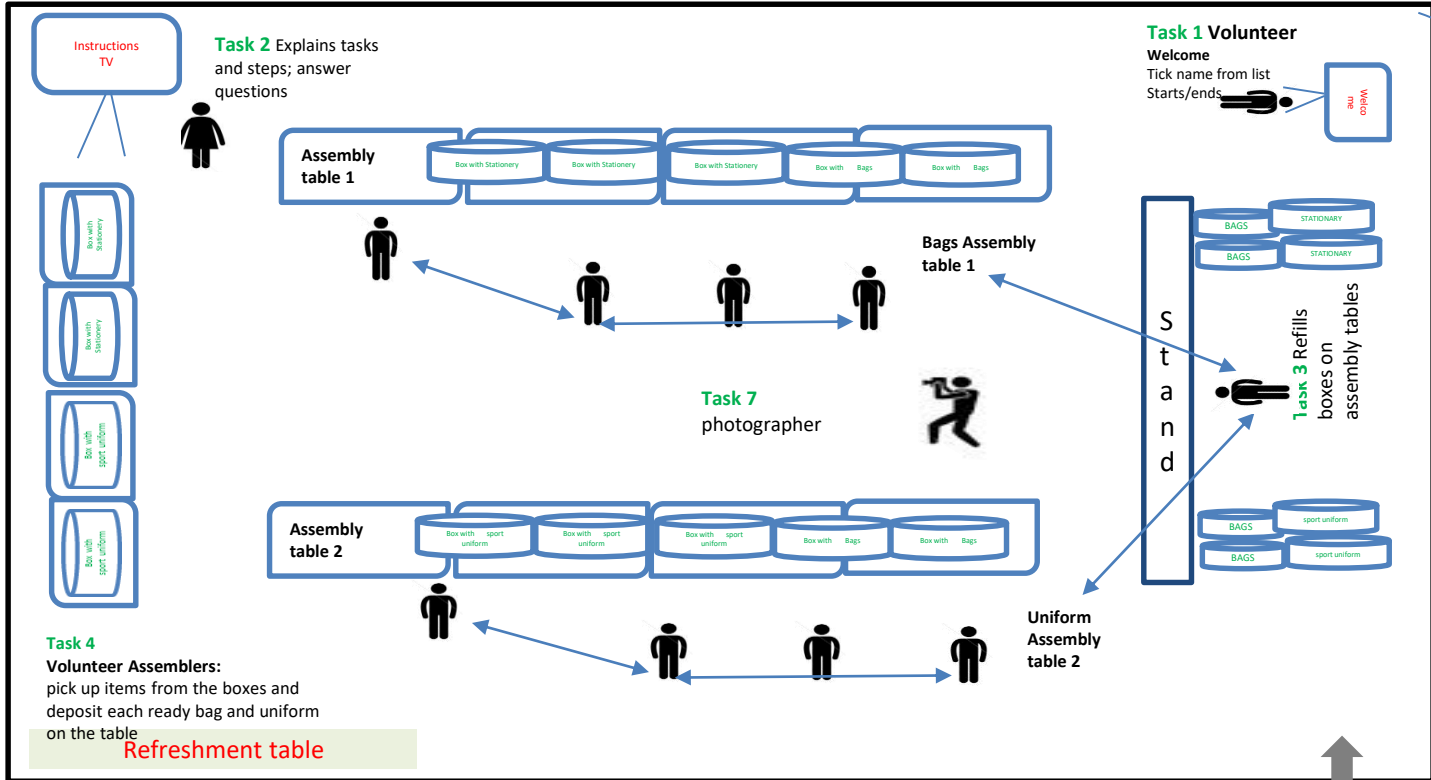
XXX
Volunteers



VOLUNTEERS ASSEMBLY PLAN on Wednesday 29th August



Tamilni



Burger King

XXX
Volunteers

Mosque

Storage at IRC



Task 5 supplies in and out material from / to the storage

VOLUNTEERS ACTIVITIES – Assembly Event



VOLUNTEERS' DISTRIBUTION ACTIVITIES – School Kit (Bags and Stationaries) Distribution Event



Date	Gender	Trip#	School Name	City	CAR	Comments
Tuesday 4/9/2018	Females	1 Trip	Qadimah Elementary Girls Schools	Qadimah	1 SUV	4 Volunteers
Tuesday 4/9/2018	Females	2 Trip	Thuwal Elementary Girls School	Thuwal	1 SUV	4 Volunteers
Wednesday 5/9/2018	Males	1 Trip	Al Hussain Bin Ali Elementary Boys School	Thuwal	1 SUV	2 Volunteer
Thursday 6/9/2018	Males	2 Trip	Qadimah Al Hassan bin Ali Boys School	Qadimah	2 SUV	7 Volunteers
Thursday 6/9/2018	Males	3 Trip	Al Tabarani Elementary Boys Schools Thuwal	Thuwal	2 SUV	11 Volunteers
Thursday 6/9/2018	Females	3 Trip	The 64 th Elementary Girls School Thuwal	Thuwal	3 SUV	17 Volunteers

- TKS students and teachers visited Thuwal Schools and interacted with their peers in Thuwal.
- All volunteers' names and contacts available upon request

Sport-Activities Day



In celebration of the beginning of new School year and Thuwal Students receiving their new Sport Uniform that were designed and manufactured by KAUST, the Social Responsibility organized a Sport Activities day for each schools.

The participated Thuwal students were coached on several sport games and participated in sport matches with volunteers from TKS Schools.

The sport games included

- Basketball.
- Volleyball.
- Football.
- Paddington
- Cycling
- Tennis Table
- Yoga
- Spinning
- Marshal Arts
- Bowling
- Billiard
- Encourage the students to embrace

Sport-Activities Day



Al Nahdi

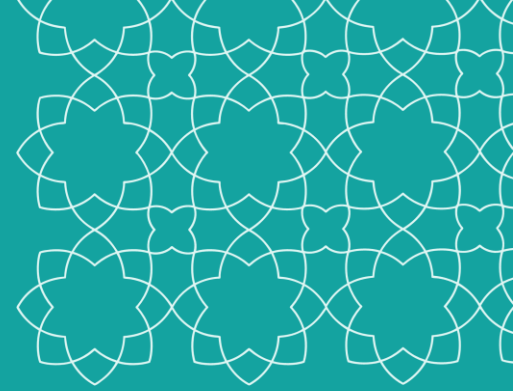
Sport-Activities Day



Thuwal School	Students Number	Date	TKS Volunteers Participated
Thuwal Secondary Schools Boys	xxx	25/9	19
Thuwal Secondary Schools Girls	xxx	26/9	19
Thuwal Intermediate Schools Girls	xxx	27/9	16
Thuwal Intermediate Schools Boys	xxx	30/9	8

VOLUNTEERS ACTIVITIES – Distribution Event





PARTNERS / VENDORS

COLLAPORATORS

MARCOM

KAUST Marketing Communications

Community Life

People. Place. Pride.

Facilities & Community
Intranet

متجر
Matjar

KAUST Procurement

أسواق التميمي
tamimi markets

 **THE KAUST
SCHOOL**

KAUST Central Warehouse

Thuwal & Qadimah Schools

VENDORS

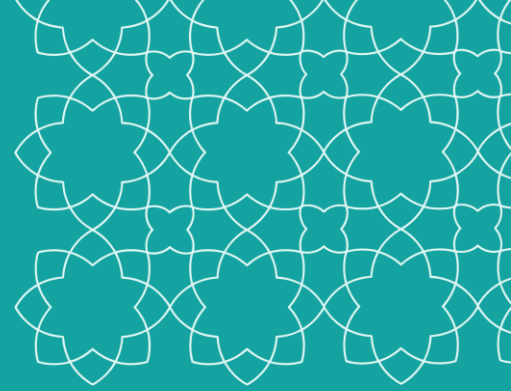


أسواق التميمي
tamimi markets

متجر
Matjar

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

GSC
GLOBAL SPORT CENTER



BENEFICIARIES

BENEFICIARIES' SELECTION

Eligibility

In terms of supplies, the back to school project is tailored-made to the need of students' scholastic careers, and key stages. Namely, the entry points into elementary, intermediate, and high school.

The SR team had discussed with Thuwal and Qadimah principles to solicit a list of students names in Grade 1, 7 and 10.

In addition to working together with them for the best School Kit items selection decision.

Outreach

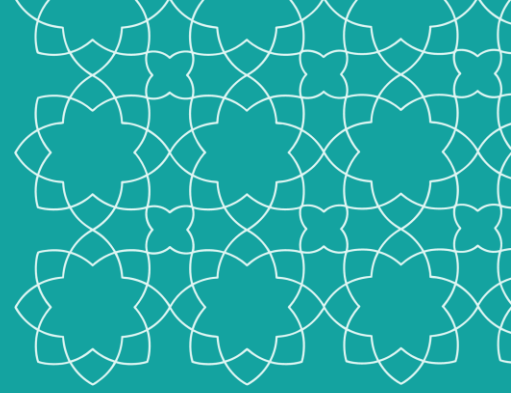
- Official letters were sent to all Qadimah and Thuwal schools' principals a month in advance to inform them about the school kit program.
- Weekly follow up was established to ensure the lists of beneficiaries are received in a timely manner.

School Kit – (School Bag and Stationary) Grade 1

School Name	Gender	Grade
The First School for Elementary Students	F	Elementary
The 64th Elementary School	F	Elementary
Elementary School (Qadimah)	F	Elementary
AlTabarani Elementary School	M	Elementary
AlHussain bin Ali School	M	Elementary
AlHassan bin Ali School (Qadimah)	M	Elementary

School Kit – Sport Uniform Grade 7 and 10

School Name	Gender	Grade
Thuwal Intermediate School Grade 7	F	Intermediate
Thuwal Secondary School Grade 10	F	Secondary
Thuwal Intermediate School Grade 7	M	Intermediate
Thuwal Secondary School Grade 10	M	Secondary



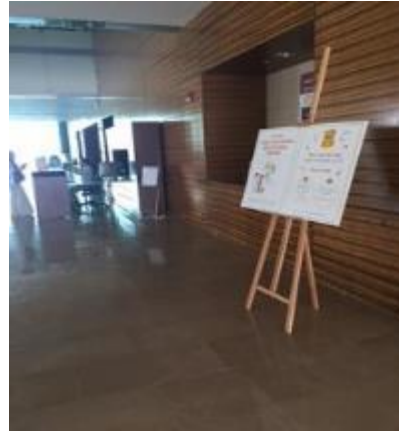
COMMUNICATION

PROJECT COMMS PLAN



Communication	Target Audience	Delivery Method	Who	Frequency
Social Media (KAUST community only)	KAUST Community	Online	SR	Throughout campaign
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	KAUST Community	Email	SR & MARCOM	Weekly Announcements
Get Active website	KAUST Community	Online	SR & Community Life	Throughout campaign
Post Campaign Article	KAUST Community	Article (The Beacon)	SR and MARCOM	To be published

Communication of the Campaign



Library



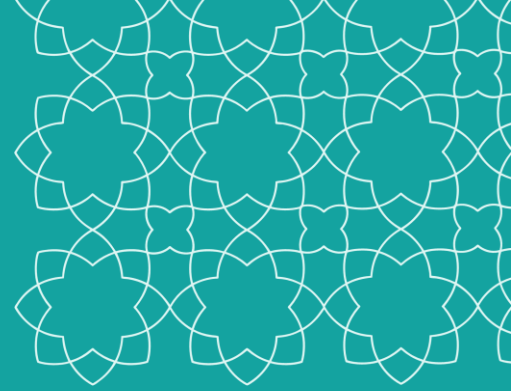
Bldg16



Campus Diner



Bldg14



CLOSURE

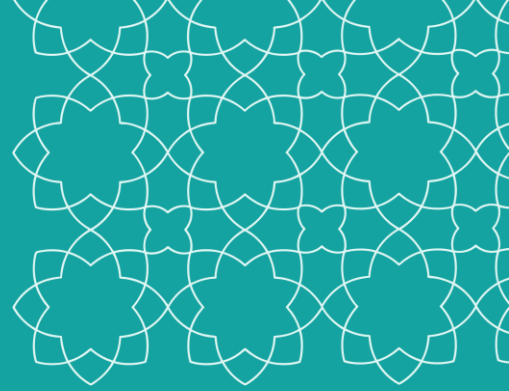
PROJECT CLOSURE

Challenges

- **The**

Future Opportunities





THANK YOU