



# Jane Shurtleff Programs & Publicity

Member Bio Day  
&  
Mentoring Service Proposal

August 17, 2023

# I've Been Everywhere, Man!



Born in Santa Monica, CA and raised in San Diego.

My father worked on the Apollo Program from when John Glenn orbited the Earth to when Neil Armstrong stepped onto the moon! After that, we moved around a lot with his career!

I've lived in Massachusetts, Alabama, New York, Utah, back to Mass for 35 years and now here in Oro Valley.

Lived in Tucson for 8 years with my husband David of 48 years. He's a retired software architect for Hewlett-Packard and now bicycles, plays bass and golf, and likes to drink wine!



# My Beautiful Family

We are incredibly blessed!

Our eldest son Paul is married to a beautiful and talented woman, Blake, and they have two hilariously fun children, Magnus (8) and Smith (5). They live in San Antonio, TX.

Ben is living in Pittsburgh, PA and works for Carnegie Mellon University as a manager in their Patent Office and teaches English at Allegheny Community College.



# I used to be a bookseller!

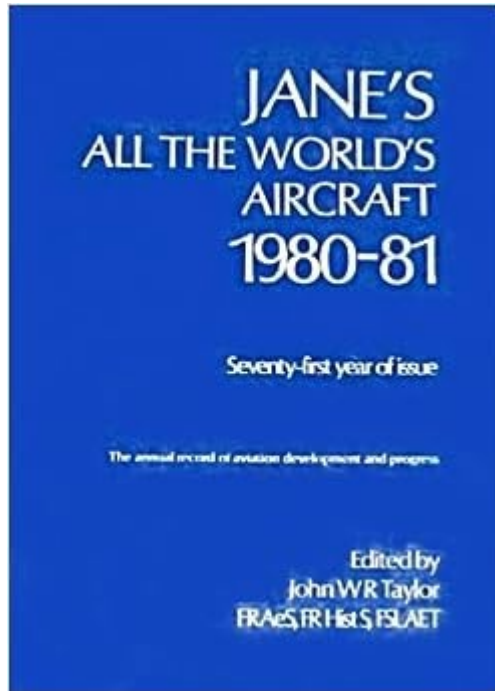
After graduating from the University of Utah in Comparative Literature and Communications (aka: journalism) I went into the retail book business and became a Board Member of the American Booksellers Association.

Favorite bookstore to work for: Cosmic Aeroplane Books in Salt Lake City!



Least favorite bookstore to work for: Barnes and Noble in Boston.

# Then I moved to technical publishing



No, I wasn't that "Jane," but I was their global Advertising Manager when David and I moved to Boston, MA in 1980.

Then I was recruited by Digital Press to be their Global Marketing Manager. Yes, that Digital (DEC), the guys that built the world's first mini-computer!

The logo for Digital Press, featuring the word 'digital' in a stylized, lowercase font where each letter is contained within its own dark red rectangular block.

# That's when I became a computer nerd!

I was with DEC for 13 years, ending as a Program Product Manager for award-winning PC Servers and serving on the customer advisory boards for PC-tech giants such as Intel and Microsoft.



I then went to Stratus Computer to build PC servers that wouldn't go down – 99.999% availability baby!



# Start-Up Fever!



I co-founded a marketing/PR consultancy in Boston called Market Recognition, serving many start-ups in different technologies, including many Israeli security companies.



In 2014, I joined CXO Communication, a Boston-based marketing/branding consultancy that was my final home for 8 years. I was dedicated to the world's largest data center company, Equinix, out of San Francisco.

I retired at the end of 2022! David and I co-lead a bicycle group called Shift Happens and we play golf. And I  pickleball!

# Non-profit work



## Board of Directors, Marketing and Development

- Negotiated public land grants and was awarded Community Preservation Grant for \$100,000 for home building.
- In 2002, traveled to Northern Ireland to build a neighborhood of HFH homes in Belfast during troubling times.

## T.J. O'Grady Memorial Skate Park, Acton, MA Board of Directors, Marketing and Development

- Negotiated land grants with Town of Acton and was awarded Community Preservation Grant for \$67,000.
- Raised \$285,000 in private and public funding.
- We received the Governor's Award for Volunteerism!





# Tutoring – My true passion!

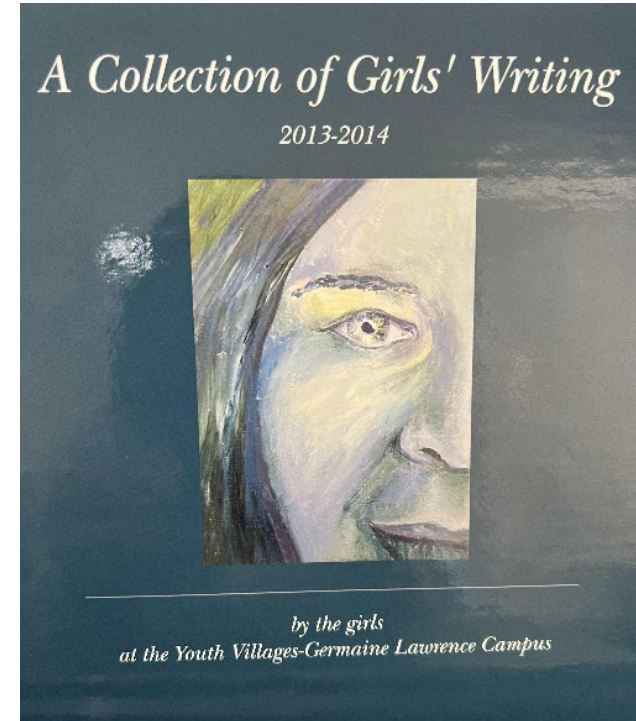
## **Germaine Lawrence School, Arlington, MA**

Tutored a group of girls at risk in a court-ordered, live-in educational facility.

Published a book of their writing and artwork as a fundraiser for the school.

## **Keeling Elementary School, Tucson, AZ**

David and I tutor 1<sup>st</sup> and 2<sup>nd</sup> graders in reading and 4<sup>th</sup> and 5<sup>th</sup> graders in writing. Writing enrichment classes turned to remedial classes after COVID-19.





# Mentoring Service Proposal

Helping youth/young adults take that  
next step toward success!

# The Need

Even as scholastic applications and job resumes are increasingly machine-read, original writing submissions of essays and cover letters are still required/expected to differentiate candidates.

(Sources: Indeed, Forbes)

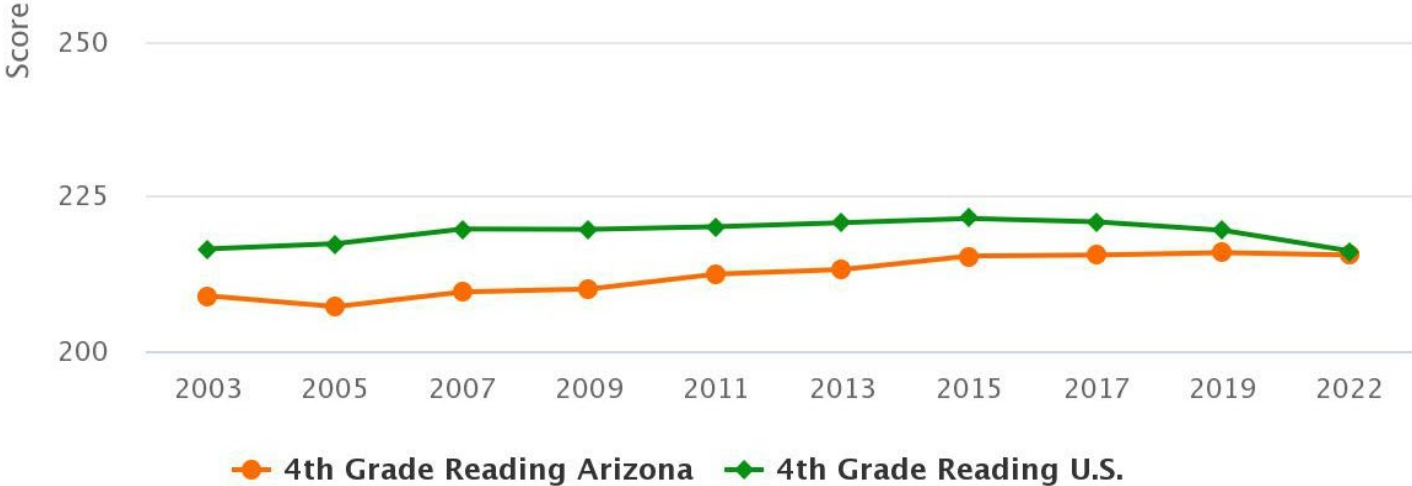
English arts (reading/writing) has become a “lost art” and most students/job applicants require a mentor or reviewer to make sure they are expressing themselves clearly.

COVID-19 has put Tucson students even further behind in English Arts.

# COVID-19 Impact on Learning English

In 2021, 35.0% of AZ 3<sup>rd</sup> grade students passed the state competency test in English Language Arts (ELA). In Pima County, 34% passed.

The percent of AZ 4<sup>th</sup> grade students passing the ELA test fell by more than 11% compared to 2019. (Source: The National Center for Education)



This matches my personal experience as a reading/writing tutor in a Tucson elementary school, where most 4<sup>th</sup> grade students were at a 2<sup>nd</sup> grade reading/writing level. Prior to COVID-19, the students were at grade appropriate levels.

# How Our Club Can Help

- Provide writing mentoring to youth and young adults
  - Cover letters and essays for college, vocational schools, scholarships, and/or jobs... much like you would for one of your children or grandchildren
- What you would look for:
  - Are the writers following the guidelines for the cover letter or essay (word length, content, etc.)?
  - Are they being clear in their writing?
  - Is their content compelling?
- Why not ask Impact or University students to help?
  - Club members have more real-world experience than student-to-student mentors
  - This gives Club members a chance to have more 1 x 1 engagement in youth development
  - Contributes to one of the 7 areas of Rotarian focus: Basic Education and Literacy.

# Who Would We Serve?

- For members who have been Criminal Offender Record Information (CORI) screened, working with youth under 18
  - IMPACT, Edge High School, Scholarship A-Z, YOTO, Greater Purpose Project
- Members working with young adults over the age of 18
  - Vocational Schools, Job Path, Interfaith Community Services, Veterans Affairs, University of AZ

# What is the Commitment Per Volunteer?

- Small, one-page projects - typically 500 words per essay/cover letter
- Three 1-hour sessions per student:
  - Session 1: Brainstorming prior to writing
  - Session 2: 1<sup>st</sup> draft review
  - Session 3: Final draft review
- Frequency: Two students a year per participating club volunteer
- Looking for 3 – 4 club members to trial the program – more later

# How Do We Start?

- Writing Workshop for Volunteers
  - Jane will hold a workshop for OV Club volunteers on mentoring students in writing basics and resources (e.g., U of A Writing Tutor program)
- Trial Program
  - Start with juniors/seniors from Edge High School in early 2024
  - We'll match students' skill levels with OV Club volunteers
- Evaluate additional need for tutors after we see some results
- Questions?



Want to Sign Up to Volunteer as a Mentor?

Talk to Me!

Jane Shurtleff

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