

3RD ANNUAL COMMUNITY HEALTH & STEM FESTIVAL

EVENT OVERVIEW

SEPTEMBER 16, 2023

Inspiring Communities to Thrive through Health & STEM Education



SAN DIEGO COLLEGE OF CONTINUING
EDUCATION

EDUCATIONAL CULTURAL COMPLEX

4343 OCEAN VIEW BLVD

SAN DIEGO, CA 92113

9:00am to 4:00pm



ABOUT THE COMMUNITY HEALTH & STEM FEST

The Community Health and STEM Fest was initially created during the COVID-19 pandemic in 2021 to provide access to health education, resources, and screenings as well as access to the COVID-19 vaccination. This program was created to support San Diego's most vulnerable communities which included high risk populations such as ethnic minorities, low-income families, unemployed, immigrants, parents with young children, and COVID 19 impacted families. During our first year we served 400+ individuals through the support of community organizations and community health care workers.

During 2022 our program grew as we expanded our program to encompass 80+ community partners to highlight community services and programs. We have made the Educational Cultural Complex our new home which provides wider access to our program offerings for the communities we serve.

As a new 2023 Live Well San Diego partner, Black Tech Link is excited to bring together another amazing event with a shared vision of creating a region that is [Building Better Health](#), [Living Safely](#), and [Thriving](#).



The **Educational Cultural Complex** is part of the San Diego Continuing Education community college in the southeastern San Diego region. San Diego Continuing Education is a multicultural institution that provides educational access and lifelong learning opportunities. Their commitment is to all students who come through their doors, without regard to their academic skills or life's challenges, offering innovative, high-quality instruction and student support services.

The campus is on a 9.6-acre site with several buildings and outdoor spaces. The main building of the ECC is a four-story structure that houses classrooms, offices, and other educational facilities. The campus also includes several smaller buildings, including a library, a student center, and a theater. The vision of this campus is to be the leader in innovative education that transforms students' lives. San Diego Continuing Education commits to student success and community enrichment by providing accessible, equitable, and innovative quality education and support services to diverse adult learners in pursuit of lifelong learning, training, career advancement, and pathways to college.

PROGRAM ACTIVITIES



The **Community Resource Fair** is a major highlight of our event comprised of over 80+ community organizations, government agencies, healthcare providers, educational institutions, small business vendors, and more. They seek to provide resources related to wrap-around and family services for underserved, low-income residents, immigrants, unemployed, and more.



Health Screenings Offered

- Flu Vaccine
- STD Screening
- TDAP Vaccine
- COVID-19 Vaccine
- Biometrics Testing



Black Tech Link is a nonprofit dedicated to workforce development which is upheld by our **Community Health & STEM Fest Career Fair** developed to support regional employers seeking to fulfill internships and jobs in healthcare and technical occupations. Our target audience includes skilled workers, prospective job seekers, undergraduate and postgraduates students. Employers who participate in our job fair are able to also utilize our online jobs board to post recruitment opportunities. Job seekers are also able to take advantage of job readiness workshops and complimentary resume review. We do offer professional headshots for job seekers as well.



PROGRAM ACTIVITIES

Our FREE fitness clinic is one of our biggest event attractions where certified fitness trainers and instructors are invited to lead exercise workshops for the community. Attendees participate in low to moderate impact activities to support strength training, cardio, and flexibility

FITNESS CLINIC AT A GLANCE



9:00AM - Yoga

10:00AM - Bootcamp

11:00AM - Step Aerobics

12:00PM - Pilates

1:00PM - Cardio KickBoxing

2:00PM - Stretching



PROGRAM ACTIVITIES

Health Education and STEM Workshops are important in educating the community on important health topics such as mental health, fitness and nutrition, STEM career pathways, and community health programs. These informative workshops support a healthy lifestyle and thriving community for San Diego's most vulnerable populations.

FEATURED PANELS & WORKSHOPS

- Diversity in Clinical Research: A Fireside Chat
- Paving a Way for Minority Owned Small Businesses
- Where to Begin your career in Construction, Engineering, Architecture, and Building Trades
- Preparing My Child for College: What should I be thinking about and more...



YOUTH ACTIVITIES



As families attend our event we have created activities for youth of all ages. Our Kids Craft Corner provides hands-on STEAM projects to support learning and development. Students are able to participate in fun arts projects that teach STEM concepts. Youth do fun projects such as making Koolaid Playdoh, Painting Pots for Flowers,



ONE -DAY ROBOTICS WORKSHOP

Black Tech Link supports STEM learning for youth attendees through our FREE One-day Robotics workshop. This program is offered for middle school and high school youth. Students will build a robot from hardware parts which they can control from their phones. College volunteers from the National Society of Black Engineers help youth with their robotics build. At the end of the event students get to keep their robots.

FREE HAIRCUTS

We partner with Riggins Urban Barber College to provide FREE haircuts for youth in the community.



FOOD TRUCKS & MORE

At the heart of the festival, a delightful selection of healthy food trucks and food vendors are invited to participate, each offering their unique and tantalizing creations. The focus is not only on scrumptious flavors but also on the incorporation of wholesome and nourishing ingredients.

Moreover, for individuals following vegetarian or vegan lifestyles, the event ensures a diverse range of delectable options that are entirely plant-based. These dishes are crafted with creativity and expertise, proving that plant-based cuisine can be both nutritious and exceptionally delicious.

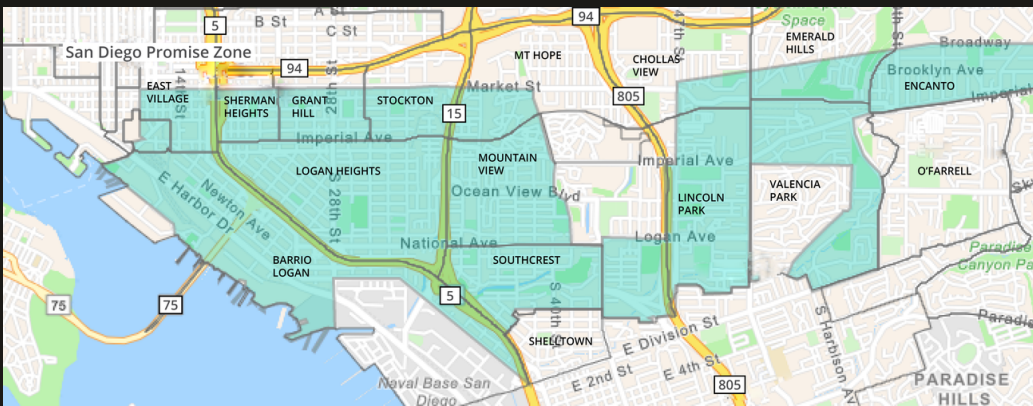
By showcasing a variety of flavors and healthy cuisine options, the festival not only indulges the taste buds but also advocates for a wholesome and inclusive lifestyle. The combination of community engagement, STEM education, and culinary exploration fosters an enriching experience that leaves a positive impact on all attendees, encouraging them to carry these principles of healthy living and cultural appreciation beyond the event itself.



TARGET MARKET & DEMOGRAPHICS

• SAN DIEGO PROMISE ZONE

Spanning less than 6.5 square miles, the SDPZ spans (all or parts of) four ZIP codes (92101, 92102, 92113 and 92114), four Council Districts (CD 3, CD 4, CD 8 and CD 9), 15 neighborhoods, and 19 U.S. Census Bureau census tracts but one San Diego.



In 2020, the 6.42-square-mile San Diego Promise Zone was home to 81,392 persons (U.S. Census Population Estimates). That's a population density of 12,678 persons per square mile—more than 3 times the population density of the City of San Diego.

Compared with the citywide population, SDPZ residents are younger (median age of 29.2 years vs. 35.2 years citywide). SDPZ households are larger (3.48 persons vs. 2.60 persons).

ATTENDEES

700 - 1000



60% 25% 25%

MEDIAN INCOME



\$40K - \$70K

• MARKETING STRATEGIES

Paid & Unpaid Social Media

Partner Affiliate Marketing

Every Door Direct Mail for Zip Code 92113

Local Cox Commercial

Press Release

Word of Mouth

Print Advertisement

Community Org Calendars & Newsletters

PAST & PRESENT PARTNERS

A Better Life Together
Accessity
Albertsons Companies Foundation
APEX Athletics Academy
Becton Dickinson
Black Entrepreneurs Leaders & Learners
California Conservation Corps
California Highway Patrol
Catholic Charities of San Diego
Champion Instructors
CGK Consulting Group
City of San Diego Digital Navigators
Community Health Improvement Partners
County of San Diego Department of Homeless Solutions
Cox Communications
CSU Fullerton School of Nursing
Department of Healthcare Access & Information
Episcopal Community Services
Farm Fresh to You
Feeding San Diego
First 5 San Diego
Fit Black & Educated
Glumac
God's Speed Track Club
Grid Alternatives
Inner City Athletic Program
Introba
Jackson & Blanc
Jewish Family Services
Jireh Providers
Johnson Controls
Legal Aid Society
Live Well San Diego
McCarthy Building Companies
Mid-City CAN

Miss Jessies
Movement Matters Collective
Multicultural Health Foundation
National Conflict Resolution Center
Neighborhood House Association
Office of Assemblywoman Dr. Akilah Weber
Office of City Councilman Raul Campillo
Office City Councilman Monica Montgomery
OG Yoga
Pepsi
Qualcomm
ResMed
Riggins Urban Barber College
San Diego Big Brother Big Sister
San Diego College of Continuing Education
San Diego Community Birth Center
San Diego Financial Literacy Center
San Diego Gas & Electric
San Diego Workforce Partnership
Say San Diego
Scripps Health
Sharp Grossmont Hospital
Sheppard Mullin
Solar Turbines
Somali Family Services
Soul Swapmeet
Southwestern College Nursing & Health Occupational
Programming
Sycuan Casino
Synergy San Diego
Trans Family Support Services
Trane Technologies
UC San Diego
US Air Conditioning Distributors
Visionary Dental Arts
Voices for Children

OUR TEAM



Festival Director

Elizabeth Cotton



**Career Fair
Manager**

Calina Ferraro



**Volunteer
Manager**

Erik O'Riley



**Fitness Clinic
Manager**

Marlissa Herring



**Web &
App Developer**

Tatiana Millsap



**Social Media
Coordinator**

Zedalis Sanchez



**Sr. Graphic
Designer**

Tommy Lee Garcia



**Finance
Manager**

Jayton Harps



**Youth
Activities Director**

Heaven Majesta



CONTACT INFORMATION

To learn more about our exciting festival and explore the various sponsorship and partnership opportunities available, please don't hesitate to contact us.

Phone 951.223.1030
Website blacktechlink.org
Email elizabeth@blacktechlink.org



GET IN TOUCH WITH US TODAY

And be a Part of This Extraordinary
Community Event