

2018 LEADERSHIP ACTION PROJECT OUTCOMES



Cleveland Metropolitan Bar Association

The Cleveland Metropolitan Bar Association (CMBA) is a voluntary professional membership organization of 5,200 members working to promote the rule of law, sustain and improve the quality of and public administration of justice and the legal profession while enhancing Greater Cleveland through member, civic and community service and leadership. To fulfill its mission to engage and serve the community, CMBA has a long-standing partnership with the Cleveland Metropolitan School District (CMSD) in which it provides resources and support to the community, one of which is The Legal Clinics (“TLC in the CMSD”) currently operating at Glenville High School and George Washington Carver School. Since the clinics were not well attended by the community, the CMBA LAP project focused on designing a program to build the TLC in the CMSD brand so families will recognize the legal resource and be aware of its availability for years to come. We took a holistic approach to the project by focusing on all aspects of the free legal clinics. Some of the activities we engaged in were bridging relationships with other community organizations and CMBA, designing a marketing plan, holding a community focus group, and presenting to the CMBA board.



Family Connections

Family Connections, a 35-year-old organization, exists to serve the needs of families of young children from birth to age six through early literacy, parent support, and school readiness programs. The Family Connections LAP Team developed communication strategies to help address the decline in the organizations awareness and support over the past three years. Specifically, we focused on improving internal and external communications between Family Connection employees and board members, clients, donors, and community members. We also provided “plug and play” options and ideas around strengthening Family Connections social media presence, suggested recommendations for additional fundraising and marketing strategies, and encouraged setting consistent expectations in promoting the services and success stories of the organization.



Global Ambassadors Language Academy

Global Ambassadors Language Academy (GALA) is the only (K-8) dual-immersion school in Ohio with a model of teaching kids to be bi-lingual in Mandarin or Spanish by third grade. The school is finishing up their second year and has experienced rapid growth already. The GALA LAP focused on helping them form the structure for a Friends of GALA group (FOG), which will act as an associate board and eliminate some of the pressure on the staff and primary board. FOG will have a focus on volunteerism, community engagement and advocacy, and fundraising. We developed committee functions for the areas of focus along with a recruitment strategy, created a board expectations agreement and board matrix, as well as a conflict of interest document and reviewed by-laws. We are also hosted an Open House on May 23 or which we successfully recruited 12 interested candidates to help us achieve our goal of finding three to four core leadership members to fill the roles of President, VP, Secretary, Treasurer, and the Chairman of our three committees.



International Women’s Air & Space Museum

The International Women’s Air & Space Museum (IWASM) is committed to collecting, preserving, and showcasing the history and culture of women in all areas of aviation & aerospace; educating people of the world about their contributions; and inspiring future generations by bringing their history to life. The IWASM LAP aimed to help maximize and achieve the big mission of this small organization, without overextending their budget, through two focus areas:

1. Enhancing and targeting their internship program to engage students, organize their collections, and diversify their offerings through creation of a database, target outreach list and job descriptions.
2. Expanding their primary annual fundraiser – “Corks on the Concourse” – to drive attendance & revenue and attract corporate sponsorships through refining the design of the event and coordinating donations and partnerships.



Northeast Ohio VA Healthcare System

The Northeast Ohio VA Healthcare System delivers comprehensive health care and social services for veterans in 24 Northeast Ohio counties. Our LAP project for the Northeast Ohio VA Healthcare System focused on improving outreach to post-9/11 veterans and culminated in creating a Strategic Communications Guide (the “Guide”) to help the Louis Stokes VA Medical Center better communicate with this veteran population. In the Guide, we highlighted the unique needs and wants of post-9/11 veterans and identified specific communities within which post-9/11 veterans can be found. We created an inventory of such stakeholders, prepared survey questions to ask them, proposed a toolkit to provide to them, and recommended specific methods of communication that will be most successful to reach each community. Finally, we identified methods for the VA to track new engagements and measure outcomes as it begins to implement our recommendations and reach out to these new communities of post-9/11 veterans.



Positive Coaching Alliance

Positive Coaching Alliance (PCA) develops better athletes, better people through resources for youth and high school sports coaches, parents, administrators and student-athletes. The PCA LAP initially started as market analysis to determine whether there was an interest in bringing PCA programming into underserved communities. It was quickly determined that the desire for PCA programming existed, and PCA embarked on a partnership with the Cleveland Metropolitan School District (CMSD). The PCA LAP has included relationship building with individuals within CMSD to determine how to alter PCA’s programming content to be more responsive to the needs of schools, coaches, athletes, and parents. As the CMSD relationship continued to grow, the PCA LAP began to focus on developing a process for:

1. Identifying new avenues for PCA to explore (such underserved communities).
2. Identifying key relationships needed to develop new types of PCA relationships (such as community leaders, local businesses, and other champions of both the neighborhood in which the identified organization exists and of PCA’s programming).
3. Developing a list of specific key relationships in two additional areas (Near West and Slavic Village) where PCA has determined additional programming is desired, but cannot be funded by the organizations requesting such programming.



See You at the Top

See You at the Top is focused on supporting and developing youth in Cleveland’s Ward 1 through leadership experiences, skilled sports activities, and cultural outings in the Greater Cleveland area and beyond. Developed by the Hood family, a mother and her two daughters, the organization has been operating for 10 years and has served hundreds of local children. Seeking to expand their reach, See You at the Top is ready to formalize their operations, expand their area of service, and strategize a wider scope for the experiences they provide for Cleveland youth. After discussions around these goals, our LAP team prioritized three steps to assisting See You at the Top in their expansion process. One was to assist in finalizing See You At the Top’s application for 501c3 status, which was completed and submitted in early April 2018. We also sought to begin the process of improving their insurance and liability coverage, previously done through a series of borrowed waivers from other service organizations. Finally, we convened a Strategic Planning session engaging current stakeholders, parents, engaged youth, and community leaders to assist in strategizing for the future of the organization. A summary of feedback from the session, as well as responses from a post-session survey completed by participants, will be provided to assist See You at the Top with future planning.



Signature Health West (Connections)

Signature Health West serves low-income adult residents of Cuyahoga County with opiate addiction treatment and recovery, specializing in suboxone treatment for long-term opiate addiction. Our LAP project focused on increasing access to opiate addiction treatment provided by Signature Health West for this target population through our Strategic Communications Plan. We identified key community partnerships to establish with nonprofits, courts, and government agencies, to increase awareness and refer clients for treatment. We also recommended detailed website enhancements to increase search options, and created a trifold brochure for distribution that simplifies their message with specific opiate addiction treatments offered.