



## Host Organization: South Hills Interfaith Ministry (SHIM)

Team Name: Project Safety First

Team's Project/Purpose: The SHIM staff wanted the Center to organize and institute safe provisions for checking in (and out) of students and their families each day. The team worked with the staff to conceptualize an electronic system. The LPI team researched applications, software was purchased, installed on a new device, documented by the team and then offered to the SHIM staff with training and support, along with the donation of the hardware. This increased the center's effectiveness, maturity and security measures. Parents and constituents of the Center now feel safer that there is a reliable system with tracking of when and by whom the child is retrieved each day. This system is going to help SHIM over many, many years and improve the quality of their service delivery.

## Host Organization: Arsenal Family and Children's Center

Team Name: Team Arsenal

Team's Project/Purpose: This team began with a focus on the marketability of the Center's services but then ended up assisting the new leader in a full high level financial assessment, plus making the interior of the facility a much more welcoming space for guests and providing tools to help Arsenal with their messaging & marketing efforts. In a show of "rolling up the sleeves" to do whatever is required, this group of senior level executives structured a four day "Center Makeover" and over this period, themselves, their family members, who were recruited as volunteers, and Arsenal leadership, moved furniture, bought new furniture, cleaned the space and painted the majority of the facility. The design for all of this renovation was donated by the top architectural firm in the region down to the color choices of the walls! The team also created new content for a brochure and the website that set apart the organization by accentuating its mission while embracing its history. Finally, a member of the team will continue to provide pro bono printing services to Arsenal!! PHEW!



## Host Organization: Women's Center & Shelter of Greater Pittsburgh (WCS)

Team Name: Women's Center & Shelter of Greater Pittsburgh Electronic Resource Center

Team's Project/Purpose: WCS determined that they needed to find a way to make the important knowledge resources that they provide to their constituents available to them even after the constituents are in a position to depart from the Center. The Center currently maintains a physical and digital library of resources for use in providing support to resident families with children that can be used by parents, while both inside and outside of WCS, but their resources were not organized and not remotely accessible by women and families after they leave WCS. In response to this, the LP group created a digital catalogue of WCS child resources organized to allow residents and former residents to access context specific resources at any time. They also collaborated with the WCS to design and organize the database using a mobile-friendly web platform integrated with WCS's existing website. This Electronic Resource Library is intended to directly augment their goal of promoting the physical, emotional, interpersonal and social wellness of families, and to provide parents with easily accessible resources to aid in this process. The LP group deployed their strategic thinking and access to resources to develop a long-lasting resource that has had a direct impact on the organization's mission delivery in service of women and their children.

## Host Organization: Playful Pittsburgh Collaborative

Team Name: Partners in Play

Team's Project/Purpose: The Collaborative wanted help with spreading their message to businesses where parents and caregivers work. In response, this LP team created a business-focused message increasing awareness about the value of play in early learning, leading to a more imaginative, innovative future workforce. The group members engaged many companies that the Collaborative may not have access to and developed and distributed a survey asking company representatives to rank the benefits of play and how their organizations might support the importance of play. The group also began outlining the components of an "awareness toolkit" for the host business organization to distribute to recruit advocates for play in and out of the workplace. Not wanting to stop there, the group also created a video that the Collaborative can use in spreading awareness with play advocates delivering their personal reasons for the value of play.



## Host Organization: Providence Connections

Team Name: 21 Day Family Fun and Engagement Challenge

Team's Project/Purpose: Based on needs-assessment conversations with the staff of Providence Connections, this team decided that their efforts would bear maximum fruit if they could help the Center increase parental engagement with the Center, and between parents and their children (particularly fathers). The project, "21 Day Family Fun Challenge", was implemented with a kick-off event, take-home fun packs, and a "Celebration" to recognize positive parent-child interaction, incorporating a fun and circus-like atmosphere. The learning group partnered with 19 different organizations to provide info and children's activities to make this happen. These partnerships in and of themselves have increased the reach of Providence Connections leave alone the engagement with the primary target of this project.

## Host Organization: Women for a Healthy Environment (WHE)

Team Name: WHE Strategy for Effective Message Delivery

Team's Project/Purpose: This group assisted WHE in increasing opportunities for home-based childcare providers to create a safer environment for the children they serve. The project took on a life of its own in that its components ended up including: development of a comprehensive communications plan, identification and recruitment of traditional and non-traditional community partners including PAEYC, fitUnited (a program of the United Way), Waynesburg University and Robert Morris University, development of web-based educational tutorials for home-based childcare providers, dissemination of WHE's educational message, elicitation of feedback on perceived value of educational tutorials, and expansion of the initiative to a larger network of providers. These critical tools were created for WHE only because of the expertise and commitment of the LPI group and will increase knowledge of greening practices among home childcare providers, increase in application submissions for state-funded "greening" grants and overall increase in "green" practices in home childcare settings.



## Host Organization: PAEYC's Pre-K for PA

Team Name: Pre-K Counts

Team's Project/Purpose: This group chose to collect "stories" in which the interviewees discussed the importance of pre-K education. The group believed that personal stories often can be more moving than a recitation of statistics. With the help of Kids Plus Pediatrics, each member of the LP learning group was interviewed as well as many parents from the community. The interviews were edited down into four montages: focus on parents from the community and three incorporating clips from the group members' interviews. The campaign intends to use the videos on its social media accounts and in its policy advocacy efforts.

# Leadership Pittsburgh XXXI



# Community Impact Projects

**Team Name:** Marketing for Makers

**Host Organization:** BotsIQ

**Team's Project/Purpose:** The BotsIQ learning group worked to develop a marketing plan that helps to sell BotsIQ to manufacturers including an elevator speech and refined pitch to prospective sponsors; development of new surveys for data collection so that positive outcomes can be quantified and shared with prospective sponsors; worked with Pittsburgh Technical Institute to secure an intern for BotsIQ; and, secured FedEx Ground as a new industry sponsor pairing students with employees.



**Team Name:** Clay Cases

**Host Organization:** The Union Project

**Team's Project/Purpose:** This learning group worked to develop a strategy for a sustainable Clay Case program to be offered at no fee or reduced fees to community youth. A Clay Case is literally a mobile studio contain everything one needs to create unique, personally inspired ceramic art. Clay Case programming will encourage youth to develop creative skills and have fun doing it and this group looked to corporate team building events to defray costs to the community.



**Team Name:** Streaming Reel Time to Kids

**Host Organization:** Pittsburgh Filmmakers

**Team's Project/Purpose:** The Pittsburgh Filmmakers learning group proposed a virtual class delivered online via skype to students to address transportation issues faced by both students/teachers in reaching the Filmmakers Youth Media program exposing children to filmmaking, video production, animation, etc. The group partnered with SHIM-Prospect Park facility to deliver, successfully, a stop-motion animation class to youth via skype while also providing a marketing flyer template, a virtual animation guide and a brochure to promote Filmmakers Youth Media programming.

**Team Name:** sTeAming to Success

**Host Organization:** The Andy Warhol Museum

**Team's Project/Purpose:** The Warhol learning group held their "sTeAming to Success" event in April at PNC Park to expose students to job opportunities that integrate the arts and STEM fields, helping to prepare students for successful entry into creative jobs and careers. Approximately 20 students from CAPA and SciTech attended and experienced several career opportunity presentations including Catalyst Connection and the rebirth of manufacturing in southwestern PA; Robert Morris University, 3D printing and the impact on manufacturing and other industries; a Pittsburgh Pirates graphic designer providing samples of her work and a WESA reporter and WYEP production designer giving information about broadcasting careers. The event supported the Warhol's outreach efforts complementing other existing efforts increasing awareness among teens.

**Team Name:** Catapulting Creativity and Technology: A Design Challenge for High School Students

**Host Organization:** Robert Morris University

**Team's Project/Purpose:** The Robert Morris University learning group coordinated a 3D printing design challenge to introduce high school students to new technologies and to RMU. Working with the Allegheny Intermediate Unit, the group invited high school students throughout Allegheny County to submit unique designs using 3D software. The students were then invited to RMU for a ½ day workshop to see 3D printing technologies in action. The winning teams are to be offered scholarships to a RMU academic summer camp and have their designs 3D printed. The RMU learning group project exposed a significant number of high school students to possible educational/career paths and helped to develop a pipeline between RMU and two local high schools.



**Team Name:** Youth Arts Program

**Host Organization:** Society for Contemporary Crafts (SCC)

**Team's Project/Purpose:** The SCC learning group worked to engage 17 Big Brothers Big Sisters participants in arts and entrepreneurship. Students attended a 3-hour craft arts session with their Big Brothers or Sisters during which they created metal or fiber jewelry and were given instruction in various tools and arts principles. Participants were exposed to instructors who are making a career in the craft of arts. The students' art work was featured in the SCC Gala and the Big Brothers Big Sisters fashion show. The learning group also produced a strategic action plan to provide ideas for growing the youth program and marketing for future promotion.



**Team Name:** CMOA Learning Group

**Host Organization:** Carnegie Museum of Art (CMOA)

**Team's Project/Purpose:** The Carnegie Museum of Art has a long history of successful community interaction. They have worked hard to engage across Pittsburgh's neighborhoods. The CMOA learning group looked to assist the museum with converting their already successful youth program - The Art Connection (TAC) - into an also healthy, thriving late teen program. The group proposed to identify, through survey process, potential youth TAC alumni to serve as a teen council using their ideas and energy to bridge the gap between their peers and CMOA. The learning group will provide a teen council charter, a set of project templates, and a plan for engaging both TAC alum and other youth as an inaugural youth council.

**Team Name:** Manufacturing Positive Perceptions

**Host Organization:** Catalyst Connection

**Team's Project/Purpose:** Catalyst Connection wished to identify compelling communication messages for parents in order to identify careers in manufacturing as lucrative, as well as educate parents about the benefits of technical careers of the future. This learning group spent time with Catalyst to understand the perception problem, they toured local manufacturers, and they interviewed teachers and surveyed parents in order to identify effective vehicles to deliver positive messaging.