

2016 LEADERSHIP ACTION PROJECT OUTCOMES



Adoption Network Cleveland

Adoption Network Cleveland (ANC) provides programs and services for adoptees, birth parents, and adoptive parents, as well as advocates for progressive policies in adoptive practice, policy, and law. This culminated last year in the unsealing of approximately 400,000 adoption files across Ohio. This, along with the success of other ANC programming, has led to the need for ANC to expand beyond the geographic scope of Cleveland. The LAP team aided in the planned expansion, and provided recommendations on rebranding. As part of this project, the LAP team conducted in-depth case-study interviews of several local nonprofits that went through similar rebranding projects. The primary project goal was to help ANC identify best practices and avoid potential pitfalls in the rebranding process.



America SCORES Cleveland

America SCORES Cleveland provides after-school soccer and literacy programming for over 600 elementary students in the Cleveland Metropolitan School District (CMSD). It is affiliated with 13 "sister" programs across the U.S. and Canada. Its tri-curricular approach teaches youth how physical activity, creative expression and teamwork nurture a strong body, mind and character. The America SCORES Cleveland LAP project focused on building organizational brand awareness among new audiences. The goals included a redesign of existing marketing assets, providing ongoing strategic guidance for engaging new donors and reaching new target populations. Additionally, the LAP team explored the opportunity of adding a program site with high visibility potential for the organization.



Cleveland Engineering Society

Cleveland Engineering Society (CES) provides engineering and technical professionals and their employers with topical conferences and speaker series, professional testing review courses, and networking and leadership opportunities. The CES LAP originally focused on how to increase membership. After meeting with the Executive Director, staff, and board members, the LAP team realized the Society's challenges went beyond low membership. CES suffered from a lack of strategic direction and poor communication between the staff and board. The LAP team determined that the board needed to take a more active role in the management and vision of the organization, and provided them with a structure for a working board and proposal template to request funds for a strategic planning consultant.



The Literacy Cooperative

The Literacy Cooperative (TLC) LAP focused on partnering with TLC to celebrate its 10 year anniversary by identifying and promoting organizations, via a blog, that currently have literacy initiatives. The LAP team conducted discovery interviews with these organizations. As a result, TLC was provided with blog posts that highlight the impressive work accomplished by these organizations to address literacy issues in Greater Cleveland. Additionally, the LAP team organized a Powered By PechaKucha event, in partnership with The City Club of Cleveland, on May 26th. A PechaKucha event is an opportunity to share a presentation on a particular topic with an audience. The presentation format consists of 20 slides, each slide timed to automatically advance after 20 seconds as the presenter speaks to them. This event focused on literacy initiatives in Cuyahoga County. Nine organizations presented during the PechaKucha. The goal was to expose the community to the great work these organizations are providing.



NEOPAT

NEOPAT encourages non-military individuals and families to share time, talents, and finances to benefit local patriots and creating interaction opportunities between civilian and military families, NEOPAT can highlight the importance of patriotism for generations to come. The NEOPAT LAP team was tasked with creating the job description and action plans to hire and onboard an Executive Director as a result of a recent grant the organization received. This project was a great opportunity to use skills to help NEOPAT focus on the tasks that need to be accomplished; to lay the foundation for an Executive Director to make a successful start at the organization; and once up and running, help NEOPAT make an even greater impact on the Veteran community and the civic community at large.



Recovery Resources

Recovery Resources' mission is focused on "working together to help people triumph over mental illness, alcoholism, drug and other addictions." Recovery Resources creates and operates social enterprises that train and employ clients to meet the needs of households and businesses, including: car detailing, carpet and upholstery cleaning, lawn and landscaping care, custom picture framing, janitorial and office cleaning, an on-site café and catering, guest navigator, and assembly, packaging and labeling. The LAP focused on making the car detailing social enterprise self-sustaining by extending its reach through marketing materials and website enhancement. Additionally, the team provided a customized design to optimize the garage space and connected the LAP champion with a community mentor.



St. Clair Superior Development Corporation

St. Clair Superior Development Corporation (SCSDC) mission is to drive neighborhood development and transformation for residents and businesses across the community's many neighborhoods. The LAP aimed to build community around gardening – St. Clair Superior's gardening base is strong, but lacks a cohesive network for sharing and learning. The team was tasked with connecting the growers/gardeners in the community and helped to create a peer-to-peer network that SCSDC could engage with for future community initiatives. the LAP team organized and hosted an event in June 2016. Additionally, the team shared the results of exploratory conversations with diverse community stakeholders and made recommendations on how to continue building relationships among residents.



Ursuline Piazza

Ursuline Piazza addresses gaps in services for those infected and affected by HIV/AIDS throughout the Greater Cleveland community. Services provided include counseling, social services, transportation, and educational programming. The Ursuline Piazza LAP consisted of two parts. First, the team assisted in providing a resource guide for Ursuline Piazza clients in need of moving services, storage rental, furniture, etc. Second, the team saw a potential new solution for some of the needed resources and took on the task of preparing a proposal to leaders at St. Augustine/Catholic Charities regarding the possible restoration of a property they own for Ursuline Piazza's use.



Wigs for Kids

Wigs for Kids (WFK) provides wigs to children who are suffering from hair loss due to cancer treatments, alopecia, trichotillomania or burns. The organization, headquartered in Westlake, Ohio, collects donated ponytails and provides wigs to children all over the world. Over the last few years, WFK has seen tremendous growth due to increased publicity, social media expansion and new corporate partnerships. To better understand this growth and how it can benefit the organization, the LAP team provided the WFK Board of Directors with a strategic planning session. The session allowed the Board to evaluate WFK's current state and envision its future. Additionally, the LAP team provided several recommendations WFK can implement immediately to manage growth and improve operations.