

# 2017 LEADERSHIP ACTION PROJECT OUTCOMES



## Center for Arts Inspired Learning

Center for Arts Inspired Learning (CAL) unites art and education to change lives. Cleveland High School for Digital Arts (CHSDA) engages, prepares, and challenges students through the digital arts. CAL and CHSDA have united in efforts to create an experiential learning component to the CHSDA student experience, allowing students to apply their digital arts skills through an internship program for seniors. The CAL-CHSDA LAP focused on assisting both organizations through the creation of a Senior Capstone Project outline with recommendations, planning and creating resources for career prep workshops for students, and identifying local companies interested in working with CHSDA students.



## Cleveland Kids' Book Bank

Kids' Book Bank fosters improved literacy and a love of reading by providing free books to children in need. They distribute books to children through partnerships with agencies that teach parents and caregivers to read with their children, schools, pediatricians, childcare centers and after school programs, and Little Free Libraries. The Kids' Book Bank LAP focused on supporting the organization in identifying key metrics and evaluating their impact amid rapid growth. The goals included 1) establishing surveys and a survey system to evaluate the experience of partners and volunteers and 2) collecting preliminary data and testimonials from partners. The team met with individuals from partner organizations such as the Cleveland Metropolitan School District, Centers for Families and Children, and Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) to gather information and anecdotal reports.



## Cleveland Kids in Need

Cleveland Kids in Need helps to ensure that every child is prepared to learn and succeed by providing free school supplies to teachers of the students who are most in need. Kids in Need recently became a program of Shoes and Clothes for Kids. The CKIN LAP focused on assisting the organization with the volunteer process and creating a marketing plan. The goals included:

- 1) Enhancing the volunteer experience in order to attract, engage and retain individuals as returning volunteers and/or convert them into donors.
- 2) Giving the CKIN team a marketing calendar with suggestions for campaigns and communications throughout the year.

The team is also helping to identify new volunteer groups, creating a formal volunteer intake process to educate volunteers about the organization's work and deepen their connection to the mission and modifying systems to collect and track volunteer contact information.



## Cleveland Institute of Art

The CIA LAP revolved around the school's alumni engagement efforts and included both an objective assessment of current initiatives as well as the development of a strategic plan. The current state assessment included a series of stakeholder interviews, communications audit and review of the school's data management and alumni tracking systems. Strategic recommendations, with the dual objectives of increasing engagement as well as alumni giving, were identified using national college advancement best practices as a guide and further customized to meet the unique and varied needs of CIA's current and upcoming alumni.



### Cleveland Urban Design Collaborative

The Design Diversity initiative is focused on growing the local community of African American and Latino designers. Kent State University's Cleveland Urban Design Collaborative serves as the fiscal agent for the initiative. Design Diversity's goal is to foster learning, influence growth and promote people of color in the design professions in Northeast Ohio. The Design Diversity LAP focused on laying out the landscape of design organizations in Northeastern Ohio, identifying the mission and constituency, as well as where they are on the "Design Journey" and developing a business plan for continuing to evolve Design Diversity as a collaborative going forward. Additionally, the team identified best practices for how and when they will interface with organizations and communicate with their constituency going forward.



### Community Assessment & Treatment Services

Community Assessment and Treatment Services, also known as CATS, promotes the social justice needs of the community by providing high-quality, cost-effective, evidence-based interventions that comprehensively address the chemical dependency and behavioral health needs of a diverse clientele. The CATS LAP focused on helping the organization define its brand, as well as formalize its marketing and communications strategy. This included assisting with the development of a new logo, brand guidelines, assessment of existing marketing collateral, and development of a media outreach strategy and speakers bureau.



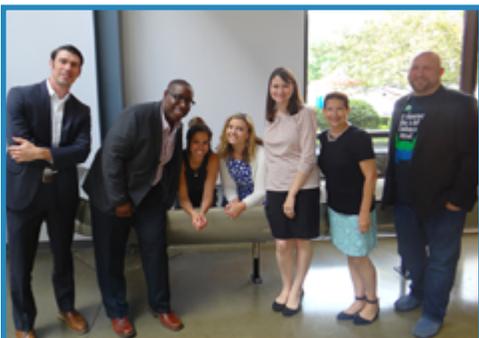
### Fund for our Economic Future

The Fund LAP focused on developing an awareness platform that identified individual and corporate stories to provide real world examples of the lack of equal opportunity to job access in Northeast Ohio. It focused on raising awareness of job access issues impacting individuals and businesses in a region with increasingly sprawled industry disconnected from available and feasible means of transportation. The LAP included the creation of an Internet survey tool to solicit and collect individual job access stories, as well as the collection of several corporate "case-studies" demonstrating the impact of this issue on business. The Fund intends to use these materials to support greater action on the local and state governmental levels and/or to foster private collaborative solutions between businesses.



### Red Line Greenway

The Red Line Greenway (RLG) is a world-class, three-mile trail and linear park connecting eight of Cleveland's most racially and economically diverse neighborhoods to downtown Cleveland. The RLG will connect the Warehouse District, the Flats, Ohio City, Duck Island, Tremont, Clark-Fulton, the Stockyards, and Detroit Shoreway neighborhoods. The RLG LAP project focused on developing a strategic communications platform and streamlining communications processes and tools. The goals included establishing a formal communications platform, organizing contacts, and updating the grant proposal packet. Additionally, the team has assisted RLG by consulting on the formal partnership, fundraising approach and the future of the project.



### Up Side of Downs

The Upside of Downs (USOD) provides support, education and advocacy for people with Down syndrome (DS), their families and communities throughout Northeast Ohio. USOD is the primary resource for families and communities regarding DS with a mission to empower people with DS to have limitless opportunities to pursue their dreams. The USOD LAP focused on raising awareness of the benefits of hiring employable adults with DS through our "Down to Business" campaign. We sought to establish relationships between USOD and multiple employers with large audiences (i.e., pro sports teams, hospital systems, local TV stations). We also created a highlights video to connect with C-Suite and hiring managers through social media.