




Center for
University- Based Development
"Cruising the Community"
2014 Report



A blue-tinted background image showing a group of children from behind, wearing helmets and racing bibs with numbers like 104, 115, and 127, participating in a cycling event.

The Center for University Based-Development focuses on developments near JSU's main campus. "Cruising the Community" fulfills our civic engagement objective by leveraging the built environment to improve our community. In 2009, Jackson State University built a walking and biking trail on the Dr. Robert Smith Parkway and the Center for University-Based Development helps promote its usage through its annual "Cruising the Community" event.

"Cruising the Community" is a one to three mile ride around the JSU campus. The event is for children ages 0-12 years old and children can ride anything on wheels including bikes, scooters, wagons, tricycles, skates, roller blades, wheel chairs, and skateboards.

The benefits of this ride include:

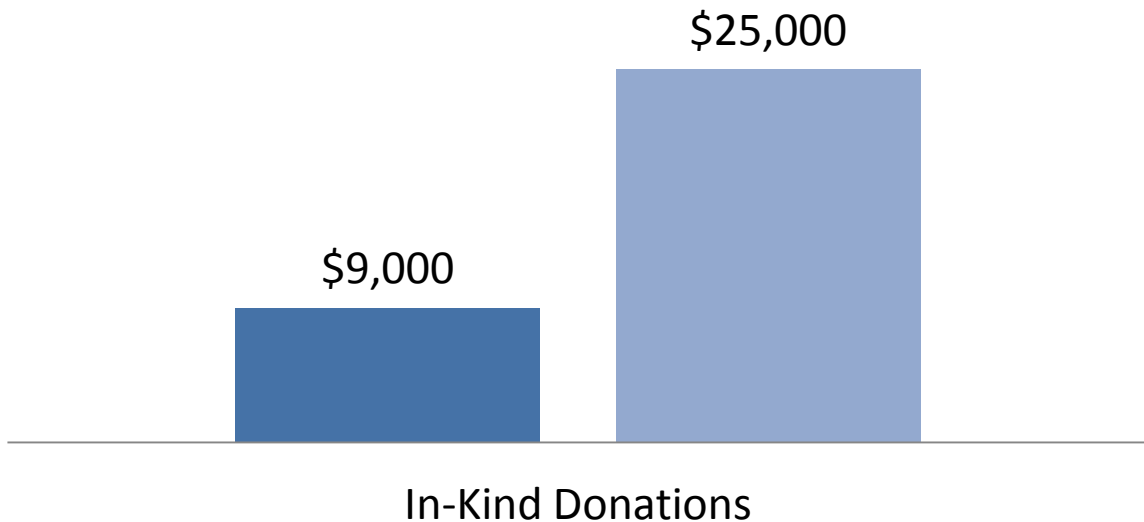
- Exposing youth to safe routes for biking and walking.
- Raising awareness about bike safety and helmet safety.
- Providing parents and caregivers the opportunity to get free health screenings.

"In 1969, 42% of students biked or walked to school and in 2001, only 13% of students biked or walked to school."

~MS Department of Health

Funding Raised

■ 2013 ■ 2014

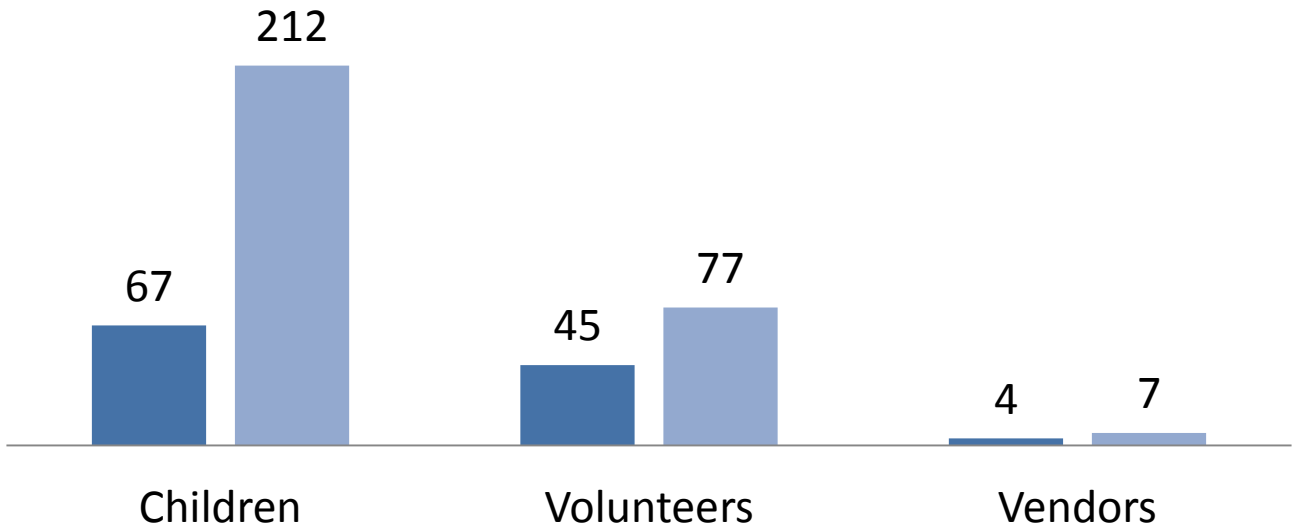


***This represents an increase of 170%**



Participation

■ 2013 ■ 2014



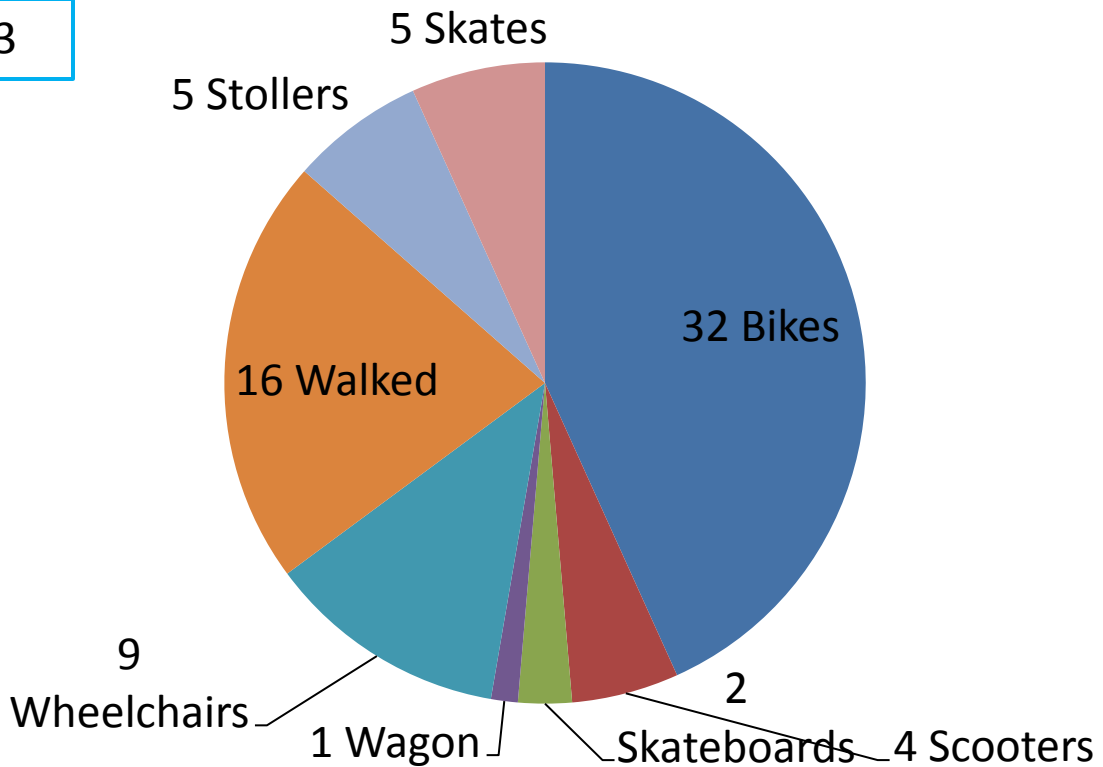
**216%
Increase**

**71%
Increase**

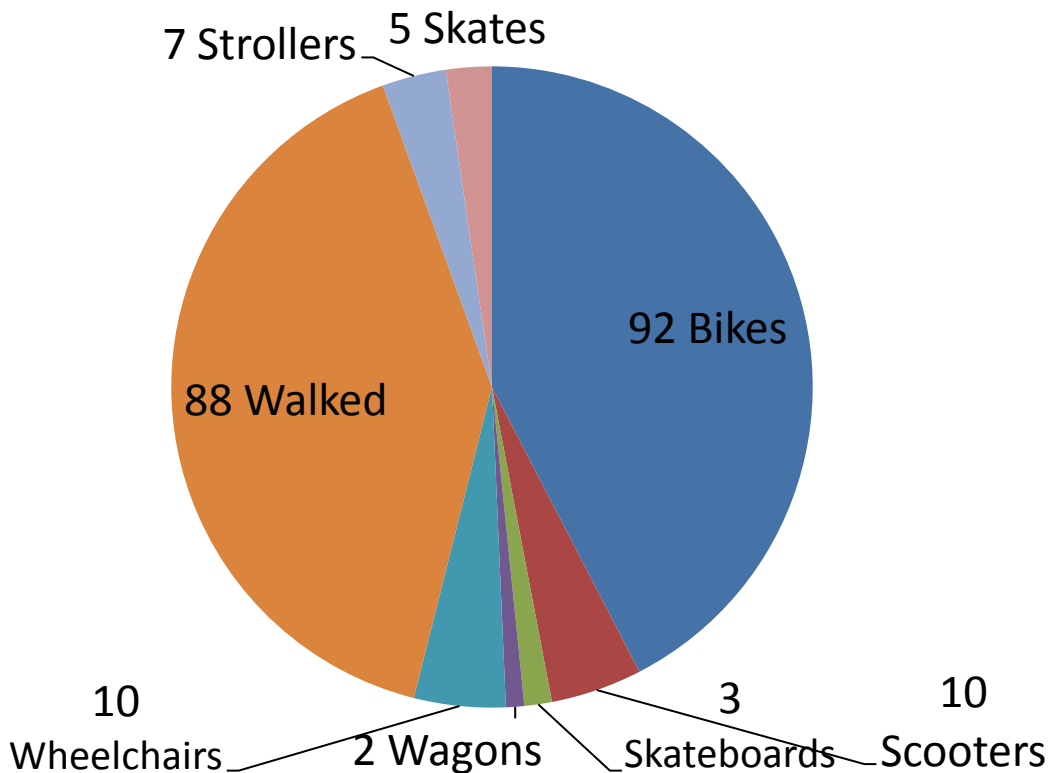
**75%
Increase**



2013

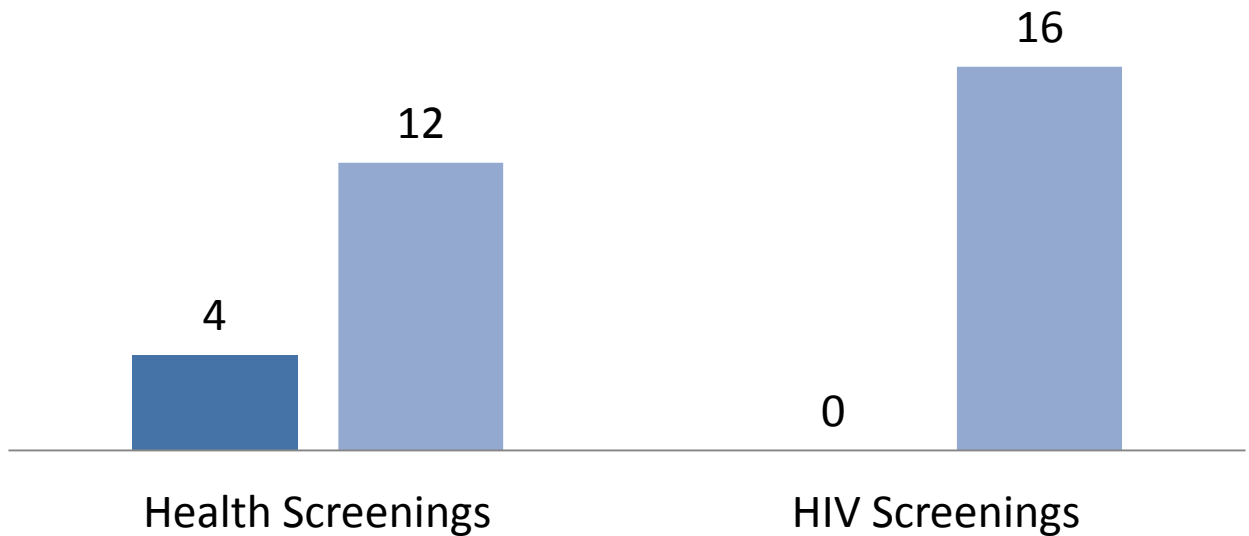


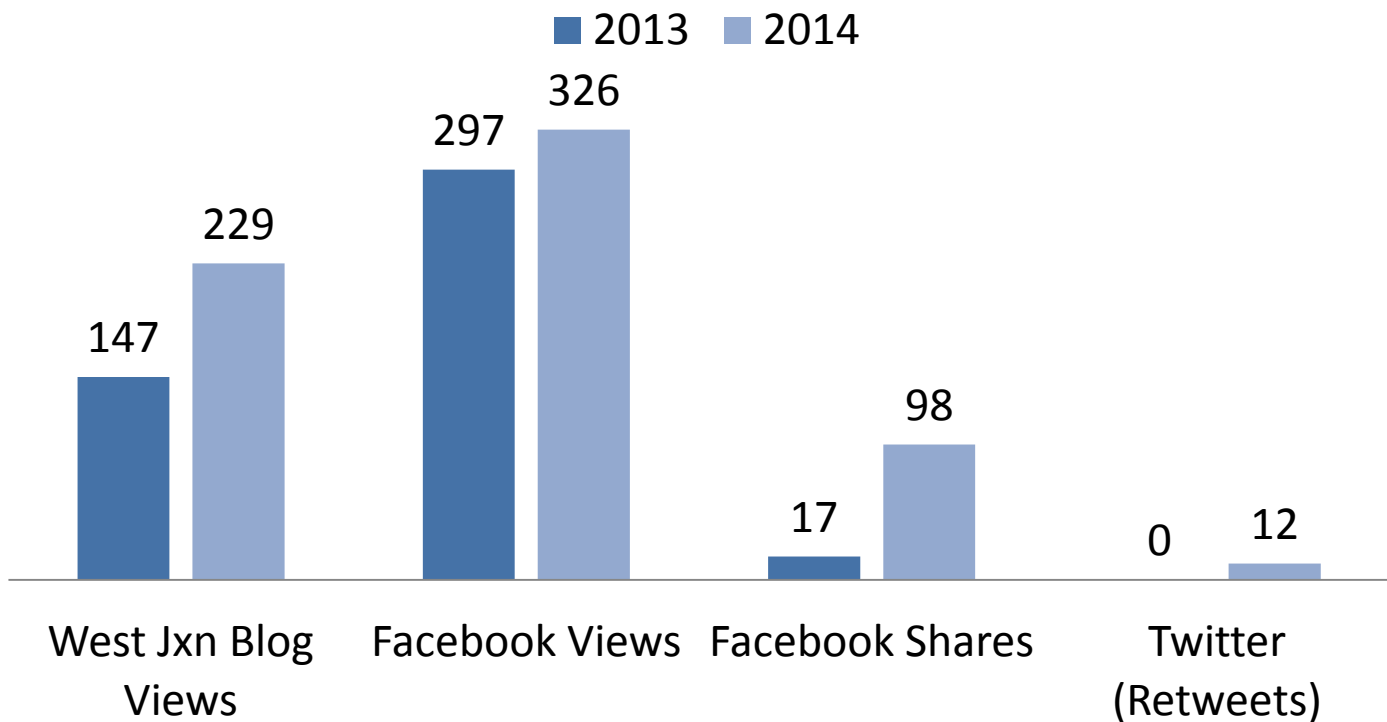
2014



Health Assessments for Parents

■ 2013 ■ 2014





2nd Annual Cruising the Community
1-3 mile Ride for Children (Ages 0-12)

Skates

Skateboards

Scooters

Strollers

Bikes

Anything on Wheels
Nothing with a motor allowed

Featuring "Rollin Tigers" Basketball

Friday June 27th

9:00am-Noon

Walter Payton Center
(34 Walter Payton Drive)

Registration: 9:00
Ride: 10:00
Rollin Tigers B-ball game: 11:00
Lunch: 12:00

Presented By

Free Food/Free Health Screenings/Free Helmets

Register at: <http://www.jsu.edu/cubd/event/2cdcruising/>

For more information contact the Center for University Based Development @ 601-979-5828

Bring your helmet from last year

•Center for University-Based Development.....	Organizer
•Athletic and Assembly Center.....	Venue Space
•West Jackson CDC: Tobacco Coalition.....	100 Snacks
•Capital City Roller Girls.....	Volunteers
•Rollin Tigers.....	Volunteers
•Little Tigers Program.....	Children
•Alice Varnado Harden Center for Service and Community Engaged Learning..	Volunteers
•Parents & Kids Magazine.....	Free Advertising
•Jackson Heart Study.....	Door Prize
•Center of Excellence in Minority Health and Health Disparities.....	Door Prize
•Mississippi Puppetry Guild.....	Live Puppet
•MS Department of Health: Office of Preventative Health.....	50 Helmets
•Washington Addition Prenatal and Early Childhood Education Project.....	Volunteers & Children
•Disability Services at JSU.....	Volunteer
•Brain Injury Association.....	250 Helmets
•New Horizon Church.....	Food for 100 Children
•Public Safety at JSU.....	Safety Officers
•Hilton Garden Inn.....	\$200.00
•YMCA.....	Booth
•MS Relay.....	Booth
•Pathway to Wellness.....	Door Prize
•Entergy.....	\$300.00
•Jackson Police Department.....	Safety Officers
•Richard Schwartz and Associates.....	Jumper
•Kroger.....	200 Balloons
•MS Department of Rehab.....	20 Helmets
•Lemonade Day.....	Booth
•Voice of Calvary Ministries.....	\$500.00
•Aramark.....	Barrels of Ice
•Undergraduate Recruitment.....	Go Cart
•JSU Bookstore.....	Door Prize
•Hinds Community College.....	Volunteers
•Jackson Medical Mall.....	Health Screenings
•Jackson Medical Mall.....	Dr. Aaron Shirley



•Center for University-Based Development, JSU.....	Organizer
•Walter Payton Center, JSU.....	Venue Space
•Central MS Health Services.....	Dr. Robert Smith
•New Horizons Church.....	Food for 200 children
•Voice of Calvary Ministries.....	\$1,500.00
•Public Safety, JSU.....	Officers
•Healing Touch School of Message Therapy.....	Volunteers
•Parents and Kids Magazine.....	50 books
•My Brothers Keeper.....	HIV Screenings
•Alumni Affairs, JSU.....	Booth
•United Healthcare Community Plan.....	Door Prize
•City of Jackson.....	100 Books
•Dr. Shirley, Jackson Medical Mall.....	Free Health Screenings
•Brain Injury Association.....	100 Helmets
•Welcome Center, JSU.....	100 Pom-Poms
•Bookstore, JSU.....	Two \$50.00 Gift bags
•Urban and Regional Planning, JSU.....	Gift bag
•Kroger.....	100 Balloons
•Toot, Teach, & Roll.....	Educational Bus
•Richard Schwartz & Associates.....	Volunteers
•Hilton Garden Inn.....	\$100.00
•Entergy.....	\$200.00
•Washington Addition Prenatal and Early Childhood Project, JSU.....	Volunteers
•Rollin Tigers.....	Volunteers
•University Communications, JSU.....	Photographer
•University Communications, JSU.....	200 piggy banks
•University Communications, JSU.....	200 sunglasses
•Pepsi.....	10 Cases of drinks
•College of Public Service, JSU.....	Door Prize
•Alcohol and Drug Studies Center, JSU.....	150 Give-a-ways
•Department of Education, JSU.....	Volunteers
•Healing Touch Career College.....	Volunteers
•Payton Family Foundation.....	10 T-shirts, 10 book bags
•Whole Foods.....	200 oranges
•Payton Family Foundation.....	25 signature hats
•YMCA.....	Booth
•Lemonade Day.....	Booth



If you are interested in participating in the 3rd Annual “Cruising the Community” in 2015, please fill out this form and return to the Center for University-Based Development. We need sponsors, vendors, and volunteers.

Name: _____

Organization _____

Contact Email _____

Contact phone number _____

Please Select one or both

In-Kind Donation

☐

Volunteer

How Many? _____

☐

Service/Donation

What? _____

☐

Booth

Who? _____

Monetary Donation

☐

Tiger Bronze

\$100.00

☐

Tiger Silver

\$250.00

☐

Tiger Gold

\$500.00

☐

Tiger Platinum

\$1000.00 & up

All proceeds will go directly to the children that participate in “Cruising the Community.” Please make checks payable to “Cruising the Community.”

Please send forms to:
Center for University-Based Development
1400 J.R. Lynch Street
JSU Box 17240
Jackson, MS 39217

heather.a.wilcox@jsums.edu 601-979-5828 / 601-979-5803 fax