



## Community-Based Initiatives

# JOURNi HOUSE OF TECHNOLOGY

 DETROIT, MI

JOURNi is a community-focused organization dedicated to providing individuals, especially youth, with the technology education and skill training courses necessary to jumpstart their careers and positively impact local economies.

In order to help expand this mission, the JOURNi House of Technology (H.O.T.) will provide Detroiters with access to computer coding classes, startup education, and a makers lab within a neighborhood setting. By focusing on a residential area, the program helps to decentralize access to technology and create equitable pathways to tech careers.

## OUR APPROACH

Detroit leads the nation in tech industry job growth, but city residents are often unable to capitalize on these opportunities as a result of inequitable access to the necessary technology and training.

Building upon previous collaborative community efforts, JOURNi engaged Strategic Community Partners (SCP) to develop an overarching strategic plan, as well as a deep-diving community engagement plan to assess the community's interest and need for a H.O.T. in Detroit's Fitzgerald neighborhood. Working alongside JOURNi's leadership team, instructors, and youth participants, SCP designed a comprehensive plan to help build awareness among community members and collect feedback and input.

The initiative and engagement plan was composed of several components and milestones, including:



**2** Community feedback and engagement sessions at local coffee shops and businesses



**35+** community members provided with basic technology skills training



**3** technology exploration workshops with multi-generational tracks for youth, adults, and elders



"After Action Report" developed and synthesized to outline initiative next steps and a feedback implementation process

## OUR IMPACT

The overall strategic plan and community engagement plan developed by SCP helped JOURNi establish a foundational understanding of the technology needs and opportunities in the Fitzgerald neighborhood. Through technology exploration workshops and community feedback sessions, SCP and JOURNi created essential connections with a wide range of residents and developed a better understanding of how the H.O.T. project could serve their interests and needs.

When paired with community participation, the information and experiences collected through the engagement plan played an essential role in the launch of the first H.O.T. and will influence their future expansion into other neighborhoods and cities.