



May Term moves pretty fast. If you don't stop and look around once in a while, you could miss it. -Ferris Bueller, approximately

As much as we would like it to, life doesn't stop for May Term. Last week, seniors built a foundation and started to gain some traction all while learning how to wiggle May Term into the spaces that can so quickly fill with other commitments. This week, in addition to their projects and plans, students will learn from early wins and losses, celebrate incremental progress, and gain momentum. These are what we call the meta lessons of May Term.

What should our daily routines and habits look like? Where and when do we do our best work? What balance should we seek between sharing our work with others and reflecting and adjusting on our own? All of these questions propelled students forward this week.

In this issue of the *Side Projects* Newsletter, we will share some student takeaways on the first week of May Term, provide a glimpse into the Startup 101 and Internship programs, and spotlight a Creative Inquiry that, so far, has been a feast for the eyes.

Thank you for reading,

**Steve Valentine**  
Director of Academic Leadership and  
Assistant Head of Upper School

**Jill Maza**  
Director of Libraries and Research and  
Upper School Librarian

SUPPORTING LEARNING & GROWTH DURING MAY TERM

Word of the Week: Momentum

During Wednesday's meet-up, we again turned to the patron saint of May Term, Austin Kleon. His book *Keep Going* is a perfect guide for young people seeking to both plan and execute projects outside of a school setting.

We encouraged students to work in a consistent place, to build schedules that remain consistent, and to avoid the pangs of imposter syndrome by "doing the verb" of whatever activity is in front of them. Writers write, artists paint or sculpt, designers design, engineers engineer, etc. We know from the past half decade that successful May Terms — and successful projects in general — stem from a willingness to commit to, even get lost in, the process.



Feedback Friday

Last Friday, as they will each Friday, students looked back on their week in order to figure out where they can spot areas for adjustment or continued effort. The range of answers — in this case, to the question "What went well?" — shows just how varied and inspiring May Term can be.

"This week went really well because I wound up loving the workouts that I planned to do, and this process has already helped me toward my goal even after only one week."

"I got a few flights in and made progress towards my minimum requirements for my [pilot's] license. I was also able to experiment with different file types and animation styles."

"I feel like I learned a lot about the creative process this week through reading books and annotating other young adult books for the details that stood out to me."

"I thought I would run into game fatigue and I would get bored, but I've won a great number of games with extensive focus and studying."

"Many people I know were eager to share their pandemic story with me. After interviewing them, I was able to publish two stories already."

"I met with some really interesting people and gained insight into a possible future position for me in the [music] industry."

"This week I had a very successful meeting with Mr. Hu, and he pointed me in the right direction in terms of statistical relevance and determining my variables in the experiment. He also told me to broaden my testing pool, and this was very informative."

"I did find some easy ways to live sustainably this week, and we were able to start posting on the Instagram we made."

"I went on an impromptu hike with my camera and my dog to practice pictures, and it helped me remember some skills I learned in Photography 1 and 2."

"I was able to be one-on-one with patients and facilitate the exercises they were doing. I also shadowed other physical therapists, and they would explain what the patient is in for and how they are being treated."

"I successfully launched my blog website! I intentionally planned this and was working very hard to make it look the best it could."

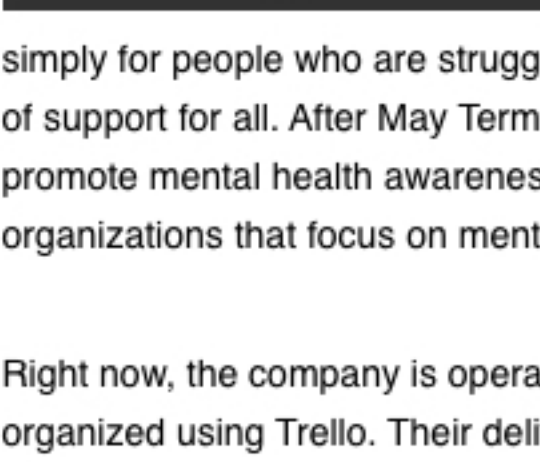
"We made our first recipe! It was successful because we planned correctly (had all ingredients and a good recipe)."

"We were able to get some new equipment for filming our surf sessions and creating our YouTube movie. We were also able to get some drone footage for the first time and plan to do more next week."

"I have really gotten into a schedule of meditating when I wake up, exercising every day, and journaling right before I go to bed. I have found that incorporating these into my schedule have been a great way to start and finish my day and feel like I have accomplished something."

VIEWS FROM MAY TERM

Startup 101 — A Week in the Life



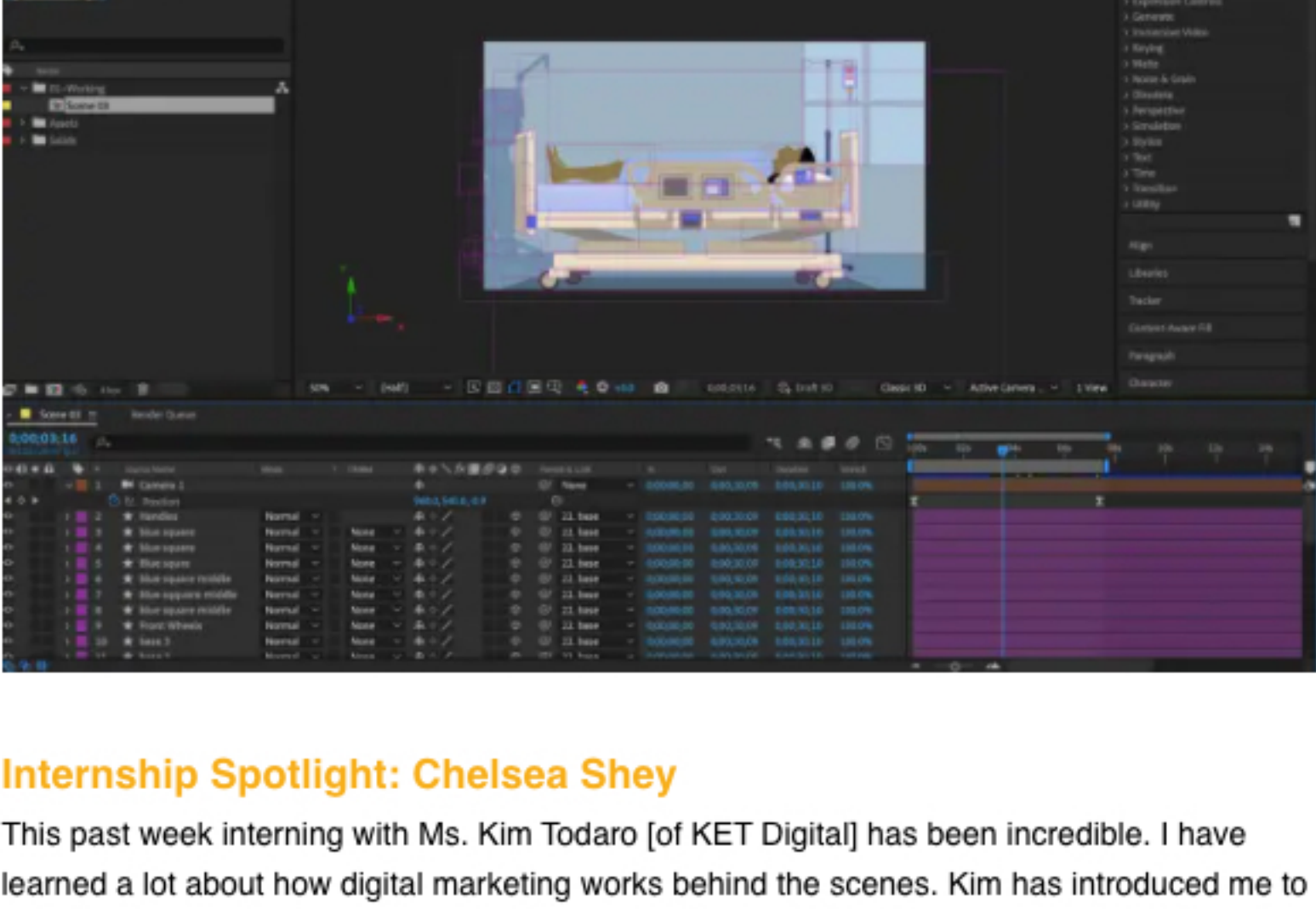
This year's Startup 101 team is small but mighty. Jacob Moshiasvili, Tai Mair, and Maximilian Bock are working to develop a clothing brand focused on mental health awareness. Tai founded UNIRIE as a method of expressing his personal struggle with mental health disorders. The team plans to display his artwork on clothing that holds a significant message or story. Not simply for people who are struggling with mental health, UNIRIE clothing will act as a symbol of support for all. After May Term ends and the brand officially launches, the team plans to promote mental health awareness by donating a portion of their proceeds to non-profit organizations that focus on mental health disorders.

Right now, the company is operating in a mostly remote manner, and the team is staying organized using Trello. Their deliverables for the week are ambitious, and if you've ever wondered what life in a startup is like, have a look at their team checklist:

- Create designs and mockups for our meeting on Friday
- Create more simplistic designs for cheaper options in the future
- Call printing companies to compare prices to our existing vendor
- Organize future operations
- Speak to our existing vendor about costs and set up a timetable
- Update the website to have a "Pre-Order Now" button that asks for an email and full name
- Organize the website to fit our mission statement and put Tai's story front and center
- Begin to work on creating an Instagram account and grow a social base

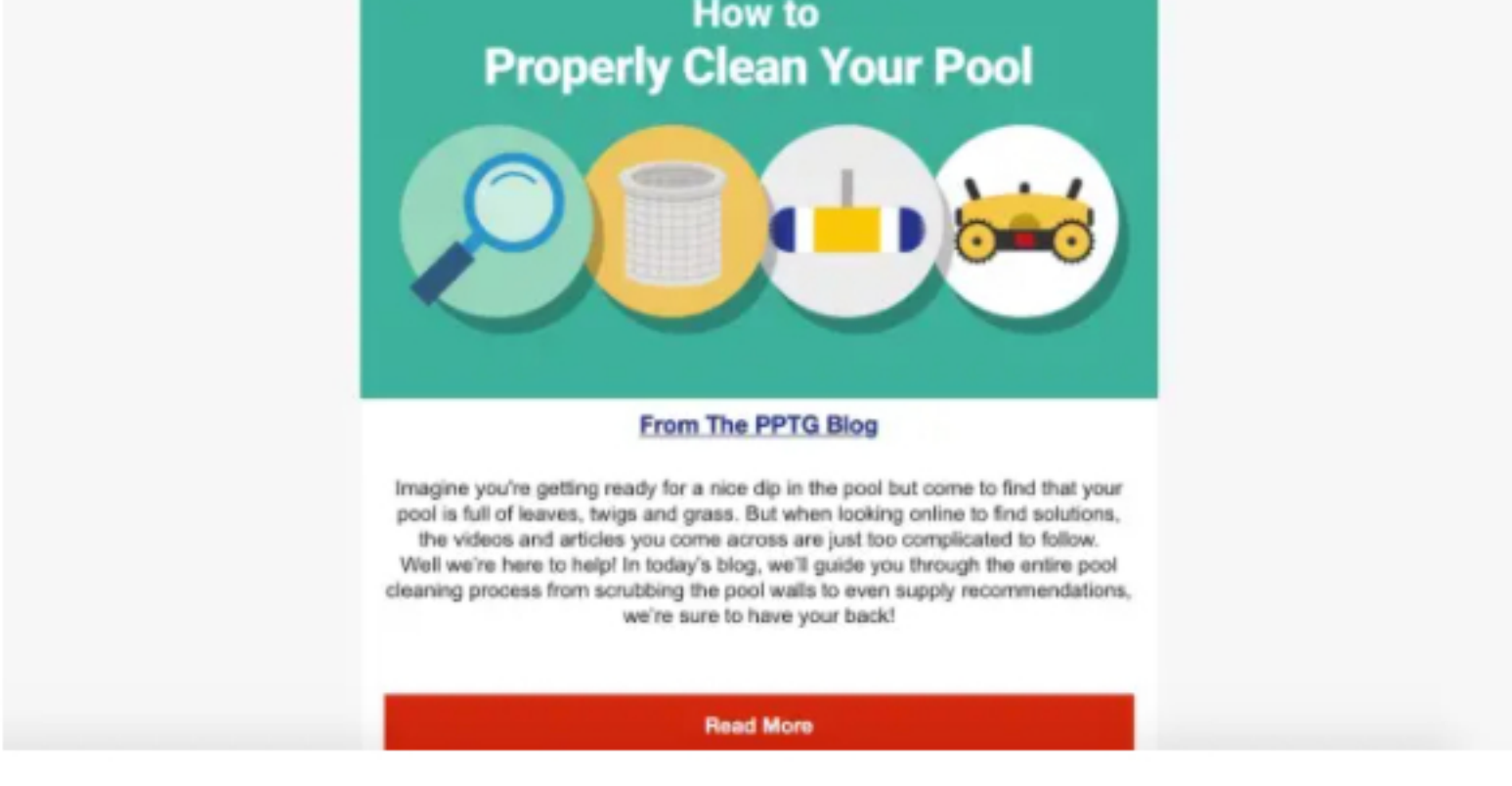
Internship Spotlight: Lola Coleman

I'm interning at Keen Live, a design and technology company that specializes in live and virtual events. Keen Live produces informational, marketing, and advertising content for many different companies along with the individual assets used in the advertisements. During the internship, I will have the opportunity to work on multiple separate projects and be involved in many different positions with a focus on motion design. I am currently working on animation sequences for a video advertising medical beds which can independently track patients' vital signs and remotely contact medical staff. I am primarily developing keyframe animation in Adobe After Effects, but I am also responsible for organizing art boards in Adobe Illustrator and creating an animatic sequence in Adobe Premiere.



Internship Spotlight: Chelsea Shey

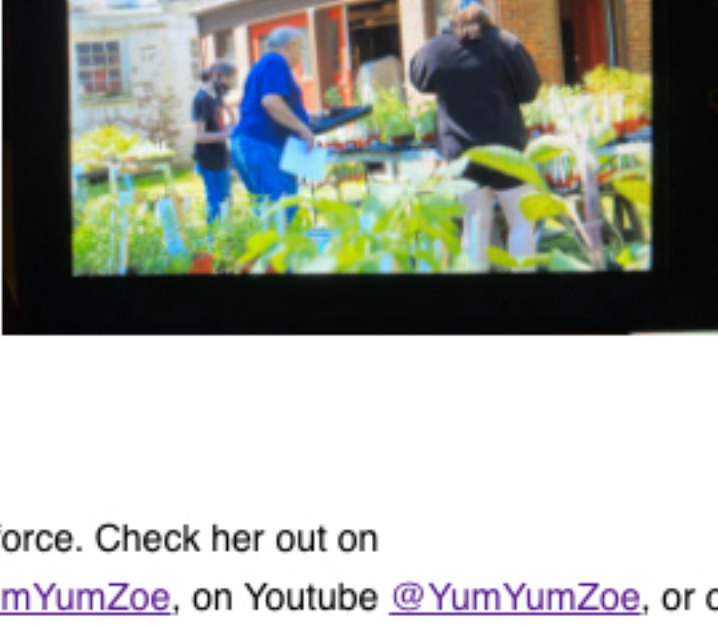
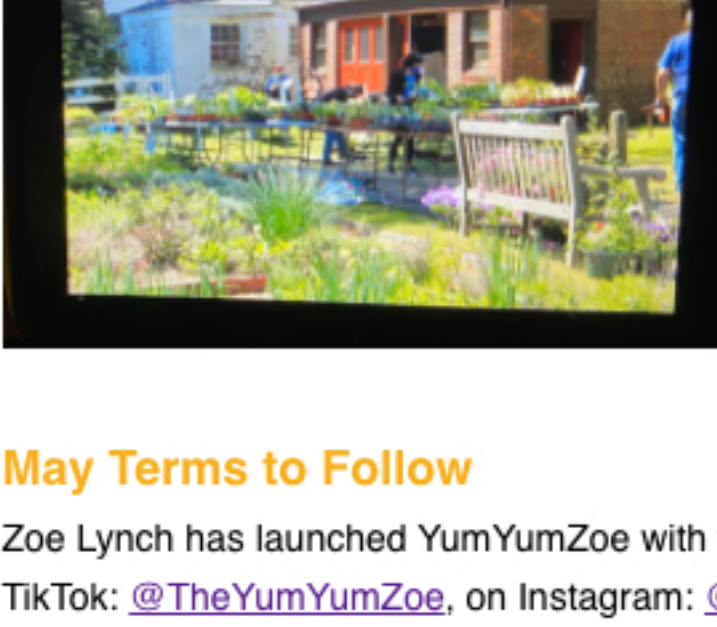
This past week interning with Ms. Kim Todaro [of KET Digital] has been incredible. I have learned a lot about how digital marketing works behind the scenes. Kim has introduced me to numerous digital marketing tools such as Klaviyo (an email marketing platform where you can plan, create, and send promotional emails and watch the consumer impressions occur in real time) and SendCheckIt.com (a website that works hand-in-hand with Klaviyo and allows you to test different email subject headlines for marketing emails). Throughout the week, I have become accustomed to these tools and have actually written email subjects, text messages (for text message marketing), and even blog post introductions for a pool supply company called Pool Parts To Go. (I actually wrote both the subject text and introduction for the blog post shown in the photo!) This week, I will be working with Kim to set up a rewards program for this company as a way to increase consumer interest. I'm really looking forward to the next few weeks of my internship and learning more about the digital marketing world!



Internship Spotlight: Emani Fung

For my May Term project, I'm interning at Montclair History Center. I initially was drawn to this internship due to my love of history and museums. However, in just a short week and a half, this internship has transformed my view of history in ways that both shock and excite me! This was mainly through assisting the center in the management of their annual Herb Sale, a staple of local Montclair culture. According to Manager of Education Susanne Costanzo-Costa, the center's commitment to this yearly fresh herb and vegetable sale is part of their greater belief that nature composes a living, breathing history that too many historians often neglect. "People think history is just facts and dates," she told me. "But this is history, too."

Throughout the week, I filled preorders, sorted rare heirloom plants (many of which were native to New Jersey or were introduced by settlers centuries ago), and helped countless visitors from all over town navigate the produce. Seeing a whole community come out to support the History Center reinforced the meaning behind Susanne's words. This internship has really reminded me that history is not just merely dead people and textbooks; it is also the vibrant and dynamic culture of one's present community.



May Terms to Follow

Zoe Lynch has launched YumYumZoe with full force. Check her out on TikTok: @TheYumYumZoe, on Instagram: @YumYumZoe, on Youtube: @YumYumZoe, or on Pinterest: @YumYumZoe. Watch one of her videos below!

YumYumZoe is a plant-based lifestyle brand that focuses on the development of engaging, simple, delicious vegan and gluten-free content across a variety of social media platforms. Plant-based or plant-forward eating patterns focus on foods primarily from plants. This includes not only fruits and vegetables but also nuts, seeds, oils, whole grains, legumes, and beans. Going plant-based is not so much a diet as it is a general approach to eating. I hope that my approach is relatable and adds some fun to people interested in trying a healthier lifestyle and an approach that is better for the environment in the longer term.

