

The logo for ZUMiX features the word "ZUMiX" in a bold, white, sans-serif font. The letters are set against a circular background of blue dots, resembling a digital or data visualization. The dots are arranged in a grid pattern, with some dots appearing brighter than others, creating a sense of depth and movement. The overall aesthetic is modern and tech-oriented.

ZUMiX

**Empowered youth who use music to make strong positive change
in their lives, their communities, and the world.**

What is Zumix & What did we do?

- **After-school music and arts program that helps students develop their creative and community-building skills**
- **Founded in 1993 in response to increasing youth violence**
- **Youth empowerment: giving kids skills to be positive forces within their communities**
- **Our jobs: help design and facilitate the new How to Band course**

Our Projects!

Logo: Each youth member of the program designed their own logo, and we combined all of the ideas into one!

Merch: We screen printed these logos onto T shirts to sell as merch

Flyers: We each used computers/paper to make flyers for the Street Fundraiser (pictured above)



Our Projects!

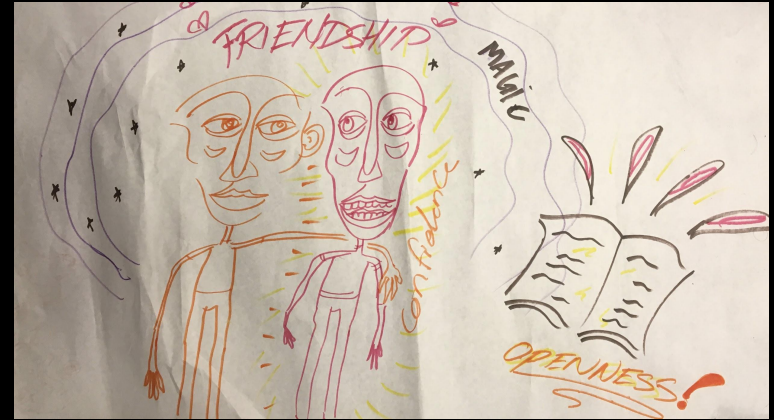
Email Reach Outs: For business training, we learned how to send a professional email and the youth sent them out themselves

Press Kits: We showed students examples of artist bios, one sheets, & press releases and then had them make their own custom one-sheets

Our Own Management Group!: We brainstormed and voted on our very own management company name.

What worked?

- Kids asked a lot of questions
- Curriculum covered a lot of ground: management, booking, budgeting, emails, etc.
- Lots of different musical tastes represented: hip-hop, pop, rock, electronic
- Designed logo, t-shirts for Street Team



What didn't work?

- **A lot of people left (started with 6-7, ending with 2)**
- **Too many icebreakers/games: works for performance-based programs but not with business curriculums**
- **Agenda often figured out day-of**
- **Age range was too wide (12-17 years old)**
- **Never went too in-depth into topics, students would have questions that wouldn't get addressed due to time**
- **Never met/interacted with Street Team despite helping plan their tour**

How can we improve the program?

- **More focused/fleshed-out agenda**
- **Better communication about daily schedules**
- **Less games, more substance**
- **Limit age range to high school or run two separate classes**
- **Promote class among Zumix community so it has a better turnout**
- **Give kids more time to address their questions, ask what they want to learn about**
- **Establish better rapport with Street Team**