

CAT 4 RESOURCE DEVELOPMENT

Group 4-50

PROJECT RECONNECT

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ABSTRACT

Project Reconnect is a resource package that aims to raise awareness about ex-convicts, encourage employers to accept ex-convicts and dismiss the misconception that ex-convicts are not capable of change for the better, spreading our message : “Ex-convicts are humans, they make mistakes, and if we do not do our best to forgive and integrate them back into society, we could be imprisoning them in a second jail of suspicion and ostracisation.” Our project website houses the majority of our resources and provides users with research and infographics on the struggles and society’s views on ex-convicts, tips and advices on hiring ex-convicts and how we can help by keeping an open mind and respecting them as members of society. The other resources includes videos such as the “Draw my Life” video and interviews with ex-convicts, which allows users to hear the struggles and difficulties they faced in a unique manner. We also have a social media page on Instagram which is mainly used to publicise our resources and our message.

1 INTRODUCTION

1.1 Rationale

Ex-convicts were often treated as outcasts and are ostracised from society. Since only a handful of companies welcome and employ them, our project aimed to raise the acceptance of ex-convicts through raising awareness about their needs to the employers of the current workforce. Thus allowing ex-convicts to return to the workforce and have a more stable lifestyle while getting a second chance to once again be part of our society.

1.2 Target Audience

30-50 year old employers were chosen as by influencing them would result in the most effective and impactful outcome

1.3 Objectives

Project Reconnect's objectives were to raise awareness about the struggles of ex-convicts, allowing the current employers to accept the ex-convicts as members of society and to correct the misconception that ex-convicts are not capable of change for the better.

1.4 Resources

The resources made for this project are a website used to house all our information and other resources, videos to help deliver our message and a Instagram page which is mainly used to publicise our website.

2 REVIEW

Through research on the reasons and impacts of ex-convicts not being accepted by a majority of the public, this review examines the current situation of society's views on ex-convicts and seeks to find the most effective way to help them. Through our research, social hypocrisy against ex-convicts is evident, based on an article by the Straits Times which suggested that 34% of companies were willing to hire former convicts, but only 4% actually did (Goh, 2016). This social hypocrisy has resulted in ex-convicts being overlooked and marginalized. Recidivism among ex-convicts is also prevalent, as shown by an article by the Straits Times that highlighted a significant 25% recidivism rate in Singapore (Goh, 2016). A 5-year study by the Indiana Department of Corrections suggested a statistical correlation between employment and recidivism rates, where employment rates plummeted from around 9% to only 6% from 2006 to 2009, followed by an increase in recidivism rates (Nally et al., 2014). This also holds true for Singapore, as an ex-convict with a stable job is unlikely to reoffend. Thus, as members of society, we must learn to accept convicts back and pull them out of this vicious cycle, as well as respect them as individuals from our society.

3 METHODOLOGY

3.1 Needs Analysis

A needs analysis was conducted to ascertain the need and relevance of our project. A survey was conducted to find out the public's opinions on ex-convicts as well as the most effective way our package can be crafted in order to get the best results. The survey was then shared around and gathered a total of 99 respondents. Their age and occupation was also asked to establish the target audience.

3.2 Survey Results

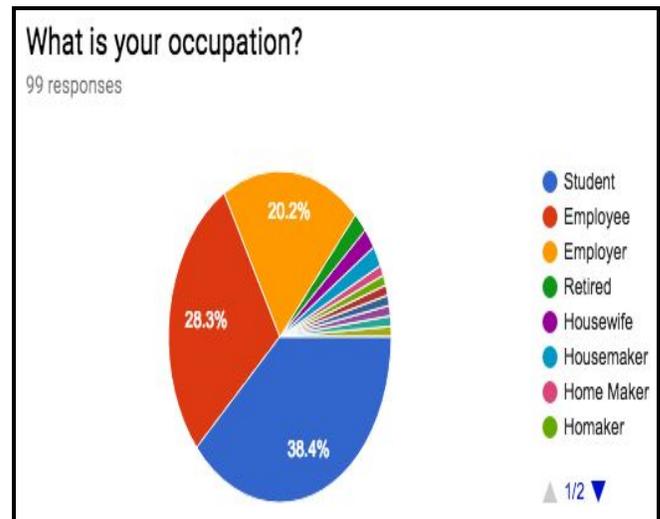
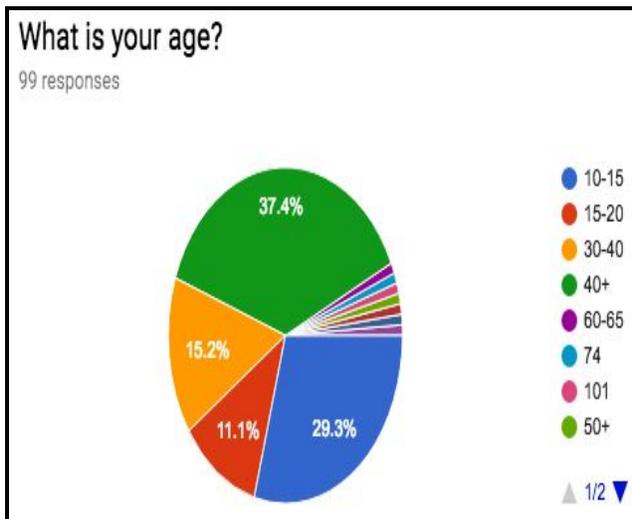


Fig 3.2.1 *Survey to establish target audience's age*

Fig 3.2.2 *Survey to find out occupation of respondents*

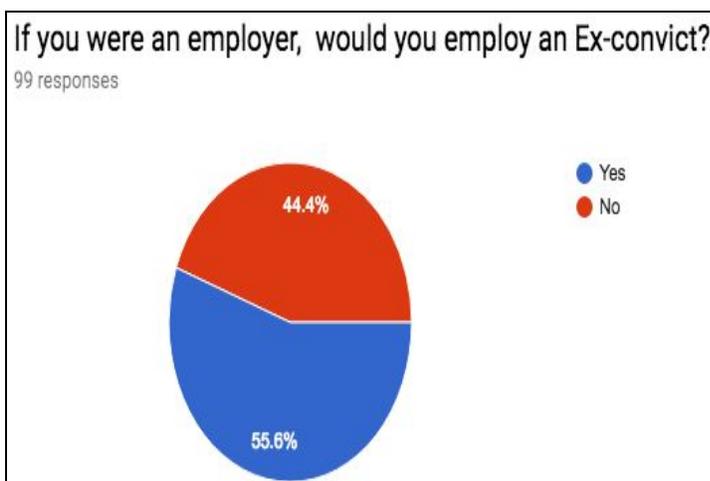


Fig 3.2.3 *Survey to find out public opinion on hiring ex convicts*

3.3 Construction of Resources

We took a while to decide what our package to use, for we were unsure which methods would be effective, yet unique. A survey was put out asking the public what type of package they feel would make the greatest impact on their mindset towards ex-convicts. Several options were provided, but in the end majority of them said that none of our proposed packages would have had as great of an impact alone, as compared to if they were combined. As you can see in Fig 3.3.1, most of the people chose a combination of a few of the given options and the top three options were video packages, a website and a social media page with 20.8%, 18.7% and 16.7% of the votes respectively. Hence we worked along the lines of these three options. One of our group members recalled watching a “Draw my Life” video on Youtube, which appealed to others and could deepen their knowledge and impression of something or someone. Hence, we made a draw my life video based on the life of an ex convict that an interview was conducted with. The package was then finalised; the website, the video and the Instagram page.

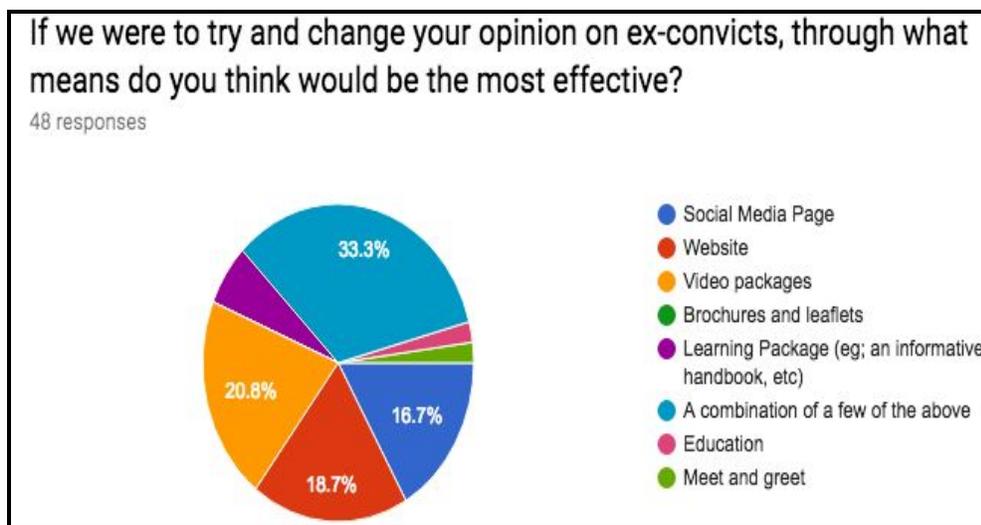


Fig 3.3.1 *Survey to determine the contents of the package*

3.4 Pilot Test

A pilot test was conducted using Google Forms in order to affirm the effectiveness of our project. A survey was carried out on 99 respondents and in order to direct specific questions to our target audience, our target audience was directed to a separate survey where they were asked on whether they would hire an ex-convict and after viewing our package, as well as the impact it had on their perspectives on ex-convicts. The responses were generally positive and constructive feedback was taken into account to further refine our project.

3.5 Survey Results

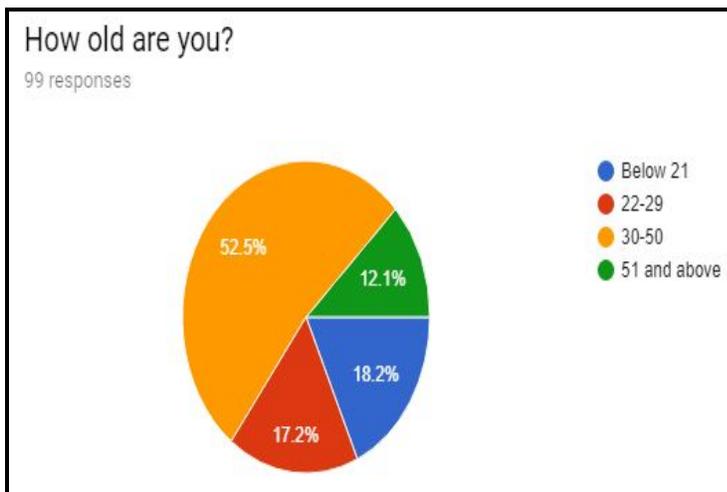


Fig 3.5.1 *Survey to identify respondents within our target audience*

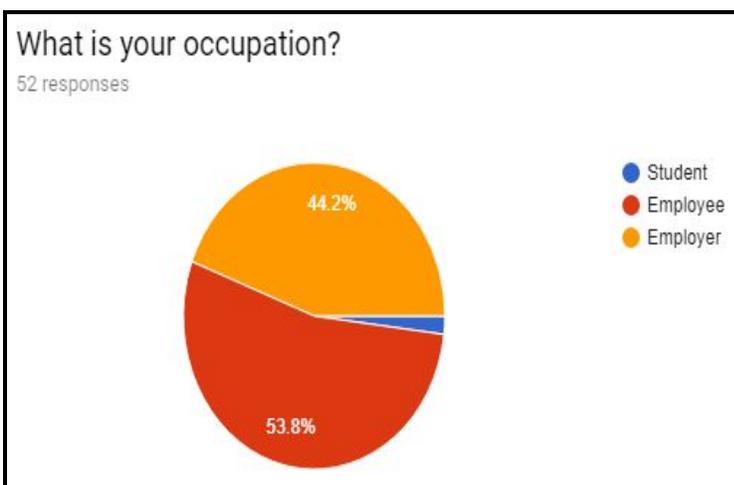


Fig 3.5.2 *Survey to determine jobs of target audience*

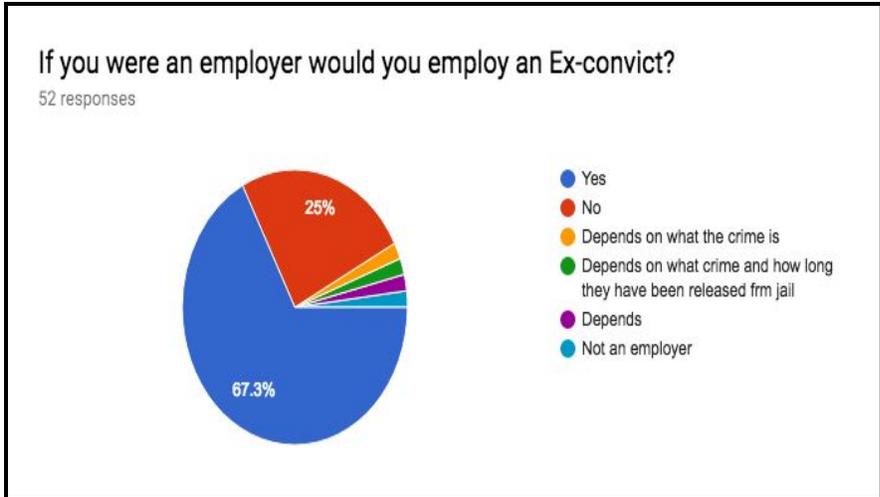


Fig 3.5.3 *Survey to test the effectiveness of our package*

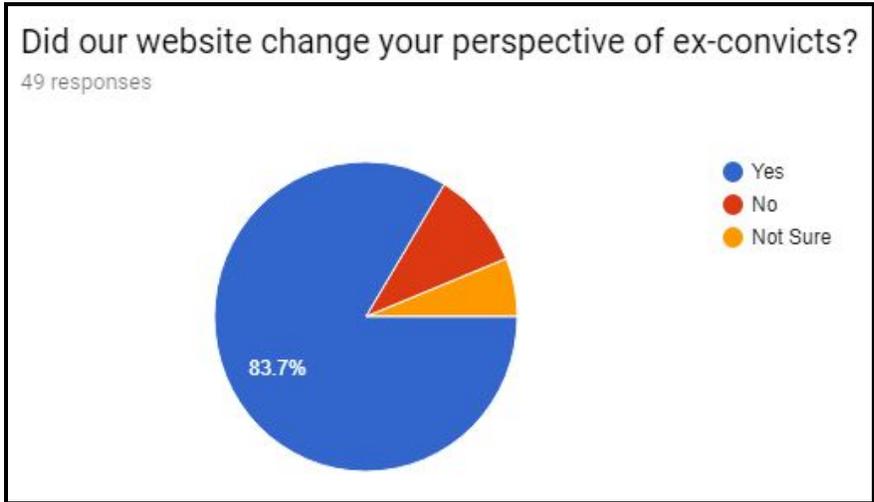


Fig 3.5.4 *Survey to test the effectiveness of our package*

4 OUTCOME & DISCUSSION

Despite the positive feedback given from the pilot test, we felt that more could be done and improved on. The website especially needed to be further refined such as adding more in-depth research as well as examples of organisations that employ or help ex-convicts. We also felt that we could have worked together with other organisations that also help ex-convicts so that we could have a greater impact as it could solve our projects limitations on publicity. Due to our project being of a smaller scale, it is difficult for our resource to have the widespread effects it wanted without the backing of a major organisation, resulting in our project affecting only a small portion of our target audience. Nonetheless, we were all satisfied with our resource for we have tried to make a difference to the best of our abilities.

5 CONCLUSION

Project Reconnect had been an arduous journey to do through due to the lack of similar resources. This topic on ex-convicts was also a unique and sensitive one with very little attention placed on it. This made resources and material difficult to find, meaning that we had limited amounts of data to work with. Interviewing an ex-convict on a sensitive part of his life also forced us to step out of our comfort zone and with such limited resources, we were forced to analyse and extract as much material out of it. Most importantly, Project Reconnect gave us an opportunity to experience and understand the struggles of a group of minorities which face constant discrimination and dissension from the society. It opened up our eyes and showed us a side of society that we had never witnessed before. We are extremely grateful to have had this experience to make a difference in other people's lives.

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