



MWASHINGTON > RESEARCH PORTFOLIO



| ABOUT ME |

Michele Y. Washington is based in New York City, I maintain a people-centered mindset with a passion for design research. I look at my work through the lens of Design Thinking, and Situated-Centered Research methods addressing complex issues, which deliver meaningful solutions and solve problems that are culturally relevant. My passion is working on projects that focus on “The Future of Cities,” where I can integrate User Experience, Design Research, Service Experience Design all of which allows me to tackle areas of interest such as civic engagement, public art, placemaking, healthcare, housing, food systems, technology, architecture, and urban planning.

Some of my most recent projects include mobile publishing platforms and web-based integration, Content Strategy and curating pop-ups. I have worked with, Leadership Summit, A Long Walk Home, Resilience Advocacy Project, Cerebral Design, Empowered to Run, Sprout by Design, the Chronicle of Higher Education, Cox Matthews and Associates, WELEET, the Romare Bearden Foundation, West Harlem Group Assistance, Inc., designNYC and the Museum of Science and Industry.

I hold two master degrees my most recent is in Design Criticism from the School of Visual Arts and my first is Communications Design from Pratt Institute. Teaching continuously enhances knowledge base and growth. I am on the faculty of the MA Faculty Exhibition Design program at the Fashion Institute of Technology where I teach Branding and Design; my goal is to integrate Design Research and Design Thinking methods with delivering successful solutions for branded experiences, retail, and interpretive museum exhibitions.

| A LONG WALK HOME |

CHALLENGE:

Our team's goal is to rebrand "A Long Walk Home" website along with their digital/print marketing materials. The organization provides services for teenage girls and young women who have been the victims of sexual assault or domestic violence. They offer a series of workshops that use art therapy methods for healing, and SOARS is a multi-media performance for college audiences.

We also want to create a repeat visitors experience and make the content easier to access. Other areas to be addressed include; making the site responsive to function across the most current browsers and mobile devices. Such new changes will improve overall navigation interactions, making it easier for people and organizations to access information and resources. Also, increases their relationship with strategic partner's, amplifies newsworthy content and improves social media identity.

PROCESS:

With a mission in mind, our team set forth with the goal to learn more about the wants and needs of the organization as well as the users.

Established set of Design Principles to drive rebranding of the website; Point of View, and Value Proposition and Business Canvas for organizations. Conducted Brand Dot session with stakeholders, they established visual link with their brand recognition

My role as Researcher: Lead the facilitation and observation of individual participants in interview sessions conducted through phone and in-person interviews. Employed qualitative methods, the research aim was to answer the who and what for our in-depth and contextual analysis.



BRAND DOT EXERCISE WITH CLIENT >

RESEARCH METHODOLOGY



With a mission in mind, we set forth with the goal to learn more about the wants and needs of the organization as well as the users. As the Design Researcher/Strategist I facilitated and observed individual participants in interview sessions conducted through phone and in-person interviews. I used a qualitative approach; the research aim was to answer the who and what for our in-depth and contextual analysis. Since our team works remotely, I set-up platforms for sharing all of our documents on mural, slack, and Google drive.

DESIGN RESEARCH:

Conducted a series of user surveys and interviews with stakeholders on how their programs functions; what processes are in place for donor funding; social media channels used; how stakeholders interfaced with city public schools for setting up workshops; systems in place for tracking results. If they had a magic wand what system would they create for fundraising efforts?

INSIGHTS:

1. Provide proper tools to improve tracking for donor funding, foundations, and programming funding resources
2. Expand programs and build centers in other cities nationally and globally
3. Educate young teenage girls on how to become community leaders, and give back to their community
4. Increase staff by hiring a development officer and make better use of volunteers
5. Improved brand message would expand presence within the communities they service and relationship with strategic partners

CONSULTATION OBJECTIVES:



1. Conduct User Survey
2. In-depth Interviews, heuristic evaluations
3. Create Personas, journey maps, service blueprints for the rebranding website/digital and print marketing materials
4. Conduct Co-Creation session with client and stakeholders
5. Discuss the ideas with our team, the client, and their stakeholders
6. Conduct Content Audit for UI implementation

USER RESEARCH: UNDERSTAND THE PROBLEM

Use this when you're in the beginning stages of a project and you want to make sure you're solving the right problem.

Interviews
User interviews can tell you a lot about the situation you're working with and the problem you're trying to solve. Interviews can be stakeholders, potential users, or people who live or work in the environment you're investigating. Even a small sample of interviews can generate a wealth of data.
One person should do the interviewing, and one person should take notes. Remember to keep questions open-ended so you don't unintentionally lead your interviewee to any specific answer.

Observations
Use this space to write down your observations about the situation you're researching.

Analysis + Takeaways
Review your interviews and your observations. Note patterns or insights here.

PRO TIP: Hold "C" and drag to draw arrows between ideas.

PROCESS

DOT VOTING, ATTRIBUTES, ARCHETYPES, STAKEHOLDERS MAP, EMPATHY MAP, PERSONAS

Liked it:

- Glow in the dark
- Journey
- Person in motion
- "Here I come"

Liked it:

- Landscape
- Growth
- Color
- Texture
- Playing with elements

Didn't like it:

- Lego and Shadow doesn't r
- Shapeshifter

A Long Walk Home

Attributes:

- Sensitivity
- Priorities
- Trustworthy
- Value
- Honest
- Community
- Socialization
- Empowered
- Meaningful
- Acknowledged
- Growth
- Respected
- Connectedness
- Confidence
- Passionate
- Safety (safe space)
- Enthusiasm

What are the unique teens personas?

What are the unique community leaders personas?

What are the unique Artists, writers and dancers personas?

What are the unique Donors personas?

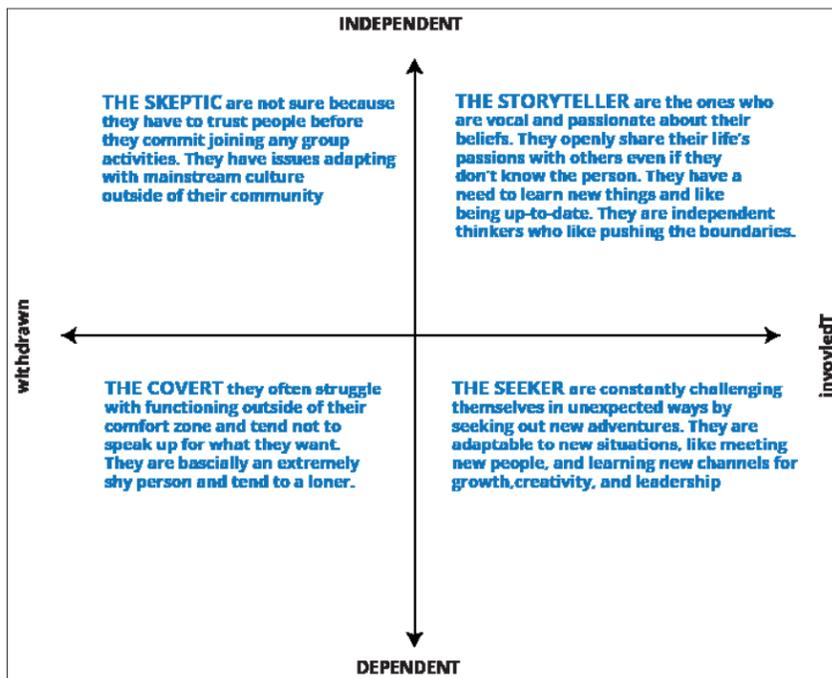
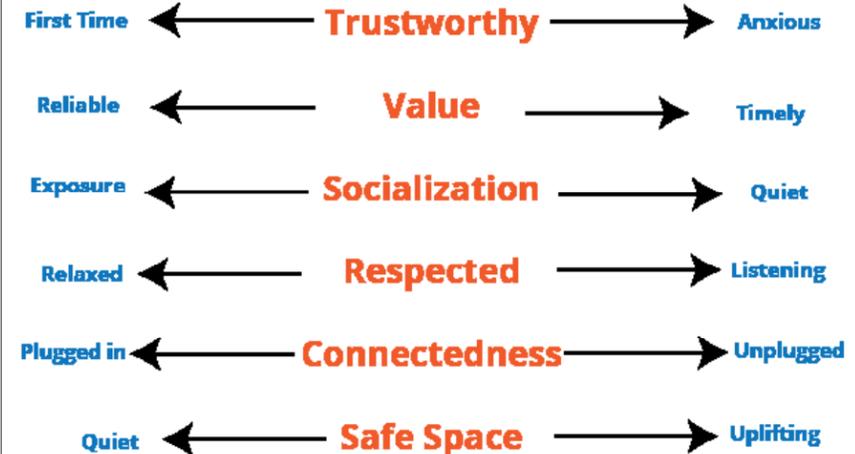
What are the unique special personas needs?

Imagine learning to become a Community Leaders

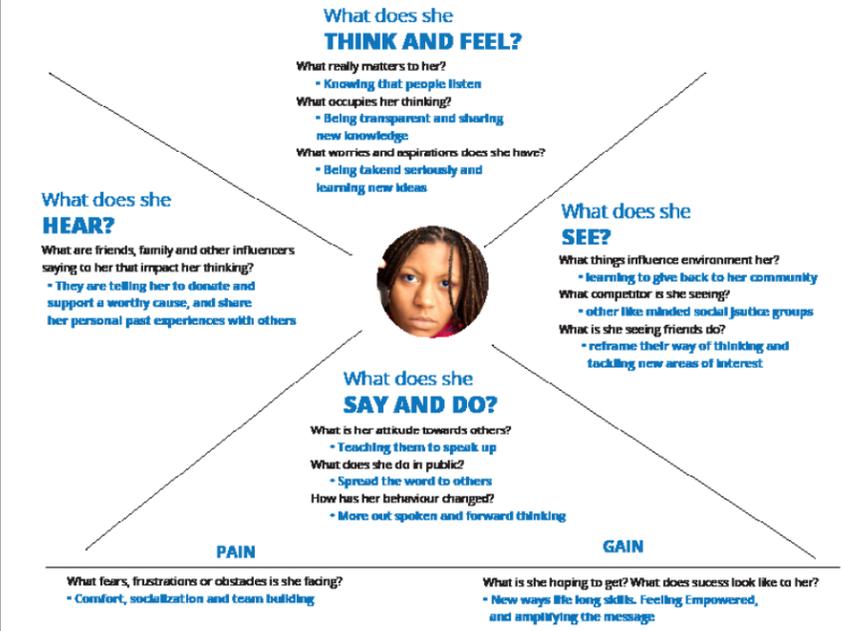
Imagine this is your first time working Artists

Imagine how the girls feel after being in the program

What do people gain from the organization services and website



ALWH/EMPATHY MAP (donor)



Lorraine, Board Member
42
Strategic VP for Public Health Atlanta, GA

Goals

- Establish new criteria for fund raising efforts
- Identify development consultant to assist the organizational needs
- Learn more new ways of pushing their mission forward

Overview: "We are operating from a more visionary perspective rather than a reactionary one."

Lorraine is a new board member and this is her first time serving on a board for non-profit. Since graduate school she has always volunteered with organizations whose mission she aligned with her own goals of being socially responsible. She also has a background in Finance and Strategic Innovation where she works in city government. These are skillsets she feels will help in her new role as board member, and that she'll be able to offer new ideas for pushing donor funding further.

Malika
32
video artist Minneapolis, MN,

Goals

- Be part of art healing workshops
- Teach art and educate Teenagers/ young women
- Be viewed as a partner

Overview: "Few other organizations are focused specifically on gender-based violence, or are advocates, artists and leaders."

Malika is a multi-media artist he paints on upcycled materials then creates coded messages embedded using voice recorders. He learned his love drawing from his grandmother who encouraged him to follow his bliss. He wants to do the same with GirlFriends workshop, where he can tap into the underlying talents of the girls. He firmly believes that art can be healing to the soul by allowing the creator's feelings to emerge.

Allison, Donor
54
Director of Smart City Los Angeles, CAL

Goals

- Believe in their mission
- Push belief system
- Donate more
- Volunteer to help with youth groups

Overview: "Your impact will never be larger than that population you serve."

Allison is the director of Smart City, a city-wide group that provides tech for Public Schools in Los Angeles. Growing up her parents always instilled in her the concept of giving back to her community and helping others. As a result, she now sits on the board of several organizations such as non-profits and cultural institutions. Also, she has started to instill some of the same sense of giving back to her children who she encourages to volunteer throughout the school year.

Feelings

- Excited to share my
- Like showing various me

Thinking

- Using my is giving back
- I have to embracing t

Feelings

- Excited to learn more
- Enjoyed seeing SOARS wish they could produce shows
- Photography is emotion!

Frustrations

- Wish more people would help fund
- Ability to connect with more funders

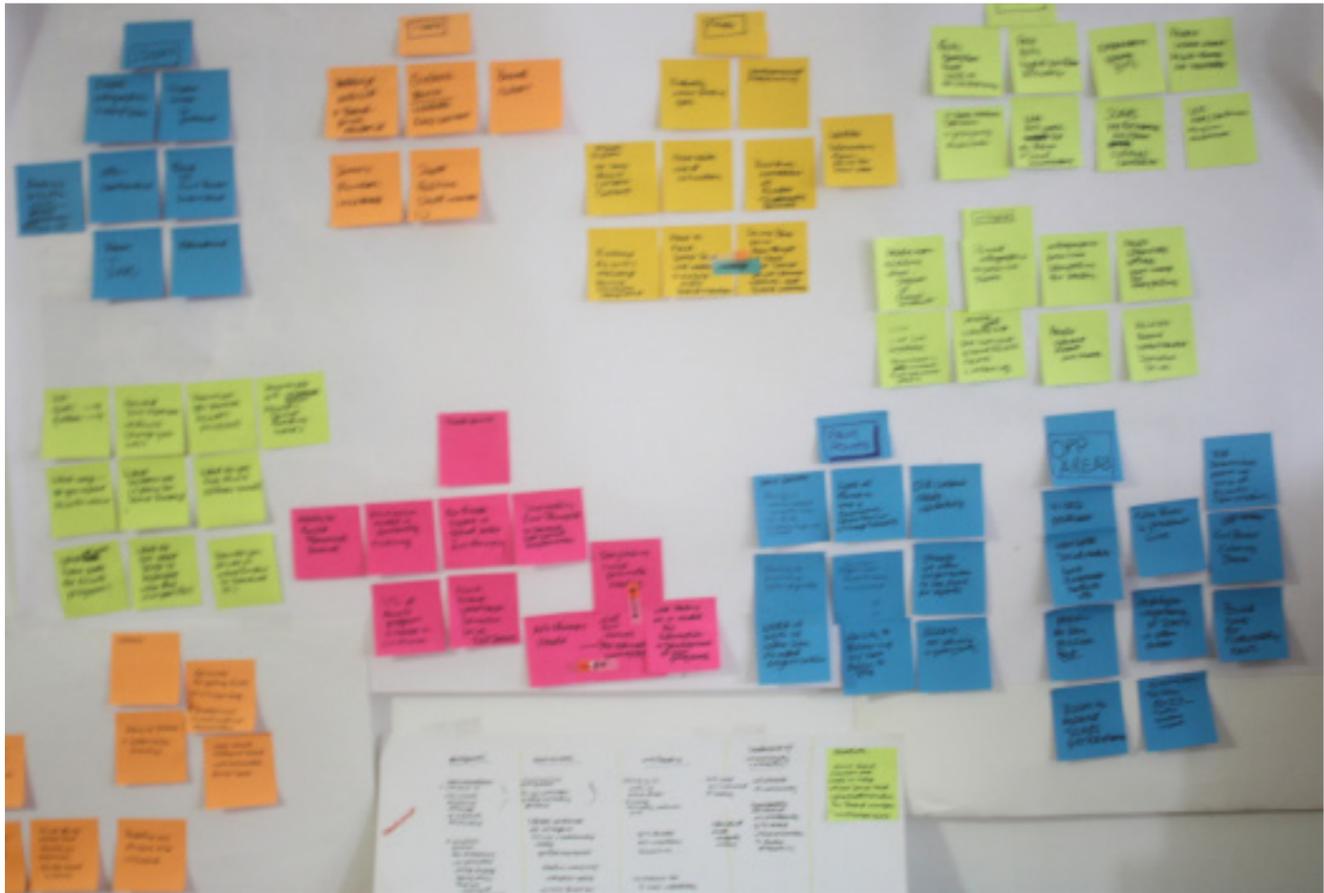
Thinking

- More people need to be aware
- How I can get my friends and professional colleagues involved

Motivations

- Help develop new sustainable strategic partnerships
- Knowing that I can make a huge difference by sharing my knowledge/resources.

MAPPING EXPERIENCES



**DISCOVERY, INSIGHTS AND FINDINGS
ALONG WITH MAPPING EXPERIENCES**

Journey Map: A Long Walk

this captures the path ALWH staff and the teenage girls path along with the artist that work with ALWH. Also capture the process Board members use in soliciting funds for ALWH.

	PROGRAMS	SURVIVORS	ACTIONS	LEADERSHIP	COMMUNITY	FUNDING
TOUCHPOINTS	<p>People search google for resources on sexual assault w/ teenagers then they learn about programs</p> <p>Girls Programs: expanded from 3-5 schools on Westside of Chicago</p> <p>SOARS: College performance helps visualize actions of sexual assault</p> <p>Participants come for Girls Program offered for Young Teens</p> <p>People come to use for our expertise</p> <p>Girls research program on the Black girls of sexual Assault</p>	<p>Art Therapy program used for healing victims of sexual assault</p> <p>Girls learn to become survivors, not view themselves as victims</p> <p>Family members that help with healing process</p>	<p>Through GirlsFriends Program teenagers work with Artist using Art as a form of healing</p> <p>SOARS: Multi-Media Art Performance Art brought to College Campuses</p> <p>Works with Artist of color to produce socially relevant work</p> <p>Black Girl Portraits outgrowth for three additional installations that travel the country</p> <p>Our educational model is constantly evolving to address changing needs of the community we serve</p>	<p>Community based, girls learn to become community leaders</p> <p>Board Members conduct workshops this helps deliver a feeling of transparency between the girls members</p> <p>Collaborate with other socially like-minded organizations this creates a synergy for growth and expansion of the overall message of positive leadership</p>	<p>Artist of color teaches young girls</p> <p>Girls establish their own roles within their own communities.</p> <p>Comradery forms between girls, artists and board members</p> <p>Formation of new bonds between girls, artists and family</p>	<p>Board Members are charged with Donor Funding</p> <p>Board Members use personal connections w/ colleges and network for Donor Funding</p>
EMOTIONS/ BEHAVIOR	<p>Development of personal style family bond when staff, artist and teenage girls taking workshop</p> <p>Emergence of personal voice and vision through storytelling</p>	<p>Art therapy used to educate teenagers and young girls</p> <p>First time teenagers experience themselves through a photographic lens.</p>	<p>Storytelling used as a form of therapy for revealing girls personal experiences that aid in their healing process</p> <p>Created Coloring Book serves as a tool for teaching young kids the warning signs of sexual assaults and how to seek help</p> <p>Art is used as testimonial for healing</p>	<p>Girls learn leadership skills through workshop participations this helps build confidence</p>	<p>Girls become exposed to new ways of thinking, various such presenting at Conferences</p>	
KEY PAIN POINTS	<p>Small staff they tend to feel overwhelmed, could make better use of volunteers</p> <p>SOARS taken seriously by College Admin not viewed only as Black organizations</p>	<p>The need to share our stories through other media formats</p> <p>Our programs/services needs to be more visible on our website</p>	<p>Girls need to learn how to create collection of work they produce portfolios of this body of work</p>		<p>Organization needs to establish base for collaborative work with similar socially minded organizations to build a united base for moving forward</p>	<p>No established tracking system in place for Donor or Foundation Funding</p> <p>Staff member devoted solely for maintaining Funding strategy</p> <p>Relled heavily on city of Chicago, and lost some of their funding based when city had budgetary issues</p> <p>Not willing to rely solely on celebrities to promote mission or secure funding</p>

OPPORTUNITY AREAS

<p>PEOPLE (USERS)</p> <ul style="list-style-type: none"> • Amplify programs • Girls become messengers • Expand SOARS 	+	<p>NEEDS</p> <ul style="list-style-type: none"> • system for funding raising • creation of noteworthy news • routine/schedule 	+	<p>INSIGHTS</p> <ul style="list-style-type: none"> • Expansion of funding base • Board Members invested in mission • intersecting Art/Black girls makes program unique
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5 SOLUTIONS:

- Hire development officer consultant for raising capital
- System in place for tracking funding
- Creation of Strategic plan for Noteworthy News Content
- Reframe the function of Shop Page
- Oral/Podcasting component for documenting

CO-CREATION SESSION



CARD SORTING EXERCISE:

Goal: Map out the UI/Content Strategy for website our core factors gain a better understanding from ALWH staff of how they viewed their organization and measured the critical components and content for their website.

Process: Participants divided into Two groups. Assigned colors to distinguish between each group; the participants of each group decided upon name for their group.



BUSINESS ORIGAMI

WHAT WE LEARNED, AND WHAT PARTICIPANTS LEARNED

NEW ROLES:

EXECUTIVE ADMINISTRATIVE ASSISTANT:

- Oversees internal communications throughout entire organization
- Reports directly to Executive Director
- Interfaces with each department, provides weekly reports/updates
- Coordinates all the Board Activities, set-ups meetings, takes notes, disseminates notes

DEVELOPMENT OFFICER:

- Oversees capital campaign to raise funds become more sustainable, set-up tracking system, handle fund raising campaign, generates report.

MARKETING/COMMUNICATIONS:

- Updates website content, interfaces w/ Development Officer
- Handles all media/noteworthy news and serves as press liaison
- Interns: under marketing/communications
 - Social media intern
 - Social justice intern/fellow

ART THERAPIST:

- Works with GF/SOARS coordinators and interfaces with girls, alums, and parents
- Art activist in Residence (interface w/ GirlFriends programs)
- Interfaces w/ Development Officer and Marketing/Communications

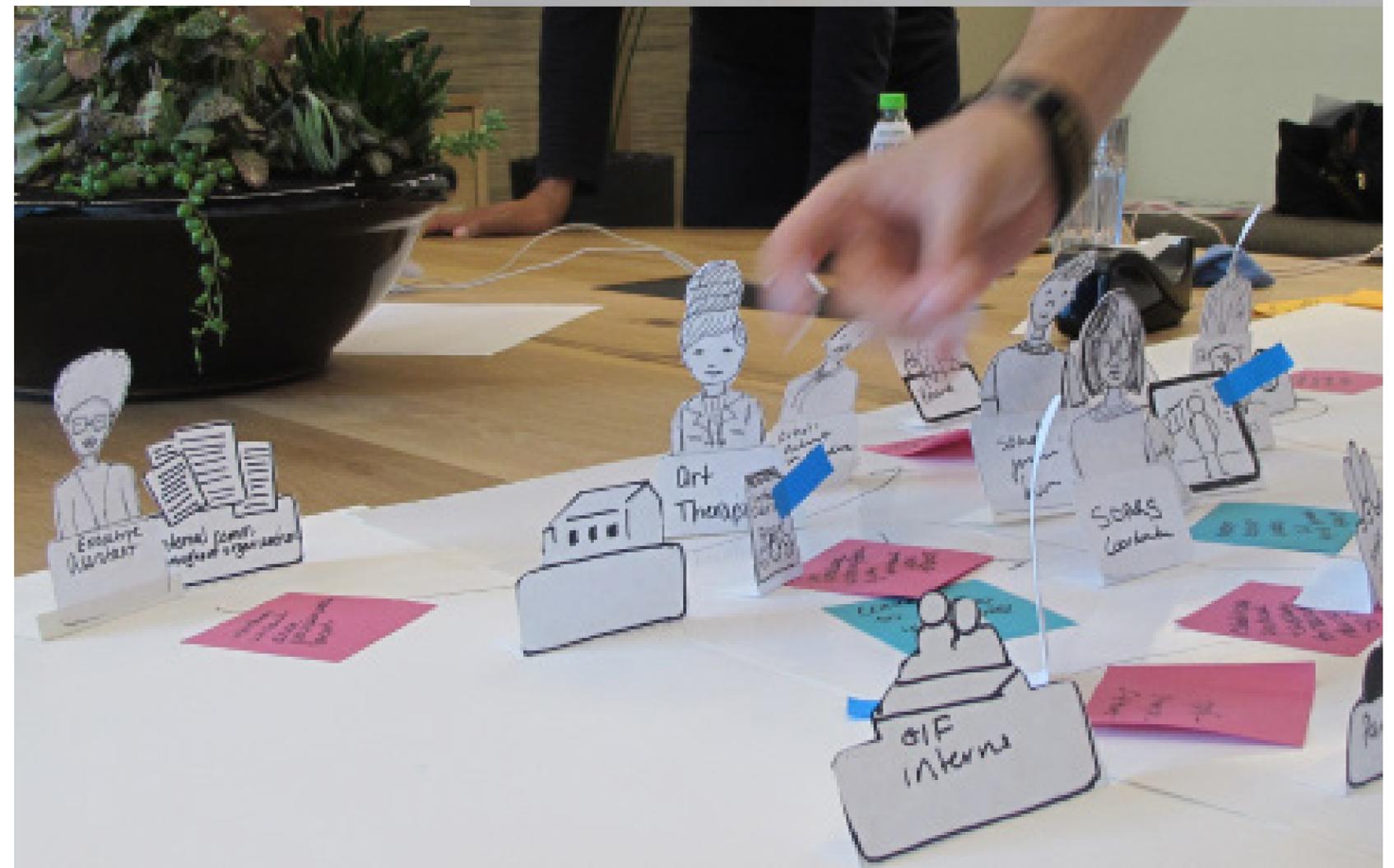
GirlFriends Coordinator:

Intern: GirlFriends intern interfaces with parents, alums and girls

SOARS Coordinator:

Interfaces with art therapist and Art activist-in-residence

Social Justice Fellow: Sets-up workshops with girls to make T-Shirts; Produces Art Activist work



ALWH WEBSITE



FINAL ALWH DESIGN

- Final approved site designs are in production
- I have worked with UX writer to map out strategy for copy, keywords, and interfaced with ALWH director and other team members
- Produced of Site Map for development of content
- User testing of website with stakeholders, such as teens, and staff
- Site Map produced by Visual Designer for consistency interactions

A Long Walk Home

SUPPORT US ABOUT US INSPIRE MOBILIZE NEWS & EVENTS STORE

Empowering young people to end violence against girls and women.

A Long Walk Home uses art and creativity to help girls speak out and become advocates/leaders for themselves and others like them.

"A Long Walk Home does work crucial to the health, prosperity, and longevity of girls, women, and our society at large."

— Kellie E. Jones, Associate Professor
Art History and Archaeology
Columbia University

Girl/Friends Leadership Institute

Our workshops offer a summer experience for young community leaders that promote self-esteem and pride through the arts, art therapy, and social activism.

Story of a Rape Survivor (SOARS)

The groundbreaking interdisciplinary performance of one woman's journey after surviving sexual assault.

A LONG WALK HOME
155 N Milwaukee Avenue
Suite 104
Chicago, IL 60647
877-671-1751

MAKE A DIFFERENCE
Careers
Volunteer Opportunities
Donate

STAY IN TOUCH
Sign up for Our Newsletter

Type your email address

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A Long Walk Home

SUPPORT US ABOUT US INSPIRE & EDUCATE NEWS & EVENTS

Our Mission

Small amount text describing the mission and vision of A Long Walk Home, focusing on art therapy and community support for survivors.

It started with healing.

WATCH VIDEO

Our mission is to help girls and their families after being exposed to violence and/or sexual assault. Through various forms of creative expression and art therapy we help young people build self-esteem and encourage them to share their experiences. We advocate for education, to become community leaders and activists. We create art and the stories to inspire the women they were born to be and the leaders they are destined to be. Together we can end violence against girls and women.

155 N Milwaukee Avenue
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Type your email address here

A Long Walk Home

SUPPORT US ABOUT US INSPIRE & EDUCATE NEWS & EVENTS

Who Are Our Girls?

100% African American/Black
33% LGBT
95% Families income at or below poverty line
12% have experienced homelessness

Girl/Friends Artwork

I want to learn more

Register Starting February 13 for Summer 2017 - Half-Arts Camps
1- and 2-week sessions

Name: _____
Email: _____
SUBMIT

155 N Milwaukee Avenue
Suite 104
Chicago, IL 60647
877-671-1751

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A Long Walk Home

SUPPORT US ABOUT US INSPIRE & EDUCATE NEWS & EVENTS

SOARS Story of a Rape Survivor

Everybody feels differently

Girl/Friends Leadership Institute

This is a copy + could be 2 lines

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| SPROUT BY DESIGN |

Sprout By Design builds innovative outdoor and indoor growing environments for schools, community based groups and other youth and senior based agencies where they also craft workshops to further educate these individuals. These communities they play a critical role in crafting workshops for teenagers and adults and seniors throughout the City of New York. The Sprout team works with community groups, socially-minded entrepreneurs, and civic groups where they design and build urban farms, green houses, and formulate hydroponic and aquaponics systems for growing off-season.



| OBJECTIVE |

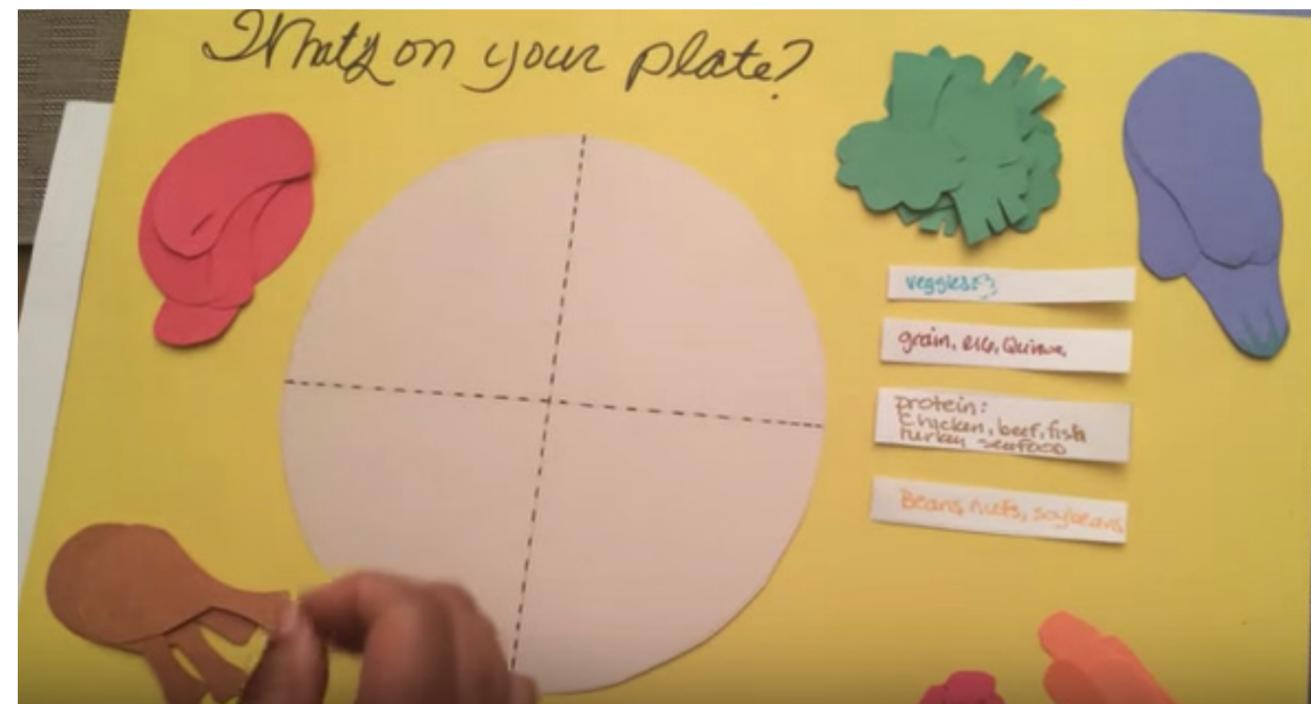
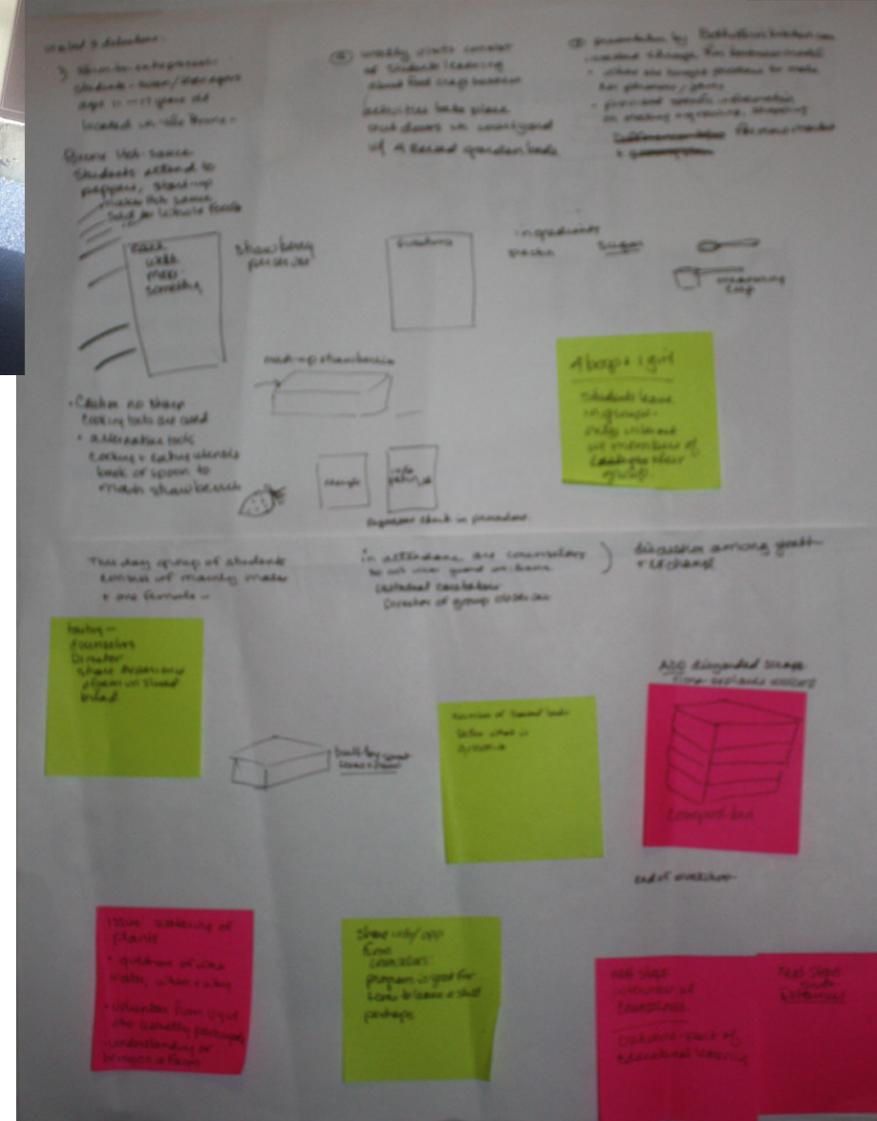
The Sprout group objective was to understand how to maintain gain insights into the impact of their work with the organizations and school they served.

My task was to oversee contextual inquiry, conduct ethnographic observations and informal interviews with some of the staff at specific locations like Leike Wilkes and Horizon Juvenile Detention Centers in the Bronx and Crossroads in Brooklyn.

My goal was to observe their attitude, behavior and learning patterns during each workshop session of the various locations. Teenagers learned skills from Urban Farming, Aquaponics, raising chickens, preparing quick dishes from foods grown.

Some of recommendations for measuring the impact of their sessions:

- Bilingual workshop materials for Teenage participants and support Staff
- Engaging the support staff and Teenagers
- Including the parents and care givers to share in learning process of urban farming
- Recipes in English and Spanish to share with extended family members
- How to leverage farming skills with Entrepreneurial Skills.



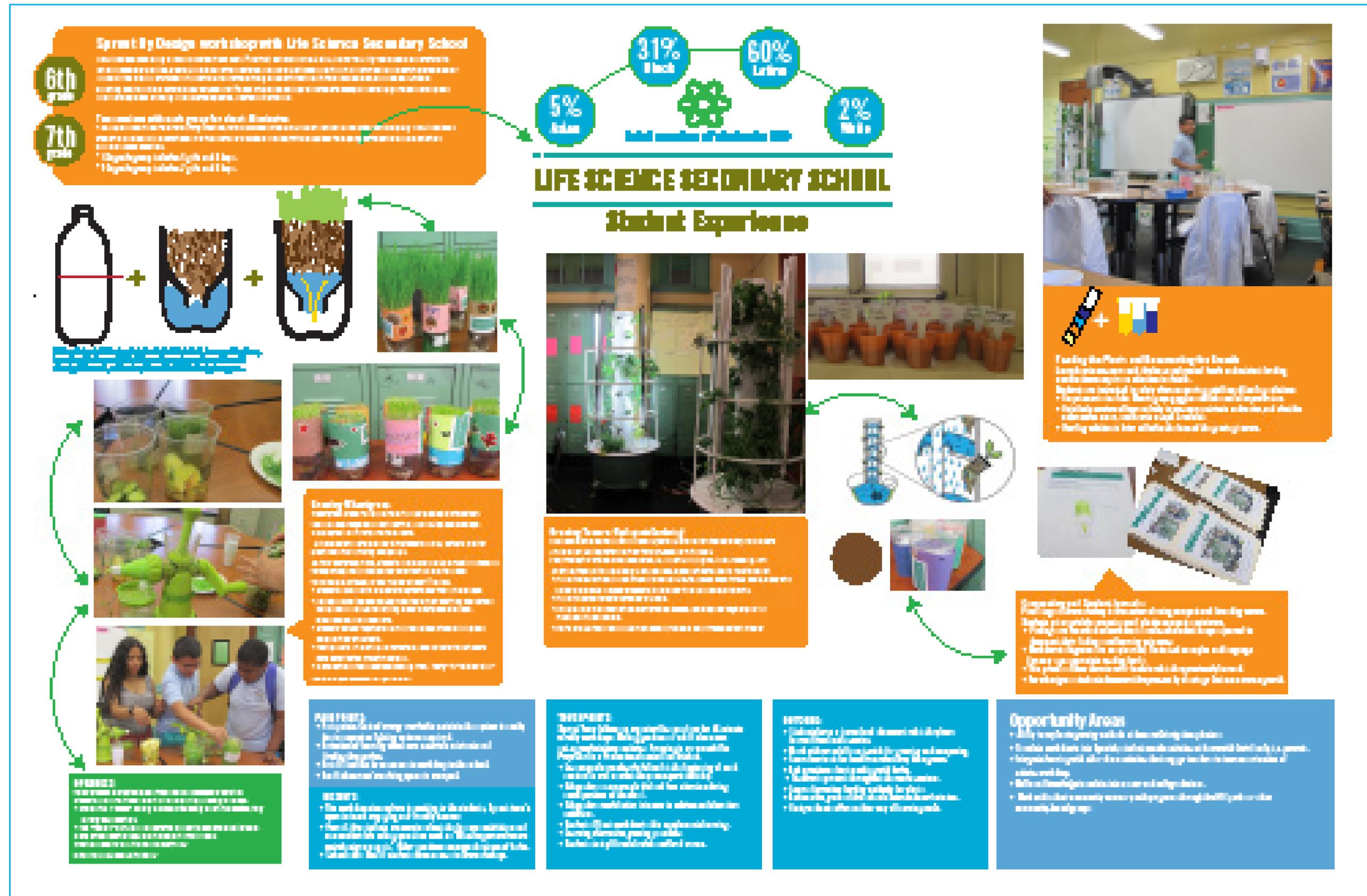
PROTOTYPING >

[What's on your Plate? \(Click link\)](#)

This prototype example could teach kids how to identify what they are eating, various food types and nutrition value.

LIFE SCIENCE SECONDARY SCHOOL EXPERIENCE MAP

Part 01 Based on contextual inquiry and my observations for Life Science Secondary School, I decided to visualize my findings rather than deliver a report. This is one of a series visualization maps that outlines most of my findings. Additionally, I have included sketches of works in progress, mapping out findings for 3 detention centers on Tweens/Teenagers located in the Bronx and Brooklyn.



| RESILIENCE ADVOCACY PROJECT |

Resilience Advocacy Project works to empower youth to become leaders in the fight to end poverty. RAP is building a growing movement of resilient youth equipped and inspired to make sure that poverty in one generation does not predict poverty in the next. Certain values lie at the core of our mission. These principles guide the development of our organization, programs, and system-level change efforts.

RAP's Core Principles

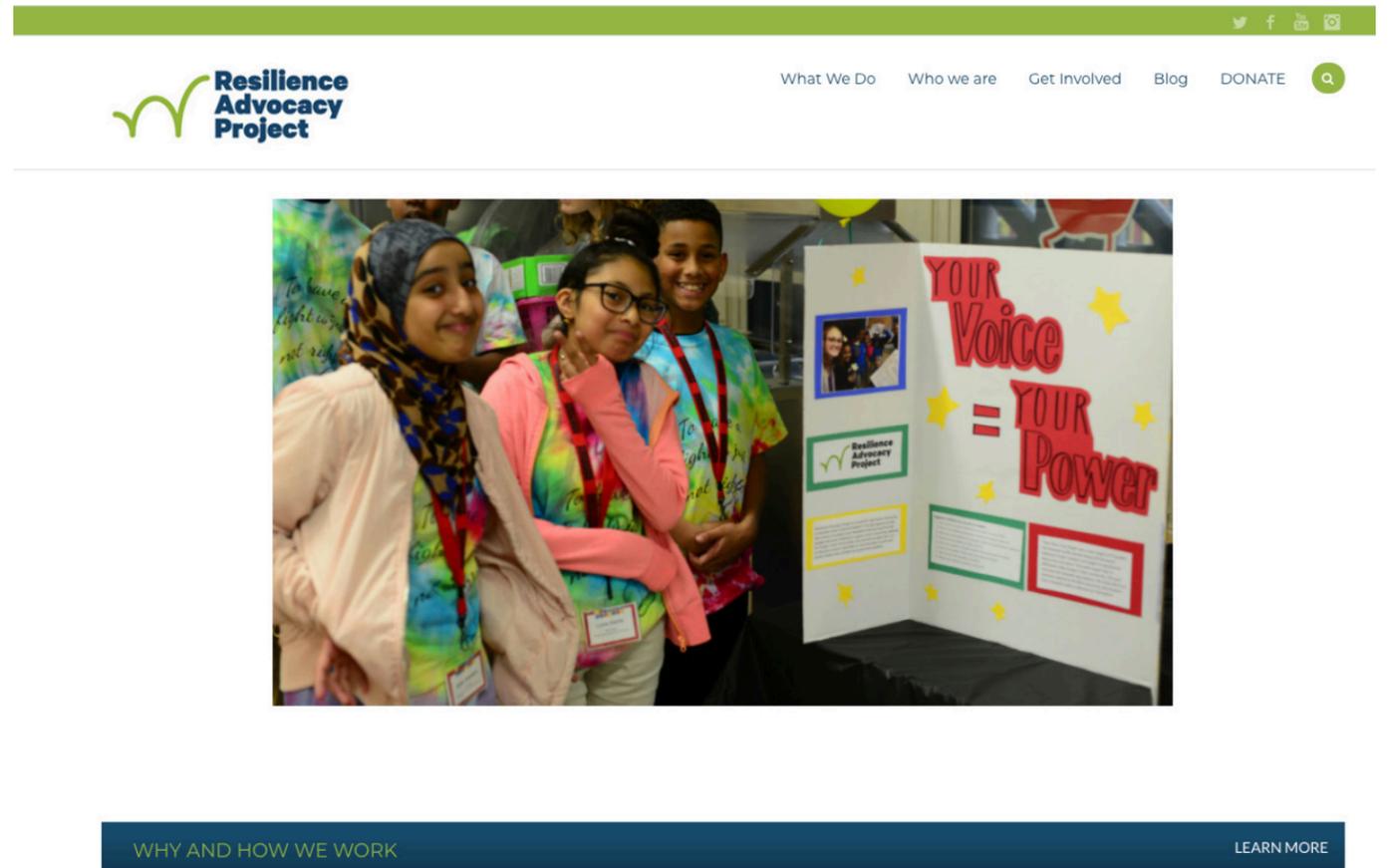
Social Justice

Positive Social Action

Youth Agency and Voice

Youth Potential

Innovation and Collaboration





RESILIENT YOUTH LEADING THE FIGHT TO END POVERTY



THE CHALLENGE

Develop a Digital Evaluation Tool With Easy To Understand Questions.

Key Problems We Have Identified:

Paper Evaluations Are Being Completed By The Students, But Are Not Being Returned By The Facilitators.

Paper Evaluations That Are Returned Are Not Processed.

Student Attendance Is Not Consistent, Making Any Data Incomplete.

Without The Data Being Processed, Rap Cannot Measure Its Success As A Program.

Without Measuring Success, Rap Cannot Improve Or Grow Their Programs, Cannot Successfully Secure Funding From Untapped Resources.

We, As A Team, Must Come Up With A Better Evaluation Tool And Improve Their Process.



OUR APPROACH

After meeting with RAP, we decided to focus on the student evaluation tool, as they were the largest group of participants. Their evaluation responses drive the goals of RAP: increase funding, define staffing, shift policy, program development.

Met with RAP's Executive Director and Deputy Executive Director for Programs to understand their pain points with existing method.

Interviewed past RAP facilitators about their experience with the programs and existing evaluation method.

Compiled a list of must haves for our tool: free, digital with offline & Online capabilities, secure, available in English & Spanish, with questions that were easy to comprehend and answer.

Collaborated as a team to identify issues and opportunities; established goals; mapped our user's journey, identified requirements.

Researched a variety of free evaluation tools on the market, weighing the pros and cons of each

RESEARCH

Storyboard captures RAP's 10 week workshop with teens groups

THEMES:

SEXUAL HEALTH

CIVIC ENGAGEMENT

ADVOCACY

EMPOWERMENT



RAP/Strategy

ISSUES

GOALS SURVEY GOALS



ORGANIZATION GOALS



FUNDING GOALS



ASKS Q'S WELL MAKE CAPTURE EASY EASY



TRAINING



DEFINE METRICS AROUND GOALS



REQUIREMENTS



OPPORTUNITIES

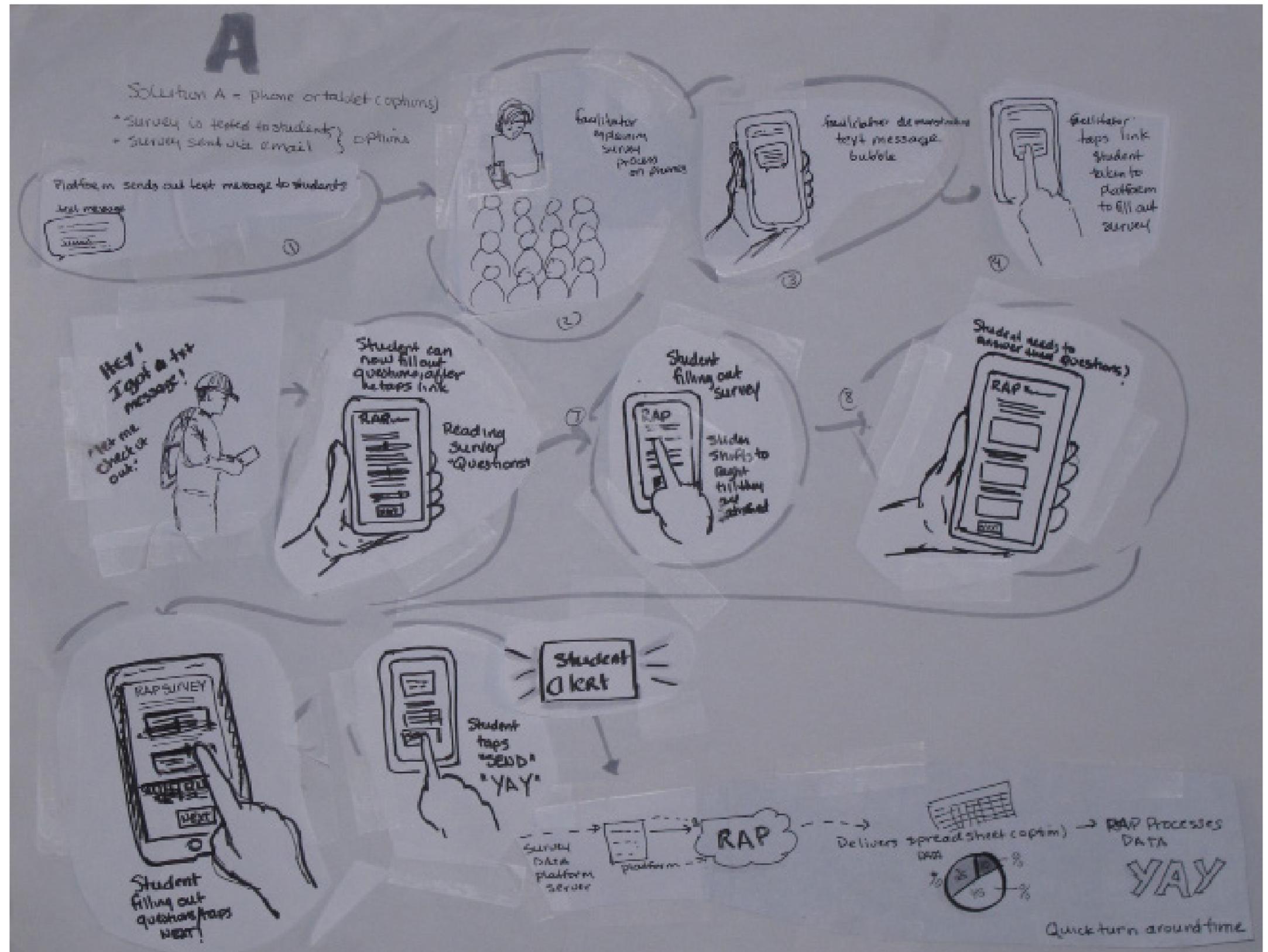


USER JOURNEY

Solution A:

- Text survey to teens
- Survey uploaded to Platform

Then data is processed and saved in RAP cloud



USER JOURNEY

Solution B:

- Students fill out paper survey
- Facilitator scans using phone
- Survey gets uploaded to Platform
- Data's stored on RAP's cloud



EVALUATION OF OPTIONS

Solution B:

- Students fill out paper survey
- Facilitator scans using phone
- Survey gets uploaded to Platform
- Data's stored on RAP's cloud

SURVEY TOOL EVALUATION CRITERIA

- Security
 - Encrypted data, ideally during transfer, at rest and in storage for individual fields
 - Company "culture of security"
 - Provides data privacy or anonymity options
- Cost
 - As close to free as possible
- Collection Methods
 - Complete on-site or from home
 - Potential for offline data collection
- Survey & Question Limits
- Data Management
- Ability to export data
- Reporting Tools
- Survey Building
 - Supported all types of survey questions with varying logic

SURVEY TOOLS EVALUATED

- QuestionPro, JotForms, Airtable, SurveyMethods, SnapSurveys, Formsite, Formstack, CognitoForms, Checkbox

SURVEY TOOLS RECOMMENDED

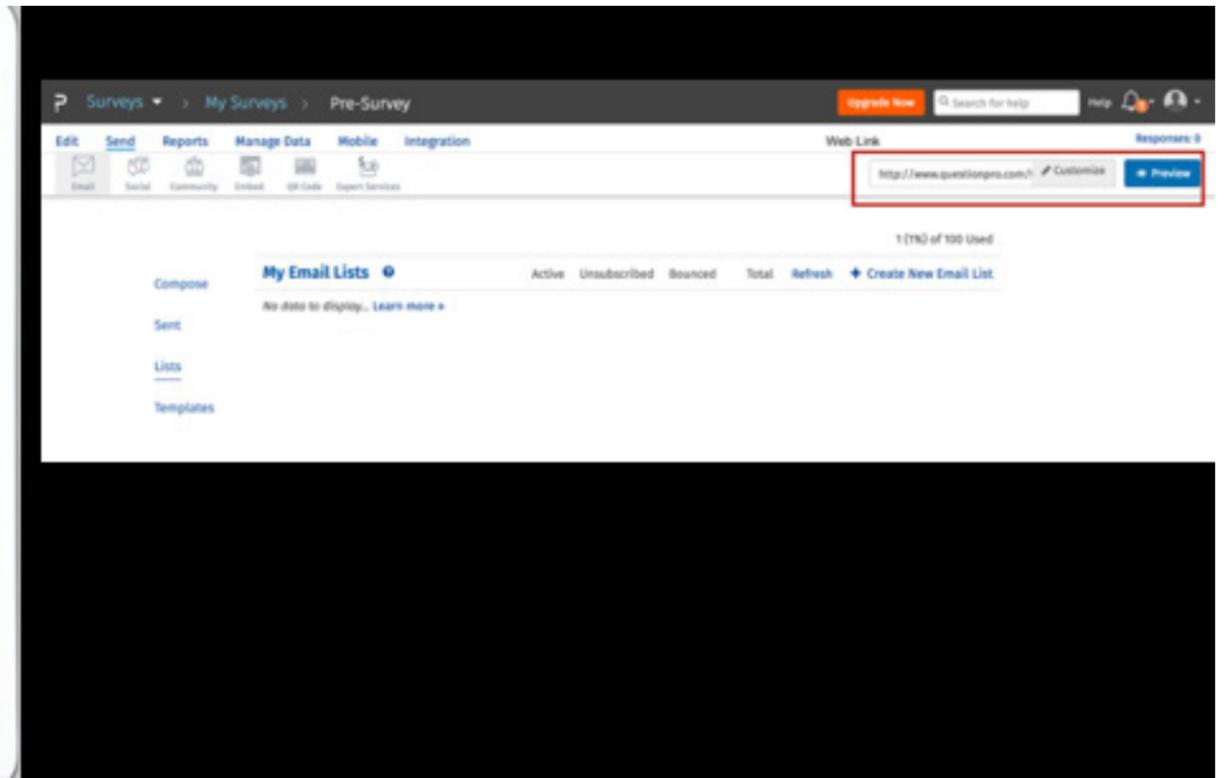
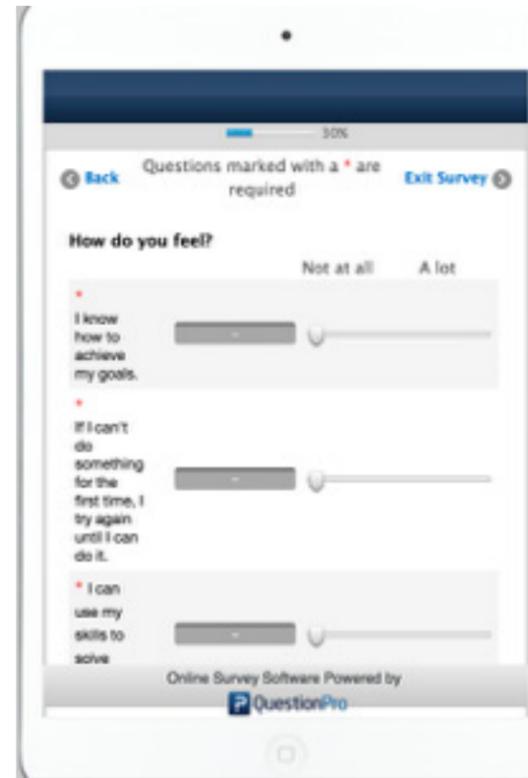
- One of QuestionPro, JotForms, Airtable, or SurveyMethods
- Each tool meets a majority of the evaluation criteria to provide a secure survey collection method at a cost of free or very close to free for non-profits

WHY 3RD PARTY OVER INTERNAL?

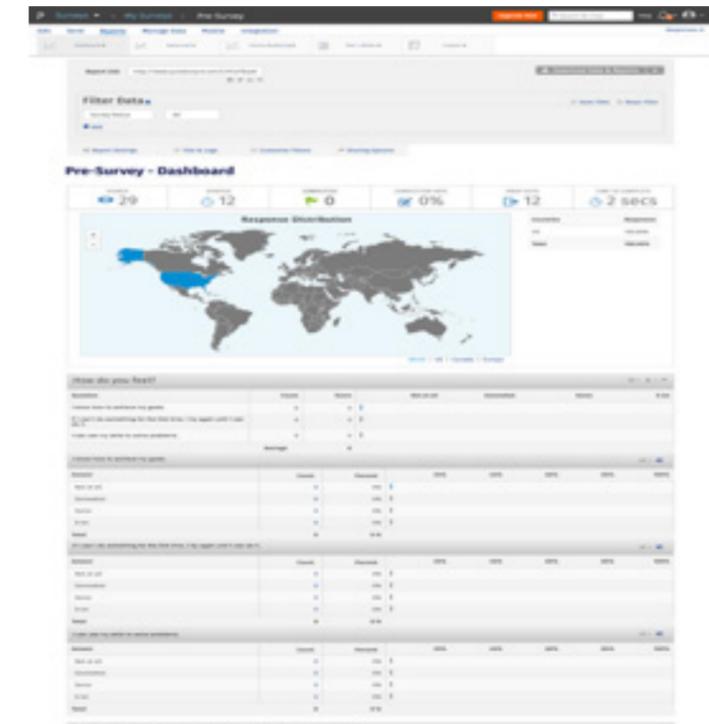
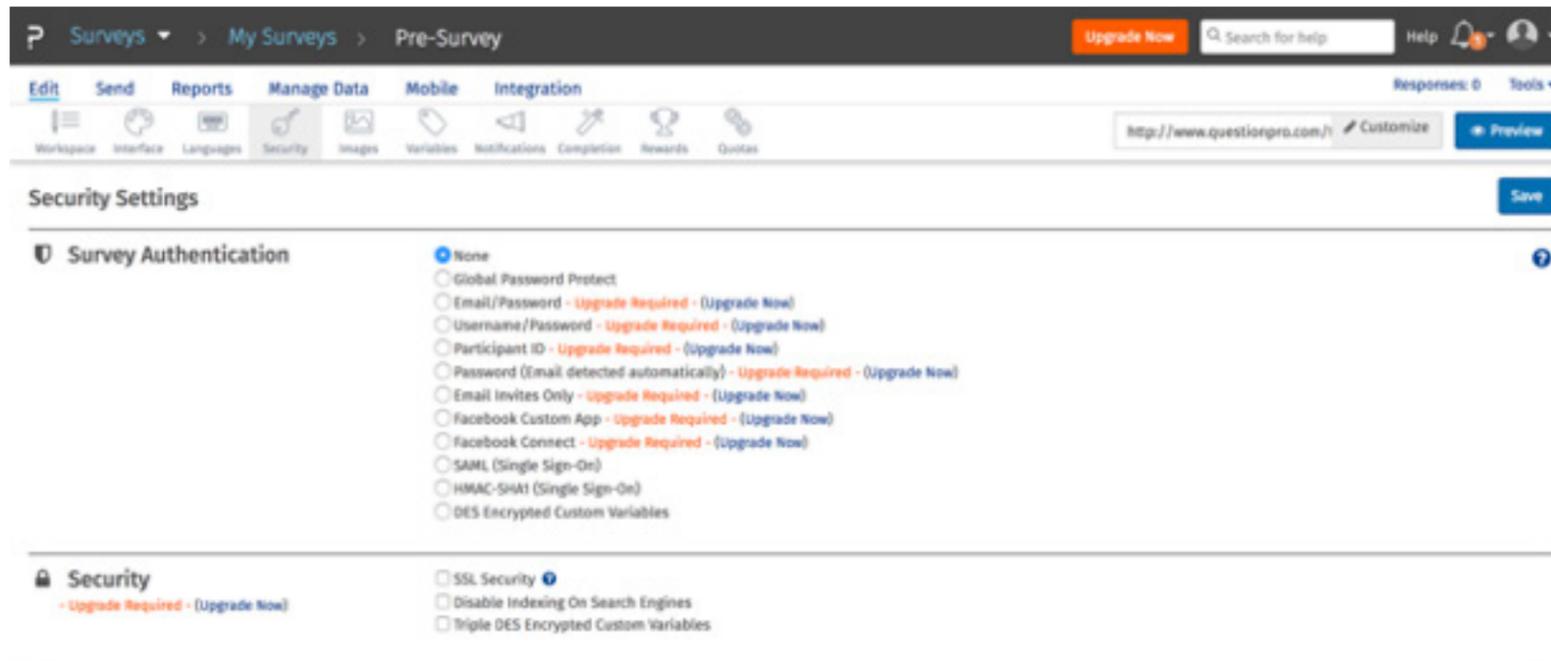
- Using a 3rd party tool allows them to not have to manage their own tech infrastructure
- Powerful options already exist
- Security was a big point for them, and building their own tool and making secure is a very difficult challenge, especially on such a limited budget

OUR SOLUTION: QUESTIONPRO

- Free
- Secure: SSL, Data encryption, Various methods around protecting who can access survey, industry standard firewall and data protection policies
- Collection Methods: URL links and email
- Allows for Data Export and In App Reports
- Has Offline Options
- Unlimited number of surveys
- Unlimited number of questions
- Unlimited number of responses
- Global tech support



Demo Survey Link: <http://www.questionpro.com/t/ANmspZasDV>



MEASURING THE DATA

Measure the Key Performance Interactions + Metrics

When it comes to measuring the overall goals for the survey needs

- Identifying the right key performance indicators (KPIs) is everything.

RAP serves a purpose: to benefit a charitable and worthy cause.

Like any organization, the first step to making RAP successful is defining success and their goals.

OBJECTIVES

- 1) Increase low income teens access to anti-poverty information and resources in their community, including education
- 2) To build the resilience of low income teens through self-confidence, critical thinking, problem solving and effective communication

STRATEGY
Learning and Development

Educate youth

KPI
Skills/Knowledge
Attained

KPI
Program Quality

STRATEGY
Resilience

Active prosocial activities
lead to behavior changes

KPI
Resilience

KPI
Empowerment

KPI
Sense of Community

STRATEGY
Community Service:
Impact Project

Civic Engagement and
Advocacy

KPI
Advocacy

KPI
Shares or Presentations

STRATEGY
Inclusiveness

KPI
Understanding the
demographics

MEASURING THE DATA

After meeting with RAP's Director of Educations they provided us with a list of goals for KPI's

First: KPI's measure the students impact over the workshop timespan

Second: KPI's measure the impact of workshop from pre to post survey

STRATEGY:
Learning and Development

Educate youth

KPI

Skills/Knowledge Attained:
• Are students confident in material? (opinion survey)

KPI

Program Quality:
Are students attending?
• # of students
• # of students attending first vs
• # of students attending last class
• Youths' feelings towards program (opinion survey)

STRATEGY:
Resilience

Active prosocial activities lead to behavior changes

KPI

Resilience:
Do students feel like they're in control? (opinion survey)

KPI

Empowerment:
Do students have the capacity in making effective choices and are they able to translate their choices into desirable outcomes? (opinion survey)

STRATEGY:

Community Service:
Impact Project
Civic Engagement and Advocacy

KPI

Advocate:
Do youths want to make difference in their community? (opinion survey)

KPI

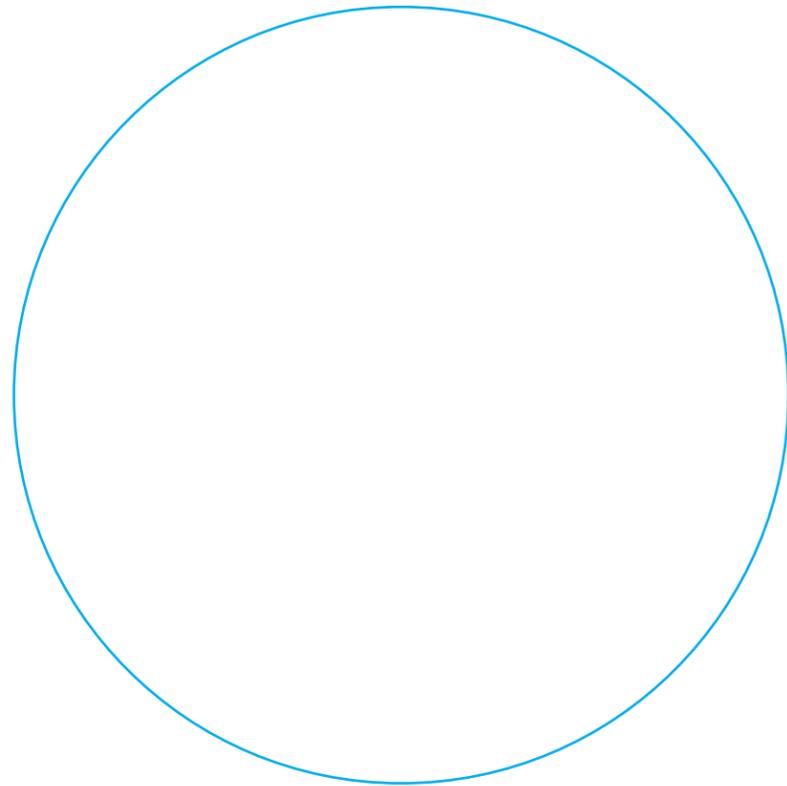
Shares/Presentation
of shares/presentations

STRATEGY:
Inclusiveness

Understanding Demographics

KPI

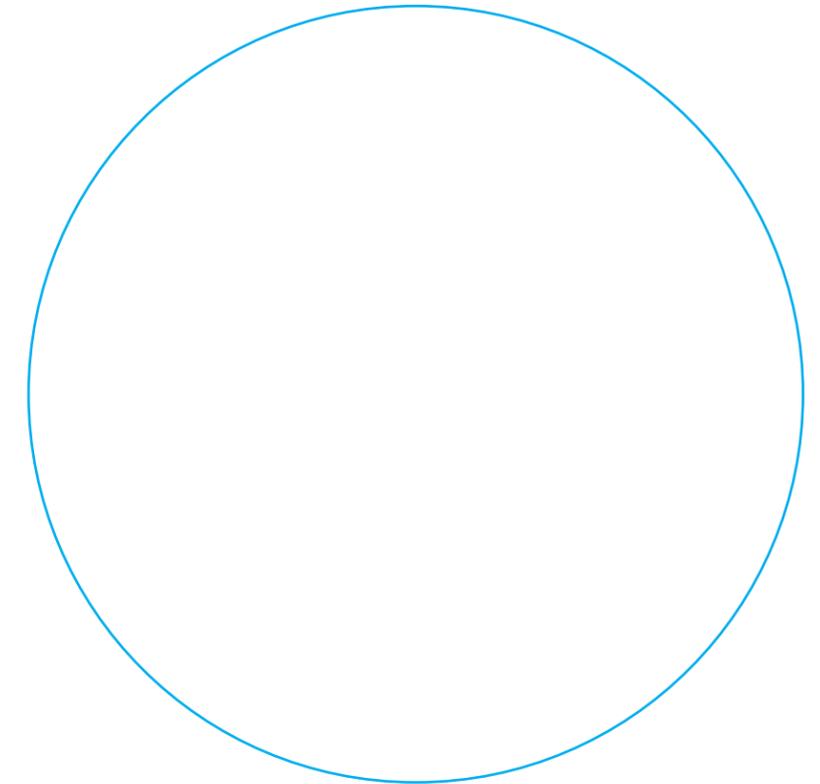
Demographics
Who is in the program?
• Gender #
• Ethnicity #
• Sexual Orientation



SURVEY + IMPACT

Problems to solve: after reviewing

- Gender
- Ethnicity
- Measure the impact of students progress in the workshops
 - Measure the impact of workshop
- Helps RAP provide new programming and reach out to current and future funders



CHALLENGES:

I reviewed paper surveys, it was apparent that the participants either did not understand the questions and/or just neglected to respond properly to specific questions

Issues with questions such as Gender, Sexual Orientation and Ethnicity were the most problematic

I worked with my team members and researched how to properly indicate gender, sexual orientation and ethnicity

Using the best language was critical to securing sufficient responses that would help the RAP team better capture the data they needed.

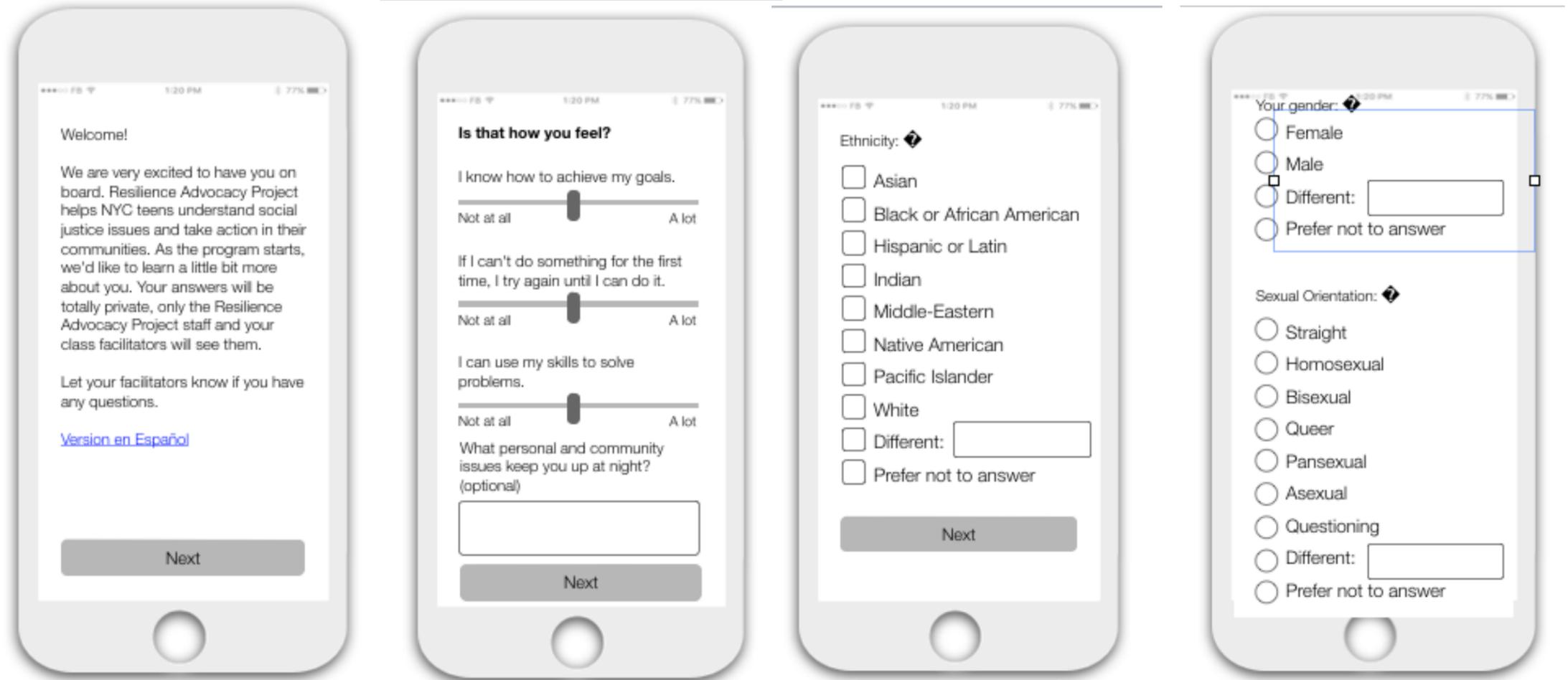
WIREFRAME

Examples of Pre-Survey and Post Survey wireframe screens

- Participants will receive text message with link for survey
- Facilitator will explain the process
- This platform is secure and provide each participant with high level of privacy
- Sets the tone for the program and the student's personal journey, while making the survey feel like it's an integral part of the program.
- Wireframe with slider allows participants to gauge their answers
- For Post Survey will be have provided an example for to type in responses. The listing for Gender, Sexual Orientation and Ethnicity were completely revamped

CHALLENGE:

The Introduction for Pre and Post Survey will be revised. Since the content is way to long it needs to be shorter and snappy.



IMPACT/MOVING FORWARD

Our project and recommendations will set RAP up with a long term solution to their current evaluation process problems. They are able to digitally collect evaluation responses which will allow them to make an impact on their programs and secure much needed funding.

There is still more to do:

- RAP will need to digitize all of their existing evaluations so they can measure YoY growth and success of their program and its participants. Our tool will make this easier for them going forward.
- If RAP is able to secure funding for this tool, they will be able to unlock additional features available.
- RAP can take the framework we have created for the student evaluations and apply it to the facilitator and partner sites evaluations.

| POWER MAPPING PROJECT |

LEADERSHIP SUMMIT // PROJECT GOALS

Seek to identify the strengths, gaps, and room for improvement in the ways The Leadership Conference builds and leverages the power of its coalition and partners, in the context of the larger civil rights movement, so that it can surface strategies and tactics to increase impact moving forward.

Objectives:

Map internal Leadership Conference process

Characterize network relationships

Assess coalition member impact/ capacity

Assess non-coalition member org capacities

MY ROLE AS DESIGN RESEARCHER INCLUDED:

- Working with our team on facilitating co-creation workshop sessions
- Capturing content from workshops
- Synthesizing workshop findings
- Weekly meetings
- Desk research on voting rights, education and judicial and court systems
- Visualizing workshop findings
- Worked with team in development of interview guide and conducting interview
- Synthesizing interview insights
- Strategic mapping of Leadership summit membership
- Gather baseline background for impact assessment

OBJECTIVES

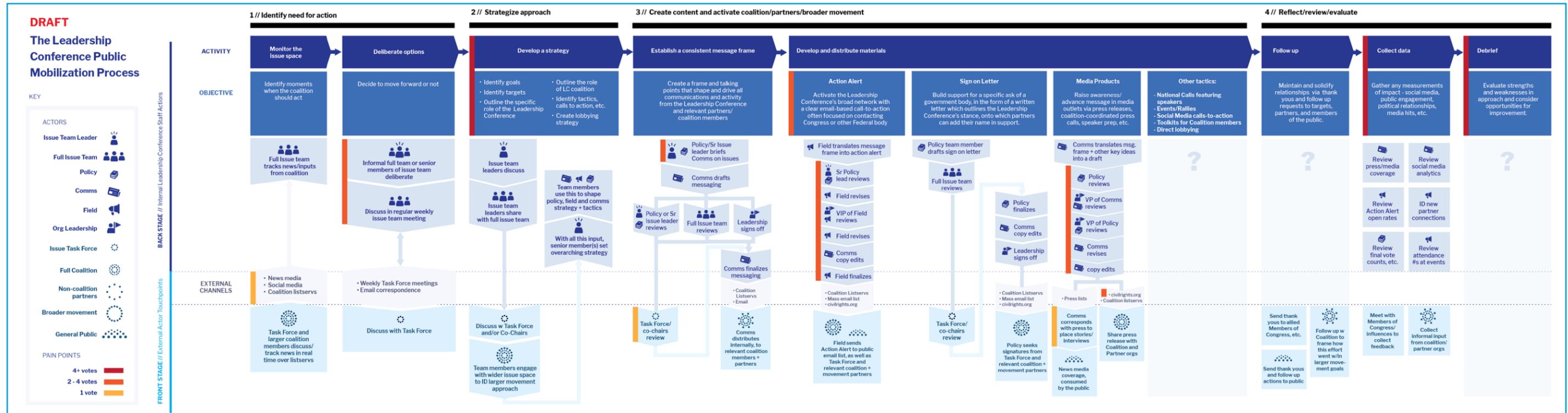
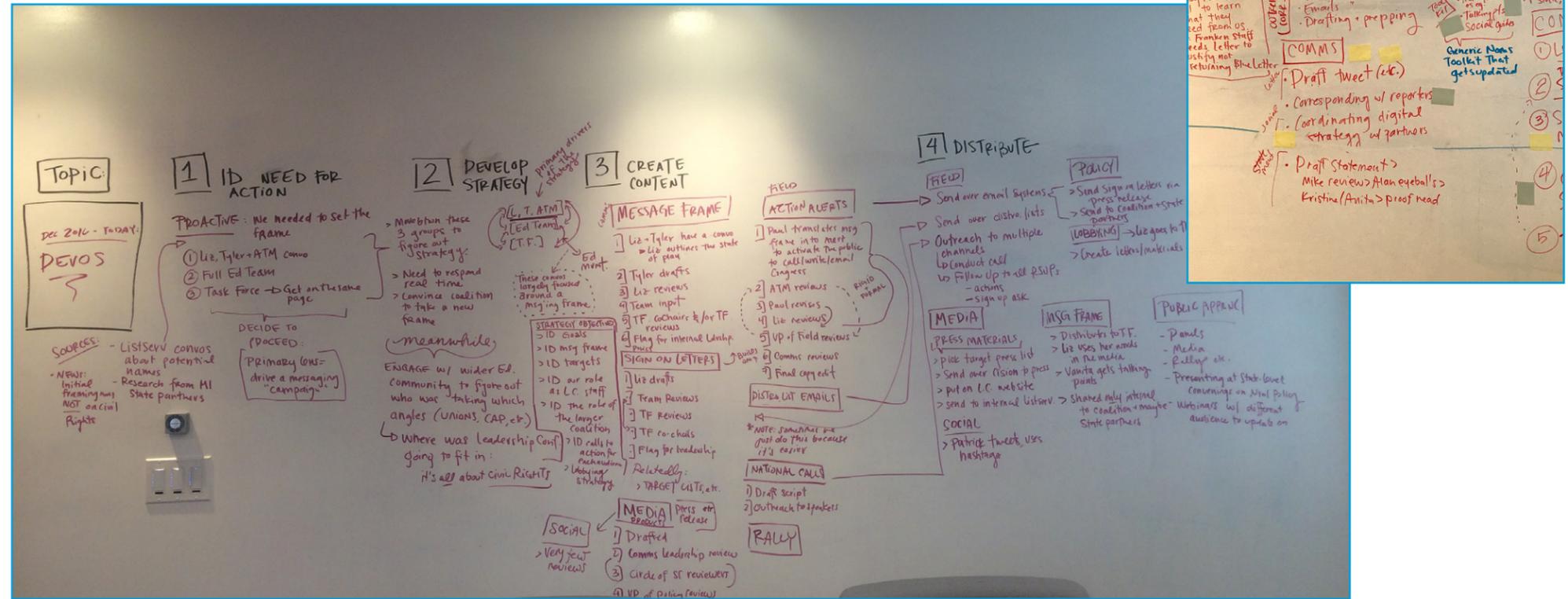
Conduct issue-based field research and assessments focused initially on orgs working on three issues:

- 1. Voting Access**
- 2. Fair Courts/Nominations**
- 3. Education**

ENGAGEMENT BLUEPRINT

CO-CREATION WORKSHOPS AND FINDINGS

- Worked with team on synthesizing co-creation sessions with Communications, Judicial, Legal and Education teams
- Mapping captures challenges, opportunities and areas for growth
- Presented blueprint to individual teams and internal stakeholders contact



LEADERSHIP POWER MAPPING



STRATEGIC DASHBOARD LEADERSHIP MAPPING

- Our team pulled together strategic dashboards based on needs of each area, education, voting, judicial and census
- Compiled sectors of Leadership Summit members, location, membership, services offered

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The Leadership Conference Power Mapping Repository

HOME INTERNAL PROCESS + STRATEGY MAPPING MEMBERSHIP INDEX

Repository for data collected and materials generated during The Leadership Conference on Civil and Human Rights 2018 Power Mapping effort.

UPDATED // June 11, 2018

ENTER >

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State-by-state Coalition Member self-reported presence

Where, in the US, Coalition Members publicly report activity.

Secure | https://lcpowermapping.squarespace.com/state-by-state-membership/activity

activity

# Orgs.	STATE	#	STATE	#
0	Washington D.C.	0	Minnesota	0
3	New York	0	Mississippi	0
2	California	0	Missouri	0
1	Delaware	0	Montana	0
1	Hawaii	0	Nebraska	0
1	Illinois	0	Nevada	0
1	Indiana	0	New Hampshire	0
1	Ohio	0	New Jersey	0
1	Pennsylvania	0	New Mexico	0
1	Alabama	0	North Carolina	0
0	Alaska	0	North Dakota	0
0	American Samoa	0	Northern Marianas Islands	0
0	Arizona	0	Oklahoma	0
0	Arkansas	0	Oregon	0
0	Colorado	0	Puerto Rico	0
0	Connecticut	0	Rhode Island	0
0	Florida	0	South Carolina	0
0	Georgia	0	South Dakota	0
0	Guam	0	Tennessee	0
0	Idaho	0	Texas	0
0	Iowa	0	US Virgin Islands	0

GEOGRAPHIC DISTRIBUTION

Secure | https://lcpowermapping.squarespace.com/issue-work-by-state/

available to the public online. It illustrates where organizations which claim Voting Rights as an issue of focus have state-specific activities.

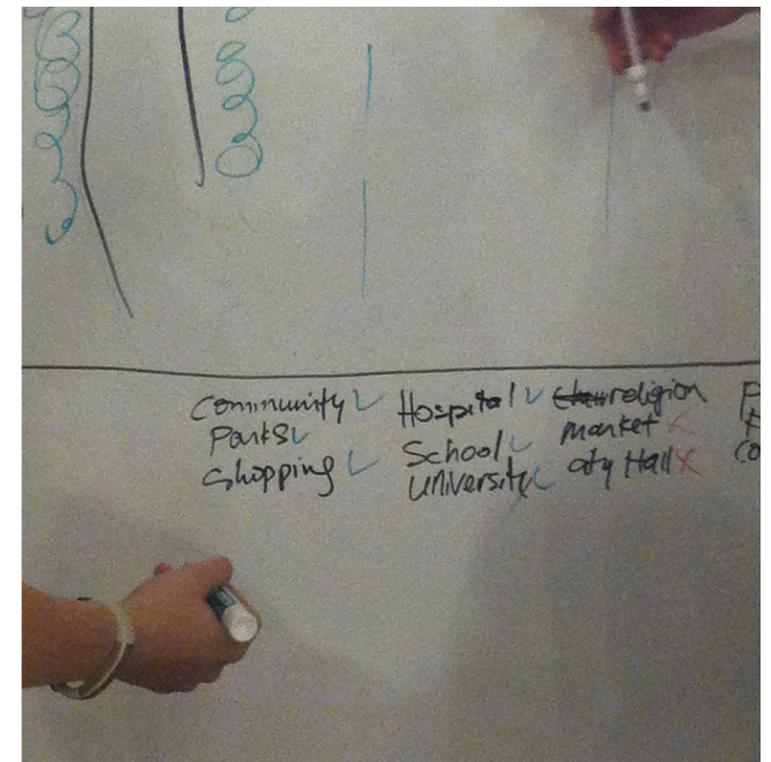
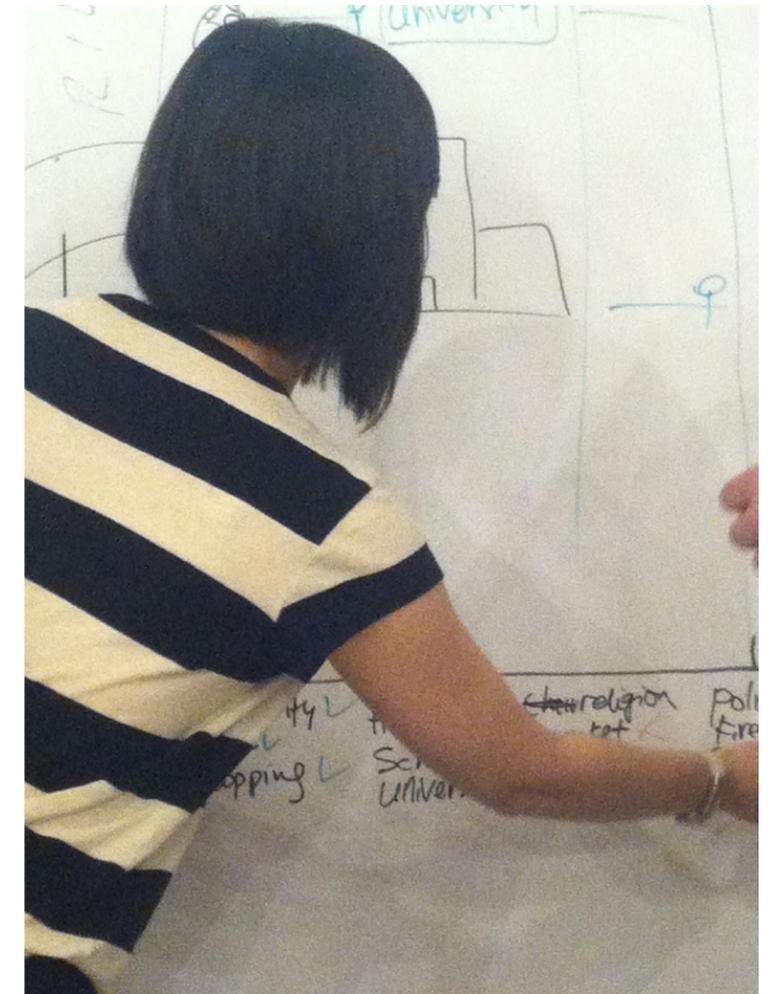
# Orgs.	STATE	#	STATE	#
3	Washington D.C.	3	Georgia	3
14	California	3	Arkansas	3
9	New York	3	Oregon	3
7	Texas	3	Connecticut	3
7	Massachusetts	2	Alabama	2
6	Florida	2	West Virginia	2
6	Pennsylvania	2	Vermont	2
5	Maryland	2	Utah	2
5	Illinois	2	South Carolina	2
5	Colorado	2	Rhode Island	2
5	Virginia	2	Puerto Rico	2
4	Ohio	2	New Hampshire	2
4	North Carolina	2	Nebraska	2
4	Minnesota	2	Montana	2
4	Mississippi	2	Kansas	2
4	Michigan	2	Hawaii	2
4	Louisiana	1	North Dakota	1
4	Indiana	1	Wyoming	1
4	Delaware	1	South Dakota	1
4	Arizona	1	Nevada	1
	New Mexico	1	Maine	1

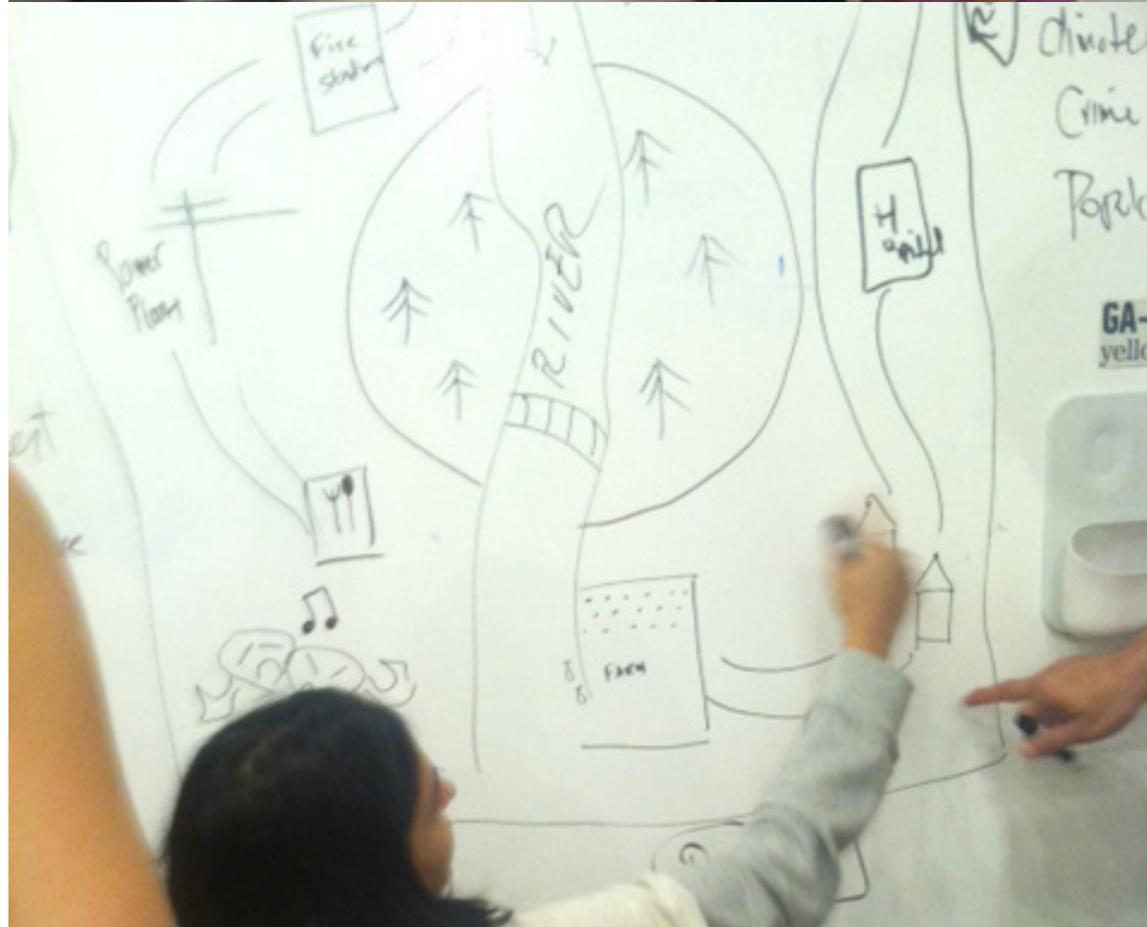
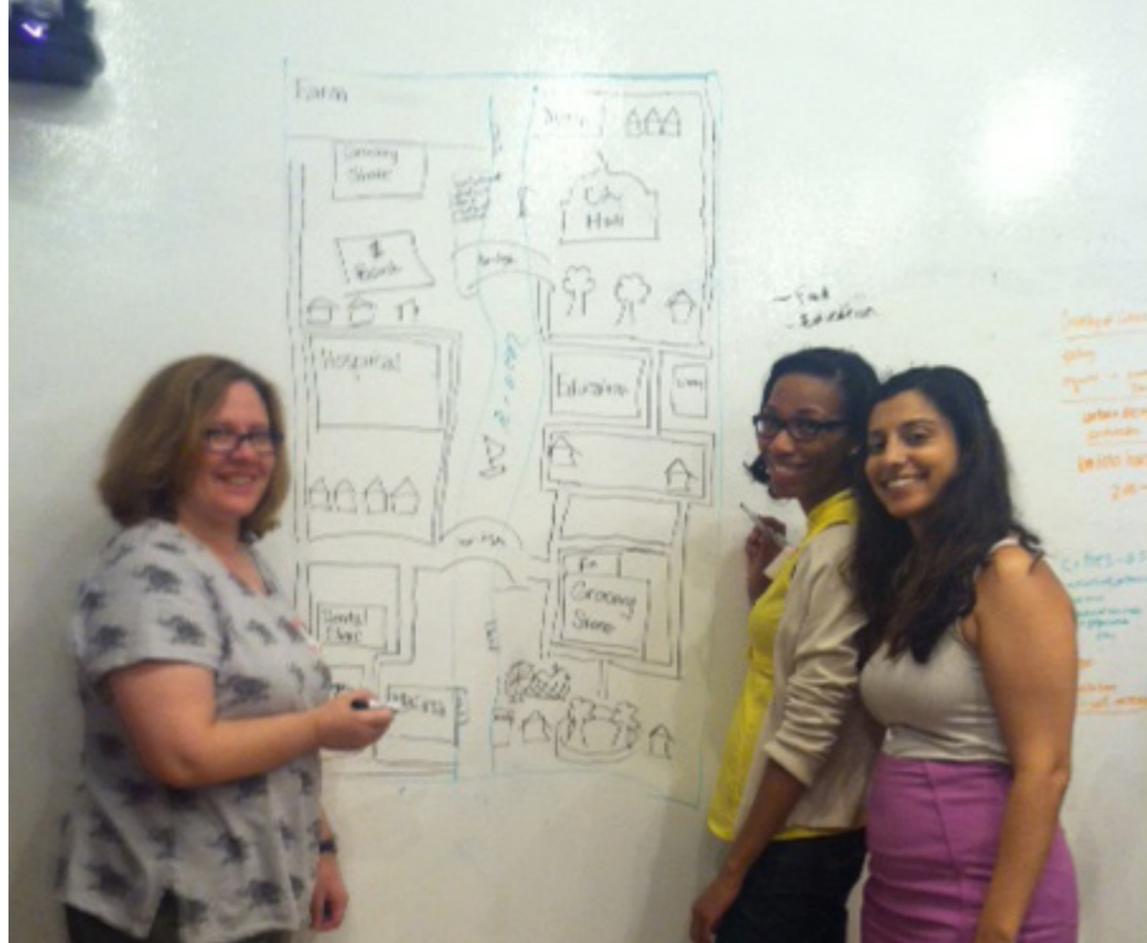
VOTING RIGHTS GEOGRAPHIC DISTRIBUTION

THE FUTURE OF CITIES INTERACTIVE WORKSHOP



UX Day Camp held at General Assembly was an unconference format, participants signed up if they were interested in presenting topics. We each had about 45 minutes for per session. I conducted an interactive workshop that focused on the Future of Cities where UX/Service Designers mapped out how they would develop product and services they would enable communities to function. Since I wanted to move this project further, I presented my "Future of Cities, workshop insights to my NYCUXPA mentoring group to gather more feedback on better ways to build the project out more.





THE FUTURE OF CITIES
INTERACTIVE WORKSHOP



The Future of Cities participants worked in teams for 10 minutes, then each team had 5 minutes to present their findings .

- **Why this method?**
- **What were the results?**
- **What was I trying to accomplish?**

What can I do to improve?

- **expand session to gain more insights**
- **include people**
- **icons/worksheets**
- **create template of map diagrams**
- **video tape session**



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