

Rutgers, Johnson & Johnson and Feeding Middlesex County Partner to Create Website, Facebook and Twitter Pages

November 30, 2017---At a Rutgers School of Communication and Information classroom, graduate students in the Service Leadership Impact class presented their fall semester accomplishments to benefit the new non-profit, Feeding Middlesex County.

Overseen by mentors from Johnson & Johnson, the students created a dynamic website, www.feedingmiddlesexcounty.org based on a triumvirate of Feeding Middlesex County basics: 1) Mission, 2) Vision and 3) Take Action. Utilizing video and still photos of volunteer activities at local food banks and food pantries, the new website tells the story of Feeding Middlesex County's birth and its efforts to fundraise to support the Middlesex County's food bank, MCFOODS and its more than 100 participating agencies that fight food insecurity in the county.

The class is part of a bigger program at Rutgers entitled "Advancing Community Development (ACD)." Amy Michael, Associate Director of Rutgers Collaborative Center for Community-Based Research and Service which oversees the ACD program said: "The ACD program allows local non-profits to tap into the expertise of J&J and the energy of students to build their capacity to serve. The work done for Feeding Middlesex County is helping to deliver not only its story, but also the history of food insecurity here in Middlesex County and the need to combat hunger." Ms. Michael is also a board member of Feeding Middlesex County.

A second team of graduate students developed Facebook and Twitter pages that succinctly highlight Feeding Middlesex County's efforts with photos, a dynamic logo and color themes that match the facts about fighting hunger.

While presenting their projects, students emphasized the individual project successes as well as some of the strongest challenges, and at the same time they listed their personal and professional successes in the work accomplishments.

The website teammates are Master's degree candidates: Ben Badua, Lizzy Boyle, Jiayue He and Yutian Tao. The social media team consisted of Dieynaba Cisse, Linqui Li, Anita Liu and Elaine Yi.

The Johnson & Johnson mentor for the website team is Jacob Lepiarz, Rutgers Adjunct Instructor at the School of Information and Communication. Kierstin Ferrante was the mentor for the social media team. Johnson & Johnson fulltime employees serve as skill-based volunteers for these classes, and they use their professional expertise to guide the students so that non-profits gain communication benefits from the endeavors. The classes are essentially a partnership with Johnson & Johnson and the Rutgers Advancing Community Development program.

Jane Brady, Feeding Middlesex County's Board Chair, summarized the students' work, "At Feeding Middlesex County, our tagline is *Partnering To End Hunger*. The students, the mentors and the Feeding Middlesex County Communications Committee have truly partnered to engage the residents and local employees here in Middlesex County to help fight hunger."

Anyone interested in partnering with Feeding Middlesex County by volunteering and by donating funds can email feedingmiddlesexcounty@gmail.com or by calling 732-723-8106 or by writing to Feeding Middlesex County, P.O. Box 781, Edison, NJ 08818.

For more information, please contact:

Amy Michael
amymic@odi.rutgers.edu
848-932-7480

Jane Brady
bradyamboyo@optimum.net
908-472-6003

Photograph Caption:

Graduate students, mentors and Feeding Middlesex County board members at the November 30th presentation.