



## Host Organization: First Tee of Pittsburgh

Team Name: Tee Time! The First Tee Brand in the Burgh

Team's Project/Purpose: There are three legs to the stool which was this team's project: 1. Provide a guide to and guidance for more efficient & effective use of social media to promote The First Tee. 2. Create a succinct marketing piece that directly addresses several key constituencies emphasizing the Nine Core Values of The First Tee: honesty, integrity, sportsmanship, respect, confidence, responsibility, perseverance, courtesy & good judgement and 3. Create testimonial videos featuring a diverse group of young men and women whose lives have been impacted by participation in The First Tee programming. The group chose these three deliverables because they believed the leadership at First Tee needed a stronger, more broadly known brand in Western PA as a tool in achieving their goals. The group hopes the immediate and long-term outcome of their efforts will be increased engagement from the key constituencies in our community including coaching volunteers, as well as decision-makers to contribute toward in-kind golf facilities & equipment, & financial resources.

## Host Organization: Sarah Heinz House

Team Name: Sarah Heinz House

Team's Project/Purpose: The leadership at Sarah Heinz House recognized a need for a more formalized protocol to ensure their facility is prepared in the event of a crisis and in meeting with the LP learning group it became clear the group had the expertise and connections to fast track this important initiative. The LP project team made valuable connections with the JCC and because of the similarities in the operations of both facilities, JCC leadership connected the group with their safety protocol personnel who were open to share best practices and safety protocols they had already established. The group also coordinated meetings with the Pittsburgh Airport to gain greater insights into training tools. The result was a safety protocol binder that SHH customized for their facility. Another outcome is the relationship that has now developed between these organizations as a direct result of LP's Group Project. With financial support and expertise from UPMC, the LP learning group developed a training video in collaboration with students, parents and staff from SHH. The final project for this initiative was to outline a crisis communication plan and identify a communications partner that could help SHH in the event of a crisis.



## Host Organization: The Jewish Community Center of Greater Pittsburgh (JCC)

Team Name: Optimizing the Member Engagement Journey

Team's Project/Purpose: The JCC and LP Learning Group worked together to analyze member data with the intent to help develop a strategy and tactical plan to achieve desired outcomes. The anticipated result: more members will see the value in the JCC membership and choose to remain engaged, resulting in more long-term members. The outcome will be increased lifetime value to allow the JCC to pursue its mission. In 2017, the JCC leadership team invested in a benchmarking research study. The JCC leadership team engaged with the LP learning group to review study results and recommend ideas on how to improve member retention and engagement. At the onset of the engagement, the focus was placed on improving the rate at which families with children in the early childhood center stay active at the JCC after children advance into full-time elementary education. However, the scope later broadened to include an assessment of loyalty, engagement and retention of members at large. Overall, the Pittsburgh JCC performs well when compared to peer JCCs in other metro markets. However, the LP Learning Group discovered additional insights and trends that the JCC should consider addressing in the following focus areas: member engagement, member retention, camp participation, and engagement & giving and offered the ideas and projected outcomes for each focus area.

## Host Organization: Homewood Children's Village

Team Name: Homewood Children's Village

Team's Project/Purpose: After much discussion and research, the LP/HCV team decided to focus on workforce development. In order to lay the foundation for a successful Career Fair, the LP team recommended a phased approach to securing allies and participants with the first phase being a Career Round Table. The group solicited potential employers from the cohort, team member's personal networks, and HCV partner contacts and they hosted The Career Roundtable in May 2018 with 35 employers in attendance. The Roundtable, held from 4-6 PM in the Homewood community, included representatives from corporations, nonprofits and governmental entities. 9 LP team members and 12 HCV employees and 1 HCV board member acted as hosts for the event. After a welcome from the Board and an overview of the organization, hosts led discussions at each table. The discussions, guided by pre-determined questions and sample resumes, included topics ranging from hiring requirements and work ethics to appearance and clearances. Employers then discussed potential job opportunities within their organizations which HCV recorded to enhance their programming and partnership outreach moving forward. HCV plans to use the contacts, data and communications vehicles resulting from the Roundtable to develop a Career Fair this fall.



## Host Organization: Focus on Renewal

Team Name: Re-Focus on Renewal

Team's Project/Purpose: After conducting a needs assessment, the learning group decided upon recommendations and constructs that would enable FOR to streamline their messaging, particularly germane as the organization launches into strategic planning and fundraising. The Learning Group suggested/provided the following: a list of "Stop/Start/Continue" activities for staff to review; a framework for a "Rockstar" elevator pitch; conceptualized a redesign of the logo creating a visual representation of the various departments and services to assist with communicating FOR's function and service; considerations of ways to use the new logo and concept throughout buildings, written material, emails, website, etc., to allow the visual representation of the logo to assist with clear communication with clients and funders.

## Host Organization: Center that CARES

Team Name: LP CARES 2018

Team's Project/Purpose: This learning group worked to help CARES expand their board by recruiting new board members. The group hosted an event at the CARES facility, on their fantastic rooftop space overlooking downtown Pittsburgh. By utilizing their own professional networks along with CARES contact list, they assembled an invitation list of Pittsburgh civic, corporate, and community leaders, and invited their LP XXXIV classmates. They developed improved print materials for CARES and produced videos for their website. The event was extremely successful, with over 100 guests attending, including County Executive Rich Fitzgerald and Mayor William Peduto. Each guest received CARES information, including an "interest card" to indicate their interest in serving on the board, helping with programming, volunteering with students, fundraising, and/or sharing their expertise on a pro-bono basis.



## Host Organization: The Pittsburgh Promise

Team Name: Pitch the Promise

Team's Project/Purpose: Being in existence for ten years and gaining a significant number of alumni, Promise staff expressed to the LP Learning Group an interest in engaging with their alumni. The group hosted a networking event with sponsors that might allow for career advancement opportunities for Promise alumni. The Pitch the Promise event was held in May 2018 at The Tower at PNC Plaza. Over 50 human resources and business leaders were present to hear a panel of speakers including County Executive Rich Fitzgerald, Saleem Ghubril (Pittsburgh Promise Executive Director), Michael Mascaro (EVP, Mascaro Construction), Josh Stewart (Diversity Recruiting & Development, PNC), and Dani Huggins (Promise Scholar and current PNC Employee). This event focused on the alumni allowing companies within the area to become more aware of The Promise as a hiring resource and it also provided a model for future events that The Promise can replicate.



## Host Organization: ACTION-Housing

Team Name: Sterling Cooper Draper Pryce

Team's Project/Purpose: The ACTION-Housing LP Learning Group focused its efforts on improving and expanding MyPlace Youth, a critical career exploration initiative offered by ACTION-Housing providing young people with the opportunity to explore various careers while providing housing & intensive case management services. An essential component to helping young adults establish careers once they have aged out of foster care, the LP LG created a resource to promote this career exploration initiative to be shared with companies interested in partnering with ACTION-Housing in the future. The resource includes solid recommendations for host organizations planning a career exploration day, which ACTION-Housing can share as a recruitment & retention tool for this important initiative. The group also enlisted 2 companies to participate in the MyPlace Youth Program.

## Host Organization: YouthPlaces

Team Name: Capacity-building for YouthPlaces Career Pathways

Team's Project/Purpose: YouthPlaces focuses on exceptional programming to enroll at-risk, underserved youth in post-high school training or education. With a renewed & evolving focus on career &/or college readiness, they have a need to build the capacity to fully develop this newer focus. The LP LG centered its efforts on helping with marketing; specifically, the LG developed a video with Steeltown Entertainment to highlight YouthPlaces' construction & culinary programs that can be used to recruit participants into the programs as well as showcase the program to potential partners &/or donors. A marketing PPT was also developed highlighting YouthPlaces' career training programs & their value to the community. The LG also worked with staff & key stakeholders to develop a career placement process for the youth & young adults that are completing their career training programs & as a result of discussions with 22 local restaurant owners & members of the PA Restaurant & Lodging Association, Western Chapter, a formal placement process, employer & employee agreement, placement fees & fee schedule were developed.



## Host Organization: Boys & Girls Club of Western PA (BGCWPA)

Team Name: Safety is our First Priority

Team's Project/Purpose: As the Boys & Girls Club of Western PA were considering a consolidation or relocation of several club sites, they asked for help to conduct a feasibility study & a vulnerability analysis for their facilities. As a result of the LG analysis & implementation, key improvements were suggested for their facilities. The LG group first engaged the assistance of CMU's Heinz College to support needed information for a capital grant application & capital fundraising initiative. Additionally, with support from one of their LP classmates the LG was able to enlist the help of Brentwood Director of School Police & Facilities Management to provide a comprehensive Vulnerability Analysis for the BGCWPA. The study provided a detailed list of observations & recommendations to improve the safety & security of the clubs facilities. Working with the BGCWPA leadership, the LG also provided hard copies & electronic versions of new & refreshed Policies & Procedures that were recommended by the National Boys & Girls Clubs of America tailored to the needs of the local clubs. Finally, as part of its thorough safety & vulnerability analysis, the LG addressed the organization's Active Shooter Program training inviting the leadership & staff at the BGCWPA to participate in Active Shooter Training provided by Frank Hartle, a local DHS Law Enforcement officer.

## Host Organization: Macedonia FACE

Team Name: Macedonia FACE, Girls' Circle

Team's Project/Purpose: This LG hosted a career exploration day for participants in the Macedonia FACE Girls Circle program. While the girls are excited about career choices, they possess limited exposure to the range of potential option within a field & require better education about the training & experience required to attain a broader range of career choices. On May 31, 2017, 45 female students in grades 7-12 from Urban Pathways Charter Schools & Millions 6-12 University Prep along with teachers & staff came together at the Energy Innovation Center in the Hill District. The day was divided into 3 segments: experiential sessions including 3D jewelry printing & a biology bacterial staining experiment; table discussions/panel talks about personal career journeys; & workforce development presentations. Staff from Macedonia FACE; presenters from PNC Bank, University of Pittsburgh, Steeltown Entertainment, Grove Avenue Design, Parkway West Career Technology Center, & Pittsburgh Public Schools Career Technical Education; experiential learning educators from The Citizen Science Lab & Made Right Here; & the LP LG provided support for this full-day career exploration event.



## Host Organization: Higher Achievement

Team Name: Higher Achievement Pittsburgh Learning Group

Team's Project/Purpose: A key component & contributor of Higher Achievement's success is their mentoring program. This LG sought to assist Higher Achievement in recruiting, retaining, & growing the number of inspiring mentors to be stewards of the program & worked with senior leadership to create the infrastructure for an Ambassador Mentor Program. They designed & hosted a Mentor Ambassador meeting & celebration with training on key themes like cultural awareness, disciplinary procedures, & middle school childhood development. They also developed a promotional video capturing the important role & impact of the volunteer mentor faculty, training materials including best practices to enhance & improve the mentoring experiences & developed Mentor Ambassador Program Committee Bylaws packaged as a reusable 'tool kit' for Higher Achievement.

## Host Organization: Neighborhood Learning Alliance

Team Name: Neighborhood Learning Alliance Learning Group

Team's Project/Purpose: Two key needs identified as the focus of the LG's project included continued recruitment of quality board members as NLA seeks to deliver on its mission & the need for qualified volunteers at the program delivery level. The LG promoted the formation of a corporate advisory council to advise & provide recommendations for potential board members & they also developed resources for recruiting volunteers. NLA's great need is for adult volunteers at its after-school programs & found the best source of such volunteers from the commitment of various organizations. In order to attract & retain volunteers in great numbers & with regularity, the LG developed a video to use in recruitment, focusing specifically on attracting 3 business sectors: professional services, technology & health services. The video will be distributed with an email tailored to each sector with follow-up by staff & board members; additionally it will be hosted on the NLA website & distributed through social media.



## Host Organization: YWCA

Team Name: Launching Lady Leaders

Team's Project/Purpose: Drawing upon each LG members' professional backgrounds & skills, the LG created educational content for two highly interactive & developmentally appropriate workshops. The YWCA had recently been awarded a grant to create a "Launch Pad" program enabling middle & high school girls to participate in an intensive leadership development program. The LG drew upon the group's diverse professional backgrounds & life experiences to create the content for two 90-minute modules. Styling for Success was built around an interactive game, The Fashion Feud, & a Communications session incorporated role-playing & opportunities for the girls to test out their newly acquired communication skills in a supportive & nurturing environment. All lesson plans & project supplies donated by the LP LG will be utilized & incorporated into the permanent curricula for future YWCA Launch Pad groups.



**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: 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: 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: 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'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: 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.