The Palisadoes Foundation

2016 Calico Challenge Evaluation

Economic Development and IT

The Jamaican Context

There are many pre-requisites to economic development including, but not limited to:

- Fostering an educated workforce
- Improved infrastructure and social services
- Governmental institutional strengthening
- Economic incentives

Various multi-national NGOs provide assistance in all of these areas. When applied to Jamaican industrial development this aid has focused on the traditional industries of agriculture, tourism and mining.

Recent advances in non-traditional Jamaican service industries such as business process outsourcing (BPO) are encouraging. However, there has been little comparative NGO attention to IT software development at the tertiary education level to allow the sector to grow.

What Does Palisadoes Do?

Case Statement

The Palisadoes Foundation was created in 2016 by Jamaican IT professionals who want to create opportunities for the island's youth to become creators versus consumers of IT services. This labor pool could then use their talents to export these IT services as part of the country's economic development.

The Palisadoes Foundation feels that the creation of sustainable programs to expose capable university students to modern software engineering collaboration techniques will:

- Enable the new Jamaican IT graduates to thrive in non systems administrator roles which have been the usual professional development avenue.

- Provide incentives to create homegrown globally relevant IT companies that will aid in Jamaica's continued development.

In summary, Palisadoes focuses on providing opportunities for software engineers to thrive through the use of sustainable programs.

Major Project

Calendar Year 2016

Calico Challenge

A program to provide software engineering university students with a summer internship where they work on open source projects with the support of a mentor. Modeled on the Google Summer of Code. Key achievements include:

- Six students and four mentors enrolled in Summer 2016

- Three open source projects, two of which were Jamaican based.

- Sponsorship from both Jamaican companies in Jamaica and the USA

- Close collaboration with the Jamaica Computing Society and university student clubs.

- $6,280 raised

2016 Fundraising Summary

Awareness

Category	
Social Media	FB, Twitter, G+
Email	Monthly Newsletter to 900 Jamaicans
Jamaican Media	Coverage on Jamaican TV, radio and newspapers

Results

Source	Category	Country	Amount
JPS Foundation	Corporate Philanthropic Foundation	Jamaica	$3,400
JMMB - Joan Duncan Foundation	Corporate Philanthropic Foundation	Jamaica	$500
Private Donations	Private Donations (12)	Various	$2,380

Palisadoes Goals

Calico 2017

$1,500 / student with full time commitment

Category	Goal
Fundraising	• Quadruple received funds • Get 50 individual donors to donate $50 each for three months
Awareness	• 10X the number of Jamaicans receiving regular updates • Participate in at least 3 Jamaican IT conferences
Calico	• Double the number of enrolled students • Raise the amount to $500 / month per student • Ensure students are full time enrolled in Calico, not summer school or other employment. • Provide a token stipend to Calico mentors • Triple the number of enrolled mentors

Raise $20,000

Calico Lessons Learned

Students

Basic skills testing needed

- One student had limited Linux experience despite being enrolled in the software engineering program. Lots of mentor attention was required.

- A proven track record in contributing code to existing Calico or other open source projects will be viewed positively in 2017.

We had to create our own open source project

- We had more worthy students than places on projects. UWI / UTech students created their own project to accommodate this.

Documentation is essential

- Students didn't start taking things seriously till they had to sign an MOU to meet milestones

Better student mobilization required

- There was a last minute rush of applications interrupted by exams

Calico Lessons Learned

Students

Continued

Full time involvement is best

- Students enrolled in summer school couldn't easily dedicate the necessary time.

Milestones need to highlight submitting working code

- Though code was created in the end, some students had to be continuously reminded to provide software to be reviewed.

Workshops need to start in first week of school

- The 2016 workshops started with basic concepts without context of the projects. The 2017 program started with project introductions with follow up sessions on the basics.

Joint UWI / Utech student club participation is key

- The UWI Computing Society and the Utech IEEE Student Branch clubs were essential in creating student awareness of Calico

Calico Lessons Learned

Mentors

Mentor / Student ratio needs to be smaller

- Ratios of greater than 2 students per mentor sometimes reduced available time to explain some concepts. In one case we had a 3:1 ratio.

Student mentors should be expanded with caveats

- Student mentors work well for teaching basic concepts of the project such as downloading and updating code, testing, and assigning simple starter tasks. They also help with greater engagement in, and acceptance of, the program.

- Non student mentors should be used for setting and evaluating second stage tasks. This also provides a higher chance of objective evaluations.

Calico Lessons Learned

Organization

Student volunteers were not enough

- Students worked well for organizing participation and liaising with institutions and companies in Jamaica. We quickly discovered we needed additional assistance for global fundraising and marketing activities. Suitable volunteers were found.

Jamaica Computer Society assistance was key

- The JCS provided support services by assisting with check disbursement to students, and liaising with major Jamaican donors.

Fundraising Strategy

Institutions

Existing Donors

- Maintain the relationship with existing corporate donors (JPS and JMMB)
  - Get their IT staffs to review student projects
  - Get IT staff to use the open source projects internally

- Make pointed appeals for specific renewal amounts in 2017

New Donors

- Diversify from the restricted 2016 donor base
  - Approach US based grant organizations to sponsor Calico 2017 and beyond.
    - Focus on organizations with a international technology track record
    - Identify organizations with a history of making contributions to smaller non-profits
    - Expect a 30% success rate in receiving grants.
  - Approach Jamaican organizations for donations.
    - Make appeals through the Jamaica Computer Society
  - Regularly review pending and confirmed donation approvals

Fundraising Strategy

Individuals

Existing Donors

- Keep donors informed of progress of calico throughout 2017

- Invite donors to chat with the 2016 student of their choice

- Make pointed appeals for specific renewal amounts in 2017

New Donors

- The 20/50 campaign
  - Target individuals to donate $20 or $50 for Calico 2017 each month for three months
  - Use email, social media and Jamaican traditional media outlets to get awareness.
  - Get Jamaican organizations to include us in their regular newsletters.

Awareness Strategy
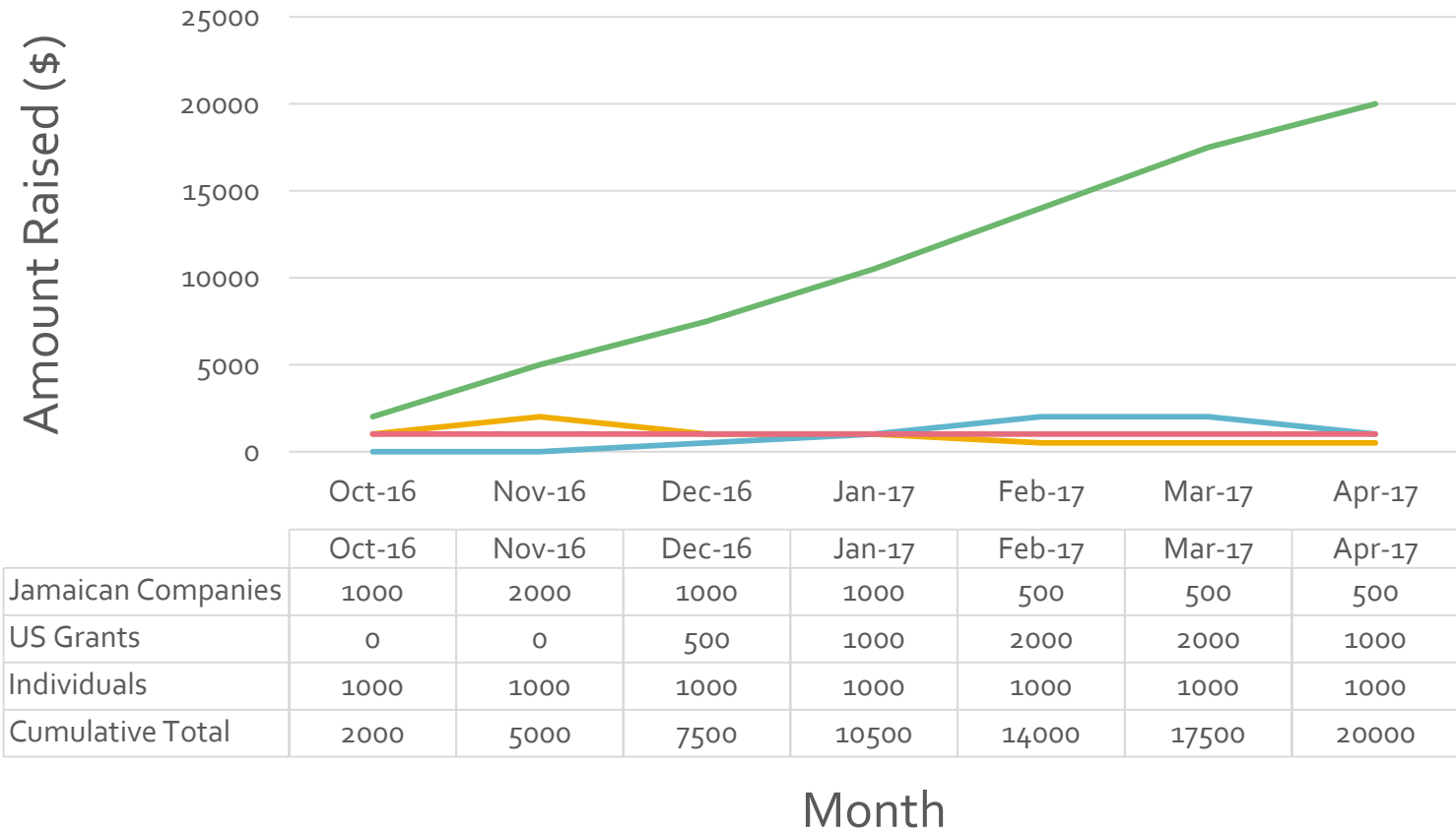
10x the reach

Direct Outreach

- Get featured in at least three Jamaican newspaper articles
- Get featured on a Jamaican television and radio program
- Approach Jamaican organizations to make their membership aware of Calico
- Review Jamaican websites for useful contacts

Indirect Outreach

- Get four professional software development volunteers to add code to the Jamaican open source projects
- Encourage companies to adopt Calico open source projects internally through volunteer developers

Fundraising Timeline

Palisadoes 2017 Fundraising Goals

	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17
Jamaican Companies	1000	2000	1000	1000	500	500	500
US Grants	0	0	500	1000	2000	2000	1000
Individuals	1000	1000	1000	1000	1000	1000	1000
Cumulative Total	2000	5000	7500	10500	14000	17500	20000

September

Preparation for 2017

Grant Donors

- Finalize grant documentation. Begin applications.

Non-Grant Donors

- Create narrative for 20/50 campaign

- Create narrative for Jamaican organizations

- Create narratives for appeals to wealthy individuals

- Engage Jamaican NGO organizations to increase awareness with their members

September

Preparation for 2017

Continued

Students

- Launch Calico 2017 awareness amongst students at UWI / Utech

Website

- Update with new 2017 timelines
- Create press release on end of Calico 2016

Volunteer Software Developers

- Have them review calico projects and make suggestions
- Have them begin engagement with students to work on projects

October

Renew, cultivate new donors

Individual Donors

- Add new individuals to email list

- Create a new mailing list of past donors for special appeals

- Begin 20/50 campaign. Emphasize JPS Foundation and Joan Duncan Foundation involvement

Grants

- Continue applications and review

Media

- Contact the Jamaican media about the conclusion of Calico 2016 and the start of Calico 2017

- Let them know of JPS's involvement in 2016

November

Expand Awareness in Jamaican IT circles

Attend Jamaican Conferences

- Python Jamaica 2016

- JCS conference 2016

- Use the opportunity to talk to Jamaican media

Email Campaigns

- Continue 20/50 campaign

Grants

- Continue applications and review

Q1 / Q2 2017

Run Calico 2017

Program Oversight

- Launch Calico 2017 in January
- Applications open March 2017. Close in April
- Awardees announced in April
- Calico 2017 closes in August 2017

Awareness

- Continue marketing awareness plans

Fundraising

- Continue applications and review

Palisadoes

Always Forward