



**Leadership Practicum Projects:
167 Project-Based Learning Teams**

Fall 2004 to Spring 2022



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Leadership Practicum Projects – Fall 2004 to Present (Spring 2022)

The Leadership Practicum, a service-learning component embedded in select undergraduate and graduate business courses, offers students practical experience by working in teams on current business and community projects. Students experience the importance of vision, the relationships with one's partners and the behaviors that promote leadership effectiveness across diverse contexts.

Throughout one semester, Leadership Practicum students collaborate in teams on actual business-related projects based at Marin businesses and organizations. The projects, under the supervision of Dominican faculty and the direction of leaders in the Marin community, provide participants with the opportunity to develop and hone ethical leadership skills. Participants learn, and practice techniques studied in-class and practiced at practicum sites throughout the semester:

- Enacting a vision.
- Promoting effective group decision-making and resolving conflict.
- Developing individual and team effectiveness.
- Planning and change leadership for business or community organizations.
- Honing written and oral presentation skills.

Projects have included clarifying a project's vision, environmental scanning, marketing and operational coordination, project management, canvassing customer and client interests, business plans and budgeting.

The following projects are from the most recent to the earliest. The projects began in the Fall semester of 2004.



SPRING 2022

Project 1: Economic Impact of Hispanic/Latino-owned Businesses in Marin County – Continuation Project

ORGANIZATION: Hispanic Chamber of Commerce of Marin

LOCATION: San Rafael, CA

WEBSITE: www.hccmarin.com

PURPOSE: Research and compile a database of Hispanic and Latino-owned businesses in Marin to review and compare economic impact statistics, and to provide a baseline to forecast future impact.

BACKGROUND: Hispanic Chamber of Commerce of Marin was formed in 1982, and since then, there has never been a study on the importance of the growing Hispanic/Latino-owned business community. There has been an increase in all sectors, including financial services, real estate, mortgage brokers, CPA's, tax attorneys, lawyers, construction services, restaurants, and medical professionals. The project would create a baseline for future studies.

This project was first initiated with the Dominican University's Barowsky School of Business Leadership Practicum in Fall 2020, but was not completed due to the unexpected lack of contact/email information to reach the businesses themselves. At that time, San Rafael Hispanic/Latino-owned businesses were prioritized. The project was continued in the Fall of 2021 and Novato Hispanic/Latino-owned businesses were reviewed.

The Hispanic Chamber sees the growth of these businesses in other cities/towns, as well as the County of Marin (e.g., unincorporated Co., Sausalito, Corte Madera, Mill Valley) and plans to use this opportunity to engage these businesses in this continuation project.

DELIVERABLES:

1. Learn basic research and analysis skills from the Hispanic Chamber CEO.
2. Utilizing existing business license databases for the years 2019-2021, access the Hispanic-owned business contact information, to identify Hispanic/Latino-owned businesses by Spanish Surname.
3. Populate a specifically designed spreadsheet to gather contact information: Phone, email, website, Facebook, LinkedIn, Instagram, etc.
4. In the existing database, enter the additional information of the businesses the team has researched with the following information: industry, gender of the owner, the impact of COVID on their business, and average revenue range of the business over the past 2 years during the pandemic.
5. Review the survey responses as they are collected and analyze demographics, economic data, pandemic impact, and industry trends.
6. Write an Executive Summary of 1-3 pages, depending on graphs, graphics and formatting. The purpose of this report and the PowerPoint is to make it available to the Chamber's Board of Directors, our members, and the business community at large.



SPRING 2022

Project 2: All in for Dominican: Student Engagement

ORGANIZATION: Dominican University of California - Office of Advancement and Alumni Engagement

LOCATION: San Rafael, CA

WEBSITE: www.dominican.edu/all-in-dominican

PURPOSE: Develop a marketing strategy and plan to reach, involve, and educate current students about **All in for Dominican**, which is the university's annual day of giving scheduled for March 22. Assist with implementation of the strategy leading up to and during **All In for Dominican**. Analyze and evaluate results of the strategy, using key performance indicators such as dollars raised, number of donors, and social media engagement.

BACKGROUND: All In for Dominican is a fundraising campaign with the goal of bringing in as many donors as possible in 24 hours. The dollar amount of the donor's gift isn't as important as their participation. If 500 donors give on March 22, 2022, we will "unlock" generous matching and challenge gifts from the Board of Trustees and other donors. Donors can choose to support scholarships, academics, athletics, or anything on campus that they feel passionate about.

Previous "**All In**" campaigns haven't been successful in engaging the student body. Our primary objective with students is not to donate (although, of course, we welcome and appreciate student gifts!). There are two (interrelated) objectives for the student audience:

- Provide information and education about the critical role philanthropy plays at Dominican so that when we ask them to give as alumni, they understand why.
- Participate in creating authentic content that inspires engagement and giving from alumni and other potential donors

DELIVERABLES:

1. Draft a marketing strategy and communications plan to outline recommendations for increasing student engagement with All In for Dominican, including suggested key metrics for assessing success (complete by 2/22)
2. Assist with implementation of the strategy and plan (complete by 3/23)
3. Evaluate the strategy quantitatively based on key metrics and qualitatively based on anecdotal feedback from students (complete by end of the semester)
4. Create recommendations for engaging students in future All In campaigns (complete by end of the semester)
5. Assist with analyzing fundraising results for the campaign as a whole (complete by end of the semester)



SPRING 2022

Project 3: Call of the Sea Strategic Plan

ORGANIZATION: Call of the Sea

LOCATION: Sausalito, CA

WEBSITE: <https://callofthesea.org>

PURPOSE: Deliver a 2022 strategic plan for Call of the Sea Executive Director

BACKGROUND: Call of the Sea, based in Sausalito, operates two sailing vessels which serve as experiential educational platforms for our professional educators to instruct students in marine science, sailing and navigation, and our nautical heritage. The nautical heritage curriculum was developed by students from Dominican University of California.

Each vessel hosts thousands of students each year and provides a variety of schools, organizations, and student groups with experiential learning experiences.

Call of the Sea needs to mature and refresh its strategic plans. The goal of the project is to develop a strategic plan that includes the organization's mission, vision and defines the organization's key goals, strategies, and objectives. The overall strategic plan will include a detailed set of goals, objectives and action steps for Advancement, Sales & Marketing. The students work in two-person teams, as well as one complete team. The student group will work as a team coached by David Anderson - Call of the Sea Treasurer to understand the current state of Call of the Sea and prepare the strategic plans.

DELIVERABLES:

1. Create a team engagement model, roles, and assignments to support the deliverables required from the project team
2. Create a 2022 Strategic Plan based on Call of the Sea's Mission and Vision that defines the 2022 strategies, goals and objectives that includes the following elements:
 - a. 2022 Organization Strategy Plan
 - b. 2022 Sales & Marketing Plan
 - c. 2022 Advancement & Donation Plan
3. Create a presentation for review with Call of the Sea staff that summarizes the plan
4. Cultural Analysis: Call of the Sea can also support the cultural analysis required by BUS 4046 which integrates with the strategic planning review



SPRING 2022

Project 4: Mapping pollinator and biodiversity gardens in Marin

ORGANIZATION: Bee Audacious / Marin Biodiversity Corridor Initiative

LOCATION: Sausalito, CA

WEBSITE: www.beeaudacious.com (and offshoot: www.tenbytenplusten.com), Coming spring 2022: www.marinbiodiversity.org

PURPOSE: Help map and label existing habitat demonstration gardens in Marin, including gathering information on the process by which they were developed. This will include the Dan Stralka Memorial Pollinator Habitat Garden to be installed west of Albertus Magnus at Dominican in fall 2022.

BACKGROUND: In 2019, a regional Bay Area Bee Audacious conference was held. We were a collection of educators, policy writers, government officials, gardeners, non-profit leaders, and small business owners who came together to share and collaborate about improving our own small piece of California, so rich in habitat and natural beauty. We seek to preserve the initiatives and legacies of those who have gone before while designing new “best practices” and methods to carry on the duties. Creating a habitat corridor to support regional pollinator populations was a key initiative identified to help achieve these objectives. The recently formed Marin Biodiversity Corridor Initiative seeks to influence local awareness and decision making through policy change, on-the-ground projects, data collection and community outreach and education.

DELIVERABLES:

1. Work with garden creators to assist with plant and garden signage, as needed
2. Fill out the MBCI data entry form for four sites, including:
 - a. Collect plant lists and photographs for each site.
 - b. Enter data into MCBI spreadsheet.
3. Gather information on the process followed to create each garden (including inspiration, purpose, design, how funds were raised)



SPRING 2022

Project 5: Alumni Survey Analysis & Outreach

ORGANIZATION: 10,000 Degrees

LOCATION: San Rafael, CA

WEBSITE: www.10000degrees.org.

Also, view our Impact Report: <https://impactreport2020.10000degrees.org>.

PURPOSE: Analyze the results of a recent 10,000 Degrees alumni survey for notable findings, insights, and trends to create a visually engaging Executive Summary. In addition, interview selected alumni about where they are today and how 10,000 Degrees helped them achieve college and/or career success. From a selected list of prequalified alumni, the project includes scheduling and conducting video interviews with assigned questions. The project also includes writing short profiles (250-300 words) and gathering headshots or other photos that meet the standards for publication.

BACKGROUND: It is through the stories and accomplishments of our alumni that 10,000 Degrees demonstrates the long-lasting impact of our programs. 10,000 Degrees was founded in 1981, and our graduates have gone on to change their families, their communities, and the world. Recently, we conducted an alumni survey, promoted with the help of students who enrolled in the spring semester of Dominican's Leadership Practicum. This semester, students will analyze the results and interview alumni to develop a piece that aims to celebrate our alumni's achievements and showcase where they are today.

DELIVERABLES:

1. **Company Research:** Review 10,000 Degrees online materials to get to know our [mission, vision, and values](#). Check out our most recent [Impact Report](#), and our "[I am ONE Degree](#)" video series - created in part thanks to the outreach and efforts of the Spring 2021 Dominican Leadership Practicum students!
2. **Alumni Survey:** Review survey results (link coming soon)
3. **Survey Analysis:** Create an Executive Summary (2-3 sheets) based on most interesting findings and data points from survey.
4. **Alumni Connections:**
 - a. Identify from survey results alumni who you think would be interesting candidates to interview.
 - b. For those that respond positively, conduct video interviews via Zoom and record (with permission) or record answers in Google docs, using the interview script outreach script.
 - c. Draft 250-300 word profile for all interviewed alumni.
 - d. Maintain an updated tracking sheet with responses, interview date, link to recording/Google docs, and photo status.



SPRING 2022

Project 6: Enhancing the Leadership Learning Community of Leadership Studies Minors

ORGANIZATION: Institute for Leadership Studies' Leadership Minor

LOCATION: San Rafael, CA

WEBSITE: <https://www.dominican.edu/directory/institute-leadership-studies>

<https://www.dominican.edu/academics/undergraduate-programs/leadership-studies>

PURPOSE: To enhance the development of a connected and supportive learning community in the Leadership Studies Minor (LSM), primarily among students, but include opportunities to become more acquainted with faculty and staff, so that students have opportunities to get to know each other across majors, and build friendships

BACKGROUND: Dominican's Institute for Leadership Studies' Board of Advisors designed and support the Leadership Studies Minor, which is a collaboration of 10 academic departments and 13 academic majors. The Leadership Studies Minor is one of the highest enrolled minors at the University. However, of the 55 to 75 minors, the vast majority are Nursing Majors or Business Majors, instead of members from the 13 academic majors that contribute courses to the minor. There is only one event each year, the Leadership Pinning Ceremony, where students minoring in Leadership come together. There is virtually no learning community or traditions of the Leadership Minors. There is no formal welcome to those who choose the minor.

DELIVERABLES:

1. Recommend two annual events (one for each semester) which could become traditions where Leadership Studies Minors will be invited to meet, build personal connections, and network.
2. Plan and host one of these events no later than mid-March.
3. Conduct a survey of existing Leadership Minors inquiring about building community.
4. Create and implement a strategy to introduce and enroll second-semester freshmen, sophomores and transfers to the Minor in spring 2022.
5. Develop various social media approaches to welcome students to the Leadership Studies Minor and enable them to be connected.
6. Create and execute a promotion campaign to encourage attendance of existing Leadership Studies Minors at the Institute for Leadership Studies' Pinning Ceremony (in April). The Pinning Ceremony is to honor all students in ILS clubs and programs.



FALL 2021

Project 1: Expanding Membership and Engagement of Dominican's WLPC

ORGANIZATION: Women Leadership & Philanthropy Council, Dominican University of California (WLPC)

LOCATION: San Rafael, CA

WEBSITE: <https://www.dominican.edu/directory/office-advancement-and-alumni-engagement/women-leadership-and-philanthropy-council>

PURPOSE: Develop an outreach plan to increase membership of WLPC of Dominican recent graduates, Dominican Alumni, and Bay Area Community members.

BACKGROUND: Dominican's Women Leadership and Philanthropy Council is a women's giving circle composed of women who are both Dominican alumni, faculty and staff, and community leaders. Founded 20 years ago, many founding members have remained since its founding. Currently, there are 60 members. These members pay an annual donation between \$250 and \$1000 to support leadership development programming for Dominican students. The WLPC President and her executive board of directors are seeking to expand WLPC membership to include more new and former alumni, faculty, staff, and community members and understand what current members suggest to enhance their membership. This project will outreach to the Dominican and community women of the club and do an environmental scan of the other women's groups in Marin to understand the landscape better.

DELIVERABLES:

7. Develop an outreach campaign to invite 2020 and 2021 women graduates to apply for the Lepage-Lucy Membership Grants, which funds the first year of WLPC membership following graduation.
8. Coordinate with WLPC Marketing and Communication Committee to develop a campaign to educate Dominican faculty and staff that WLPC exists at Dominican and invite them to become members.
9. Conduct an Environmental Scan to identify Bay Area women's social and service clubs to understand the women's service club landscape.
10. Cooperate with Dominican Advancement in the development and analysis of a survey of WLPC members' interests to be collected at September 25th Member Lunch
11. Develop a model of a Penguin Tank grant program providing funds by WLPC to Dominican student teams.



FALL 2021

Project 2: Cook with us' Crowdfunding Event

ORGANIZATION: Kids Cooking For Life

LOCATION: Larkspur, CA

WEBSITE: www.kidscookingforlife.org

PURPOSE: Friendraising (a combination of outreach and fundraising). We plan to implement this event in the spring, utilizing high school interns as participants. Since we have never done an event like this, it is difficult to determine how much money we might raise. However, our goal is to engage each intern in spreading the word about KCL and collecting at least 5 pledges each.

BACKGROUND: KCL has been around since 2009 but is not as widely known as it should be, especially since we are now teaching in 4 Bay Area counties. For some time, we have wanted to put on an event such as the one described below, but an in-person event is always quite costly and involves lots of planning. Our tiny staff could not execute this project without assistance. Now that we are so accustomed to Zoom, this would be ideal for holding a virtual event. Ideally, the students will brainstorm with me as we decide on the parameters of the event. The students will detail tasks and anticipated outcomes as well as how to publicize the event. If KCL is lucky enough to work with Dominican students in the spring, they could host and coordinate the details and the various people involved in the event.

DELIVERABLES:

1. Develop specifics of an event (perhaps our Michelin Star Chef, who is a volunteer, can develop a recipe, and he and others can collect pledges and cook the same dish).
2. Brainstorm and decide on the Friendraising Event's format. Is this live Zoom or posting photos on social media?
3. Research Crowdfunding platforms for the fundraiser, providing data in a spreadsheet.
4. Present Crowdfunding service options by rank ordering these services. In his environmental scan of crowdfunding services, including costs, quality, ease of usage, etc.)
5. Develop publicity (including social media) that expands the existing KCL media sources to promote the KCL community to the wider Bay Area and National communities. (Include "Foodie websites and /blogs, etc.).
6. Create a plan to recruit participants of the fundraiser event, including how to communicate the prospect of volunteering as a participant to promote the fundraiser, with the goal of recruiting the interns to participate. Determine how many volunteers would be needed.



FALL 2021

Project 3: Economic Impact of Hispanic/Latino-owned Businesses in Marin County – Continuation Project

ORGANIZATION: Hispanic Chamber of Commerce of Marin

LOCATION: San Rafael, CA

WEBSITE: www.hccmarin.com

PURPOSE: Research and compile a database of Hispanic/Latino-owned businesses in Marin to review and compare economic impact statistics, and to provide a baseline to forecast future impact.

BACKGROUND: Hispanic Chamber of Commerce of Marin was formed in 1982, and since then, there has never been a study on the importance of the growing Hispanic/Latino-owned business community. There has been an increase in all sectors, including financial services, real estate, mortgage brokers, CPA's, tax attorneys, lawyers, construction services, restaurants, medical professionals. Project would create a baseline for future studies.

This project was first initiated with the Dominican University's Barowsky School of Business Leadership Practicum in Fall 2020 but was not completed due to the unexpected lack of contact/email information to reach the businesses themselves. At that time, San Rafael Hispanic/Latino-owned businesses were prioritized and some Novato businesses were reviewed; however, the Hispanic Chamber sees the growth of these businesses in other cities/towns, as well as the County of Marin (e.g., unincorporated Co., Sausalito, Corte Madera, Mill Valley) and hopes to use this opportunity to engage these businesses in this continuation project.

DELIVERABLES:

1. Learn basic research and analysis skills from the Hispanic Chamber CEO.
2. Utilizing existing business license databases for the years 2012-2021, access the Hispanic-owned business contact information, to identify Hispanic/Latino-owned businesses by Spanish Surname.
3. Populate a specifically designed spreadsheet to gather contact information: Phone, email, website, facebook, linked in, instagram, etc.
4. Provide input to the existing survey that will be sent out to the gathered businesses.
5. In the existing database, enter the gathered information of the businesses the team has researched with the following information: industry, country of origin of the owner, gender of the owner, impact of COVID on their business and average revenue range of the business over the past 5 years.
6. Write an Executive Summary of 1-3 pages, depending on graphs, graphics and formatting. The purpose of this report and the PowerPoint is to make it available to the Chamber's Board of Directors, our members and the business community at large.



FALL 2021

Project 4: Connecting Corporate Employees with Local Nonprofits to Expand Community Impact

ORGANIZATION: Center for Volunteer & Nonprofit Leadership

LOCATION: San Rafael, CA

WEBSITE:

CVNL website: <https://cvnl.org/>

Volunteer matching website: <https://www.volunteernow.org/>

PURPOSE: The purpose of this project is to improve CVNL's corporate engagement processes, so they are more efficient and effective, thus expanding CVNL's capacity in Marin, Napa, Solano, and Sonoma counties.

BACKGROUND: Corporate volunteer programs are reported to drive employee engagement. Companies that promote active volunteer programs benefit from employee satisfaction to greater productivity and profitability. Companies have "employee engagement" platforms where staff are able to track community service hours and/or money donated to favorite causes. Some of these platforms feature volunteer opportunities. There are key staff members in charge of entering the volunteer opportunities by hand into their platform.

CVNL offers multi-county volunteer opportunities through an updated online volunteer matching portal called VolunteerNow.org. CVNL needs support connecting corporate employees with local volunteer opportunities in an efficient and innovative way. Corporate volunteer programs greatly benefit employees, and CVNL has a great product to enhance their experience. This project could lead CVNL to create a new service that will build capacity within corporate volunteer programs while providing CVNL with a new source of revenue.

Along similar lines, CVNL receives a steady yet slow stream of donations through employee engagement platforms each year. CVNL would like to increase the amount of donations that come through platforms such as Benevity, YourCause, Philanthropy Cloud, and perhaps more. We do not yet know the best practices in this type of fundraising.

DELIVERABLES:

1. Design a way (or a few ways) to automate the integration of VolunteerNow.org's volunteer opportunities into employee engagement platforms, so the corporate staff no longer need to enter information into the system by hand. Focus on Benevity, YourCause, and Salesforce's Philanthropy Cloud.
2. Develop a report containing market research on which platforms companies in the North Bay are using (Which platforms do Genentech, Autodesk, BioMarin, etc., use?)
3. Determine a price range that CVNL can charge the companies that are interested in integrating VolunteerNow.org data into their employee engagement platforms
4. Create a plan for CVNL to use to increase its presence on employee engagement platforms, which can ultimately result in an increase in donations by December 31st.



FALL 2021

Project 5: Dominican Water Wise Pollinator Garden: An Educational Garden Expanding Greater Bay Area Habitat Corridor

ORGANIZATION: Bee Audacious, Water Wise Bay Area Pollinator Corridor

LOCATION: San Rafael, CA

WEBSITE: www.beeaudacious.com (and offshoot: www.tenbytenplusten.com)

PURPOSE: Plan the installation of a Water Wise Pollinator Garden-based upon the output of the Spring 2021 Leadership Practicum project. The garden site has been approved for the space immediately west of the Albertus Magnus. The pollinator habitat on the Dominican University of California campus will be among a featured garden in Marin, supported by a grant from the Marin Municipal Water District. As such, it will be a highly admired and visible educational garden of those included in the Water District County WAL Garden Grant and Garden Tour. The Dominican Facilities Department has been intricately involved in the planning of the project, and the Dominican RISK Committee has approved its installation.

BACKGROUND: In 2019, a regional Bay Area Bee Audacious conference was held. We were a collection of educators, policy writers, government officials, gardeners, non-profit leaders, and small business owners who came together to share and collaborate about improving our own small piece of California, so rich in habitat and natural beauty. We seek to preserve the initiatives and legacies of those who have gone before while designing new “best practices” and methods to carry on the duties. Creating a habitat corridor to support regional pollinator populations was a key initiative identified to help achieve these objectives.

DELIVERABLES:

1. Review and understand the Pollinator Corridor plan that was developed in a BUS 4046 Leadership Practicum project in Spring 2021
2. Consult with the Natural Science faculty to develop educational signage for the installed corridor.
3. Work with Bee Audacious to finalize the plan to install the necessary habitat on the Dominican University of California campus
4. Join Bee Audacious and Dominican Natural Science students to install the garden.
5. Develop a PR campaign to announce the unveiling of the Pollinator Garden.
6. Plan and host a campus unveiling event before Thanksgiving to the Dominican campus and the Bay Area Community



FALL 2021

Project 6: Alumni Association Outreach and Survey Administration & Analysis

ORGANIZATION: 10,000 Degrees

LOCATION: San Rafael, CA

WEBSITE: www.10000degrees.org

PURPOSE: Reach out to selected alumni to connect them with 10,000 Degrees and invite them to take an alumni survey. Participate with 10,000 Degrees staff to create best tactics for alumni outreach and survey completion, and determine which metrics to use to monitor success.

BACKGROUND: 10,000 Degrees is working to strengthen its alumni engagement as a means to stay connected to alumni of our program – students who received support, scholarships, etc. This project aims to discover where our alumni are today, get them reconnected with 10,000 Degrees, and what types of ways they'd like to continue to engage with our organization.

DELIVERABLES:

1. Company Research:

- a. Review 10,000 Degrees online materials to get to know our mission, vision, and values.
- b. Review impact data from our most recent Impact Report.
- c. Watch the "I am ONE Degree" video series - created in part thanks to the outreach and efforts of the Spring Dominican Leadership Practicum students!

2. Alumni Communication & Survey Administration

- a. Introductory communication to alumni will be sent by 10,000 Degrees staff. Staff will also help students with script/language for social media posts and communications and will provide a list of alumni names/contact info for outreach.
- b. Collaborate with 10,000 Degrees team to create alumni outreach strategy using multiple tactics: phone, text, social media posts, and/or email to encourage survey participation. Work as a team to finalize scripts, social media posts, etc.
- c. Divide alumni contacts among the team for outreach, and track communication methods and outcomes on Google Drive.
- d. Decide as a team on what criteria to evaluate the success of survey administration and completion on an ongoing basis throughout the semester. Continually track and record survey results based on this criteria.

3. Survey Analysis

- a. Create an Executive Summary on project findings.
- b. Include a comprehensive analysis of survey data.
- c. Identify best practices for communicating with alumni to achieve survey completion and/or joining LinkedIn Alumni group.
- d. Include suggestions of best practices for ongoing alumni outreach.



FALL 2021

Project 7: Rebuilding Rotaract Club at Dominican University of California

ORGANIZATION: Rotary International: San Rafael Evening Rotary

LOCATION: San Rafael, CA

WEBSITE: <https://www.rotary.org/en/about-rotary>
<https://www.rotary.org/en/get-involved/rotaract-clubs>

PURPOSE: Create a plan to include a campus event to enlist Dominican students to join the Dominican University Rotaract Club.

BACKGROUND: From big cities to rural villages, Rotary International is a global network of 1.2 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves. The County of Marin is one of three counties that make up District 5150 for Rotary International. The other two counties are San Francisco and San Mateo County, which in total are 46 Rotary clubs for the three counties. Rotary clubs offer partnership with universities to Charter *Rotaract Clubs*, and collaborate to take action through service.

The Rotary Club of San Rafael Evening is the sponsoring Rotary club for the Dominican University Rotaract Club. On Campus the Dominican's Institute for Leadership Studies has been the on campus sponsor and advisors to the Dominican University Rotaract Club. Over the last few years the Dominican Rotaract club has lost momentum and membership, which now needs to be rebuilt with ongoing activities, meetings, and officers in place documented by the sponsoring club of San Rafael Evening Rotary and submitted to Rotary International for the purpose of maintaining of the Dominican University Rotaract Club Charter.

DELIVERABLES:

1. Learn from client about the Rotaract Club mission and example projects of other clubs
2. Educate academic department chairs, academic advisors, Student Life managers, RAs and ASDU leaders about Rotaract mission to seek their help to reach their students to attend the campus event noted below.
3. Create a list of possible Rotaract community projects to inspire incoming members to join
4. Produce a social media campaign about Dominican's Rotaract's mission
5. Organize a campus event to be held by mid-November to invite prospective students to learn about Rotaract from Rotarians who will speak.
6. Have Key Club Officers in place to run the club for the 2021-2022 school year prior to the Membership event in November. This to include officers for- President-Vice-President- Secretary-Treasurer- Public Image.



FALL 2021

Project 8: Marketing Campaign of the International Development Volunteers for Peace

ORGANIZATION: Peace Corps

LOCATION: San Rafael, CA

WEBSITE: www.peacecorps.gov

PURPOSE: Recruit qualified Dominican students and the greater community to serve as Peace Corps Volunteers.

BACKGROUND: The Peace Corps, a federal government agency, is a two-year public service opportunity for motivated changemakers to immerse themselves in a community in one of 61 countries abroad, working side by side with local leaders to tackle the most pressing challenges of our generation. Volunteers work in Education, Health, Community Economic Development, Environment, Agriculture, and Youth Development. Benefits include transportation, housing, monthly living stipend, full medical/dental coverage, student loan cancellation and/or deferment, \$10,000 (pre-tax) to help transition back to home after service, and myriad graduate-level fellowships for Returned Peace Corps Volunteers.

DELIVERABLES:

1. Design a marketing campaign to the Dominican University of California campus and greater community, building on the Facebook page and collateral materials developed by last year's team.
2. Produce a Penguin Radio Segment to reach potential Peace Corps applicants.
3. Research and recommend strategic channels to increase diversity (African American, Asian American, Native American, Latino, LGBTQ, Veterans, and Older Americans (50+)) and scarce skills (science, math, agriculture, TEFL, Spanish, and French) targets.
4. List a variety of specific no-cost and low-cost ways to market the program on campus and in the greater community.



FALL 2021

Project 9: Enhancing the Leadership Learning Community of Leadership Studies Minors

ORGANIZATION: Institute for Leadership Studies' Leadership Minor

LOCATION: San Rafael, CA

WEBSITE: <https://www.dominican.edu/directory/institute-leadership-studies>

<https://www.dominican.edu/academics/undergraduate-programs/leadership-studies>

PURPOSE: This project seeks to build a learning community of students minoring in Dominican's Leadership Studies. The project seeks to design co-curricular, extra-curricular and/or social programming or experiences that will convene students in the Leadership Studies minor to become friends and colleagues outside of the courses.

BACKGROUND: Leadership Studies' Board of Advisors designed and support the Leadership Studies Minor, which is a collaboration of 10 academic departments and 13 academic majors. The Leadership Studies Minor is one of the highest enrolled minors at the University. However, of the 55 to 75 minors, the vast majority are Nursing Majors or Business Majors, instead of members from the 13 academic majors that contribute courses to the minor. There is only one event each year, the Leadership Pinning Ceremony, where students minoring in Leadership come together. There is virtually no learning community or traditions of the Leadership Minors. There is no formal welcome to those who choose the minor.

DELIVERABLES:

1. Design at least two annual events to which Leadership Minors will be invited to meet, build personal connections, and network to enhance the development of a connected and supportive learning community of students minoring in leadership Studies.
2. Plan and host one of the planned events no later than mid-November.
3. Develop protocols (communication or event) for welcoming students to the Leadership Studies Minor and a way to stay connected while at Dominican.
4. Analyze the trends of Leadership Minors over time by Major and department and identify the gaps.
5. Create a communications campaign with Academic Advisors with the goal of increasing the number of students minoring in Leadership Studies.



FALL 2021

Project 10: Meal Tracking and Departmental Distribution Reporting

ORGANIZATION: Epicurean Group / Arden Wood Private Senior Residential Facility

LOCATION: San Rafael, CA

WEBSITE: www.epicurean-group.com

PURPOSE: Epicurean is the vendor for Arden Wood. We need to track all meals and food items according to which department ordered the meals. The project team will be trained by Dominican coding faculty in a customized workshop specifically for this team to learn the first phases of coding called **Wireframing**, which is the process of flow charting. Developing the flow charts will define the steps and details of what the meal tracking app will include. Our dining room servers will use the tracking tool at each service for accurate inputting—NO Cash exchanges hands. Our goal is to create a tool for comprehensively tracking meals and food items according to which department and/or person receives said items. Weekly reports will need to run and be ready for submission to the accounting department and chef.

BACKGROUND: Arden Woods Financial Department requests that Epicurean track diners according to each dept. for proper billing. The Epicurean Chef at Arden Wood needs accurate information for proper ordering. Epicurean must have an accurate accounting of the distribution and use of all food. This tool is necessary for accuracy and transparency to the Client.

DELIVERABLES:

1. Be trained by Dominican coding faculty in a customized workshop specifically for this team. The team members will learn how to create flow charts (Wireframing) that are used for developing computer applications that track information.
2. Create a Snapshot diagram of the complete flow (sequence of the
3. Create a Word or Powerpoint diagram that illustrates each segment of the application development.
4. Design guidelines for a user-friendly computer application, to be used by dining room attendants, that tracks to which department each meal is assigned and provides accurate reporting. Implementation of the team's design will be completed by next semester's team.



FALL 2021

Project 11: The Torch 40 under 40

ORGANIZATION: Dominican University of California - Office of Alumni

LOCATION: San Rafael, CA

WEBSITE: <https://www.dominican.edu/alumni>

PURPOSE: Connect with Dominican University of California alumni. The Project seeks to confirm 40 alumni under the age of 40 to be featured in the University's alumni magazine: *The Torch*. From a selected list of prequalified alumni, the project includes scheduling and conducting video interviews with assigned questions. The project also includes writing short profiles (250-300 words) and gathering headshots or other photos that meet the standards for publication.

BACKGROUND: Dominican University of California was founded in 1890. Every year, Dominican graduates impactful young leaders in a broad range of industries. They forge partnerships, solve problems, blaze trails, and serve their communities wherever they may be, all while embodying the Dominican values of Study, Reflection, Community, and Service. We would like to honor these alumni and promote the university by spotlighting the achievements of our graduates.

DELIVERABLES:

1. Read similar magazine and or/website features from other universities to get a sense of best practices, and read past issues of *The Torch* to get a sense of tone.
2. Contact alumni from a list developed by staff and Alumni Board using the provided email template to ascertain interest in participating.
3. For those that respond positively, conduct video interviews via Zoom and record (with permission) or record answers in Google docs, using the interview script outreach script.
4. Draft 250-300 word profile for all interviewed alumni.
5. Maintain an updated tracking sheet with responses, interview date, link to recording/Google docs, and photo status.



FALL 2021

Project 12: Call of the Sea Financial Plan

ORGANIZATION: Call of the Sea

LOCATION: Sausalito, CA

WEBSITE: <https://callofthesea.org>

PURPOSE: Deliver a 2022 financial plan for approval by Call of the Sea Board of Directors.

BACKGROUND: Call of the Sea, based in Sausalito, operates two large sailing ships which serve as experiential educational platforms and allow our professional set of educators to teach students about marine science, sailing and navigation, and our nautical heritage. These vessels host thousands of students each year and provide a variety of schools, organizations, and student groups and provide active experiential learning experiences onboard our vessels. Each group is supported by a group of highly trained maritime professionals who guide the students thru a set of exercises that allow them to learn about marine science, sailing a traditionally rigged ship, and our nautical heritage with a focus on San Francisco Bay. The nautical heritage curriculum was developed by students from Dominican University.

In support of this mission, each year the Call of the Sea Board develops a financial plan for the next year. The process is led by the Board Treasurer who develops that plan by reviewing the results from 2021 and working with the Call of the Sea Executive director to understand the strategic goals and plans for the next year. The student group will work as a team coached by the Call of the Sea Treasurer to understand actual results for 2021 and prepare a 2022 Budget for review and approval by the Call of the Sea Board of Directors.

DELIVERABLES:

1. Create a team engagement model, roles, and assignments to support the deliverables required from the project team
2. Create a 2022 Financial Plan- Budget and forecasting module to support Call of the Sea operations that includes the following elements:
 - a. Create a Donation plan for Call of the Sea by reviewing past donation results
 - b. Create an overhead expense plan that includes office staff, facilities, and other costs. Identify opportunities for reduction of low priority overhead
 - c. Create a sailing revenue model with underlying assumptions for sailings per week/capacity/pricing and capacity utilization that fully capture and are aligned with the sailing plan for 2022.
 - d. Create a sailing expense model that captures crew costs, food, materials that align with and support the sailing schedule. Ensure investments in educational materials to support the student population are included in the plan
3. Create a presentation for the Call of the Sea Board of Directors that summarizes the budget plan noting differences from FY 2021 actuals and assumptions that address the impact of COVID- 19 pandemic and other relevant items. Answer questions from the Board prior to Board approval of the financial plan.
4. Time allowing provide ideation on opportunities for Call of the Sea to source additional students that would be served by the Call of the Sea educational program.



SPRING 2021

Project 1: Connecting Teens with Nonprofits to Expand Local Volunteerism

ORGANIZATION: Center for Volunteer & Nonprofit Leadership (CVNL)

LOCATION: San Rafael, CA

WEBSITE: www.cvnl.org

PURPOSE: The purpose of this project is to make the process of finding and signing up for local volunteer opportunities easy for North Bay teens in 7th – 12th grades (ages 13 – 18).

BACKGROUND: Young people ages 13 – 18 often need to fulfill community service requirements for school. Some may also volunteer with their families and friends on their own time, participate in service clubs, or serve as interns to gain work experience. There are thousands of these potential volunteers in the North Bay, yet there is also a current volunteer shortage at nonprofits, based on CVNL's recent experiences. CVNL is a matchmaker between these two groups. We have established relationships with nonprofits but need better marketing efforts to reach potential volunteers from this age group. CVNL's Volunteer Services team aims to increase teens' usage of the CVNL online volunteer matching portal and raise local teens' awareness of community volunteer programs and events.

CVNL needs a marketing campaign to inspire teens aged 13 – 18 to use CVNL's volunteer matching portal to find and sign up for volunteer opportunities near them. CVNL also needs a volunteer sign-up process that is user friendly for teens and their parents.

DELIVERABLES:

1. Design a marketing collateral suite for both printed and digital usage (social media, web, and print), aimed at teens in Marin, Sonoma, Solano, and Napa Counties.
2. Craft a years' worth of marketing materials serving as templates that can be ready to tweak that will be uploaded annually.
3. Conduct research to find ways that teens find information related to volunteering
4. Find formal and informal groups that can be regularly engaged as an audience from year to year (such as high school clubs, parent-led groups dedicated to community volunteering, scout troops, school counselors tasked with managing volunteer projects, etc.)
5. Increase the number of social media followers, mailing list subscribers, and volunteer matching portal sign-ups using pieces of the new collateral during the last three weeks of the term.



SPRING 2021

Project 2: Website & Social Media Marketing Plan

ORGANIZATION: Hispanic Chamber of Commerce of Marin

LOCATION: San Rafael, CA

WEBSITE: www.hccmarin.com

PURPOSE: To build brand awareness of the Hispanic Chamber of Commerce of Marin (HCCM), to build membership throughout the County, and to create a social media framework that supports a strong website and social media presence that will promote and support HCCM activities during and post Covid-19.

BACKGROUND: HCCM has a majority of its members located in Central San Rafael. With an increased and more targeted presence in South Marin, West Marin, and Novato, HCCM would be able to support our goals of representing Hispanic/Latino businesses and professionals throughout Marin. Increased online presence would increase membership, sponsorship opportunities, and resources for our members. This is particularly true since the Covid-19 epidemic.

DELIVERABLES:

1. Review outcomes from Fall 2020 Leadership Practicum to advance this next project
2. Improve website and social media toolkit for the Hispanic Chamber
3. Draft a Marketing Plan that includes social media presence and calendar
4. Create a social media campaign that can be used throughout the year, such as Facebook/Twitter/LinkedIn messaging, hashtags, Facebook Live events, virtual event planning, etc)
5. Develop a presentation of project outcomes to the HCCM Board of Directors



SPRING 2021

Project 3: Continuation of the Fall - Comprehensive Recycling and Composting Program

ORGANIZATION: Epicurean Group

LOCATION: San Rafael, CA

WEBSITE: www.epicurean-group.com

PURPOSE: Design a more effective recycling and composting program throughout the Campus, in the outdoor, well-traveled spaces. Initiate a campus-wide drive to contract with a waste company that comprehensively and properly picks up and composts all Bioplastics and all compostable products.

BACKGROUND: Develop enhanced compliance from Campus specific to composting and recycling. The current wasted pick-up company for the campus is not comprehensive enough to include composting of bioplastics. There is the need to replace OUTDOOR waste receptacles throughout campus for proper division and collection of compost, recycling, and landfill. It is necessary to put a plan in place that is easy to follow and stick to while promoting student engagement.

DELIVERABLES:

1. Schedule and attend meeting(s) with Campus Maintenance Dept. Head(s) to discuss a plan to diversify the pickup of "compostable bio-plastics" used for takeaway food throughout campus.
2. Coordinate a plan with Campus dept. heads for the Compostable Bioplastics to be collected by a waste disposal company that can compost compostable bioplastics discarded throughout the campus.
3. Coordinate with Maintenance Dept. to implement, Fall's 2020 leadership team's campus map for the best placement of compost/ landfill and recycling bins
4. Design effective signage to attain optimal participation and ongoing communication and student engagement.



SPRING 2021

Project 4: Public Art: Outdoor Murals at Dominican

ORGANIZATION: Dominican University of California Facilities Services and Department of Art, Design, and Visual Studies

LOCATION: San Rafael, CA

WEBSITE: <https://www.dominican.edu/directory/facilities-services>
<https://www.dominican.edu/directory/art-design-and-visual-studies>

PURPOSE: Develop recommendations for guidelines for a campus public art policy (specifically murals with a focus on outdoor murals), which includes: criteria for content, settings, application process, as well as artwork selection, and maintenance. The public art policy is intended to enable the campus community to engage in and enjoy the visual expressions of ideas and emotions and the provocation of thought and discourse that art can inspire in public spaces throughout campus.

BACKGROUND: One of Dominican University's core values is reflection. Art, specifically visual art in the public arena, is a strong driver of reflection both inwardly and of our world around us. Currently, there is no formal University policy for the selection or placement of public art on campus, which can lead to arbitrary decisions on both. Recommendations, particularly from the student perspective, are necessary for the University to develop a public art policy that is thoughtful and incorporates elements that are important to our student population and other campus constituencies. Public art takes in a wide array of media and expressions so, for this project, the scope will be limited to murals with a focus on outdoor murals.

DELIVERABLES:

1. Develop policy recommendations that: 1) define the scope of a public art outdoor mural project for the Dominican Campus 2) outline the criteria and methodology for the public art proposal and selection processes.
2. Identify potential issues such as First Amendment implications, conflict with Dominican values, accessibility issues, anticipated life span, deaccession process, damage repair, and copyright issues.
3. A written report of research findings and recommendations



SPRING 2021

Project 5: Dominican pollinator garden, as a contribution to the goal for a greater Bay Area habitat corridor

ORGANIZATION: Bee Audacious, Bay Area Pollinator Corridor

LOCATION: San Rafael, CA

WEBSITE: www.beeaudacious.com (and offshoot: www.tenbytenplusten.com)

PURPOSE: Generate project collaborators from selected Dominican departments interested in joining a campus coalition to install a future pollinator corridor AND develop a plan to install the necessary habitat on the Dominican University of California campus and at the Dominican Sisters' Convent. Identify and prepare the materials needed for the eco-friendly Campus Pollinator Corridor to be part of the Marin Municipal Water District County WAL Garden Grant and Garden Tour.

BACKGROUND: In 2019, a regional Bay Area Bee Audacious conference was held. We were a collection of educators, policy writers, government officials, gardeners, non-profit leaders, and small business owners who came together to share and collaborate about improving our own small piece of California, so rich in habitat and natural beauty. We seek to preserve the initiatives and legacies of those who have gone before while designing new "best practices" and methods to carry on the duties. Creating a habitat corridor to support regional pollinator populations was a key initiative identified to help achieve these objectives.

DELIVERABLES:

1. Consult to engage the appropriate Dominican Sisters' Administrator, the DUC Director of Facilities, and the Natural Science faculty and/or students as potential partners to install the future corridor.
2. Develop a plan to install the necessary habitat on the Dominican University of California campus and at the Dominican Sisters' Convent.
3. Complete application for the Marin Municipal Water District WAL Garden Grant, which will require collaboration with a variety of experts outside your working group. This includes:
 - a. clarity of vision, purpose, and project features
 - b. location and plans for public outreach
 - c. preparedness to begin the project
 - d. long-term commitment to the maintenance of the garden



FALL 2020

Project 1: Marketing Campaign of the International Development Volunteers for Peace

ORGANIZATION: Peace Corp

LOCATION: San Rafael, CA

WEBSITE: www.peacecorps.gov

PURPOSE: Recruit qualified Dominican students and the greater community to serve as Peace Corps Volunteers

BACKGROUND: The Peace Corps, a federal government agency, is a two-year public service opportunity for motivated changemakers to immerse themselves in a community in one of 61 countries abroad, working side by side with local leaders to tackle the most pressing challenges of our generation. Volunteers work in Education, Health, Community Economic Development, Environment, Agriculture and Youth Development. Benefits include transportation, housing, monthly living stipend, full medical/dental coverage, student loan cancellation and/or deferment, \$10,000 (pre-tax) to help with the transition back to home after service, and a myriad of graduate-level fellowships for Returned Peace Corps Volunteers.

DELIVERABLES:

1. Building on the success of last semester's team, a marketing project to recruit more qualified individuals to serve as Peace Corps Volunteers:
 - a. Design a marketing campaign to the campus and greater community, building on the Facebook page and collateral materials developed by last semester's team.
 - b. Produce a Penguin Radio Segment to reach potential Peace Corps applicants
 - c. Research and recommend strategic channels to increase diversity (African American, Asian American, Native American, Latino, LGBTQ, Veterans, and Older Americans (50+)) and scarce skills (science, math, agriculture, TEFL, Spanish, and French) targets.
 - d. List a variety of specific no-cost and low-cost ways to market the program on campus and in the greater community.



FALL 2020

Project 2: Promoting Healthy Meal Kit program

ORGANIZATION: Kids Cooking for Life

LOCATION: Larkspur, CA

WEBSITE: www.kidscookingforlife.org

PURPOSE: Conduct an environmental scan and SWOT analysis of Bay Area/NorCal organizations with comparable missions to KCL. Identify what makes KCL different and what gaps to fill

BACKGROUND: In light of all schools being closed, we have launched a "Healthy Meal Kit" program so that we can continue to teach our students. Each week, we will provide each student with a bag of necessary ingredients along with a recipe to make a meal for 4 people. We will also teach a virtual cooking class and send an e-newsletter which focuses on specific nutrition facts related to the recipe.

Because this is a new program, we need to spread the word about the good work that we are doing. In addition, we must look for potential corporate sponsors to support this program in particular.

DELIVERABLES:

1. Set up a Linked In page and amass a following, ideally representatives from many local corporations and grocery stores, create Social Media posts
2. Identify and approach potential corporate sponsors
3. Manage public relations to highlight this new program and corporate sponsors



FALL 2020

Project 3: Market Research of Hispanic/Latino-owned Businesses in Marin Co.

ORGANIZATION: Hispanic Chamber of Commerce of Marin

LOCATION: San Rafael, CA

WEBSITE: www.hccmarin.com

PURPOSE: Research and compile a database of Hispanic/Latino-owned businesses in Marin for market and economic analysis

BACKGROUND: Hispanic Chamber of Commerce of Marin was formed in 1982 and since then, there has never been a study on the importance of the growing Hispanic/Latino-owned business community. There has been an increase in all sectors, including financial services, real estate, mortgage brokers, CPA's, tax attorneys, lawyers, construction services, restaurants, medical professionals. Project would create a baseline for future studies.

DELIVERABLES:

1. Create a database that includes Hispanic/Latino owned businesses in Marin, industry, location, country of origin, gender, the impact of COVID, and annual revenue range over the last five years
2. Write a 1-page executive summary of the project's outcomes
3. Create an infographic for marketing purposes.



FALL 2020

Project 4: Dominican's New Outdoor Learning Spaces

ORGANIZATION: Dominican University of California Facilities Services

LOCATION: Dominican University of California

WEBSITE: <https://www.dominican.edu/directory/facilities-services>

PURPOSE: Identify sites on campus suitable for outdoor learning to be utilized to enhance our campus' learning experiences

BACKGROUND: Dominican University of California is introducing new formats and environments for learning in the wake of the coronavirus pandemic that has altered life on our campus. Outdoor learning spaces are an innovative way to promote and support learning in the post-pandemic world.

DELIVERABLES:

1. Propose amenities and describe how each site will be utilized to enhance the learning experience.
2. Create a site map, photos, descriptions of each of the proposed outdoor learning spaces
3. Identify amenities required at each of the spaces to promote and support the learning at each site
4. Figure out approximate cost to create and design each space



FALL 2020

Project 5: Developing a Marketing, Branding and Social Media Plan for the Office of Student Engagement

ORGANIZATION: Dominican University of California, Office of Student Engagement

LOCATION: Dominican University of California

WEBSITE: <https://www.dominican.edu/campus-life/getting-involved>

PURPOSE: To establish and implement a marketing plan for the Office of Student Engagement

BACKGROUND: The Office of Student Engagement (OSE) is home to many organizations on campus. This includes, ASDU, Registered Student Organizations, SDAC, Orientation, Torch and Student Events. These organizations serve many different purposes and often have their own social media accounts and marketing expectations. In addition to the pages and branding that already exists respectively in each organization, OSE is interested in creating a comprehensive marketing plan that includes the weekly newsletter, Instagram, and some branding. We want to honor the individualistic aspect of our organizations and there is also a desire to better market the umbrella office that oversees all of that work.

DELIVERABLES:

1. Propose a Marketing Plan (overall best practices, increasing appeal to students, how to market on multiple platforms cohesively)
2. Create an OSE Instagram page
3. Design a sample of a Revised Newsletter on Mailchimp



FALL 2020

Project 6: Comprehensive Recycling and Composting Program

ORGANIZATION: Epicurean - Group

LOCATION: Dominican University of California

WEBSITE: www.epicurean-group.com

PURPOSE: Design a more Effective Recycling and Composting Program for Caleruega Dining Hall back and front house, Creekside Meeting Room, and Caleruega Plaza

BACKGROUND: Non-compliance from Students, Staff and Faculty as well as enhanced compliance from Epicurean Kitchen Staff specific to composting. Necessary to put a plan in place that is easy to follow and stick too. We would like to show a progression of waste collected -i.e. compost – recycling versus landfill.

DELIVERABLES:

1. Design campus map of heavily trafficked areas for best placement of compost/ landfill and recycling bins
2. Create effective signage to attain optimal participation and ongoing communication
3. Create graph to show progress of the collection of waste and division of recycling, compost, and landfill tonnage throughout the semester(s)



FALL 2020

Project 7: Recruit Volunteers and Assess Their Skills to Match Bloom Needs

ORGANIZATION: Bloom Marin

LOCATION: San Rafael, CA

WEBSITE: www.Bloommarin.org

PURPOSE: Develop a marketing campaign to recruit volunteers

BACKGROUND: Volunteer turnover is low; we hope to update our volunteer skillset to coincide with our flow of operations. We are focused mainly on our events and having volunteer leadership at all Bloom events.

DELIVERABLES:

1. Recruit a minimum of 25 volunteers serving 1x/month for three hours
2. Conduct a market survey for volunteer skills
3. Identify 6 - 10 prospects from the recruited volunteers to form an Event Volunteer Team
4. Utilize social media and flyers, develop a volunteer recruitment campaign
5. Consult with CVNL to post jobs on the CVNL volunteer database



FALL 2020

Project 8: Identify Best Messages to Reach College Students and Create Corresponding Social Media Content

ORGANIZATION: Zero Breast Cancer (ZBC)

LOCATION: San Rafael, CA

WEBSITE: www.zerobreastcancer.org

PURPOSE: Research which breast cancer risk reduction messages resonate best with diverse young adults and create digital content based on the findings

BACKGROUND: Breast cancer risks are complex, ranging from genetics and personal behaviors to our physical and social environments. At ZBC, we focus on things that we can change individually and within our communities, with a focus on underserved groups. We have well-established educational campaigns about how to reduce breast cancer risk that target parents and caregivers of pre-pubescent girls, teens, survivors and the community at large. We have been working with scientists and community members to develop a new campaign to reach young adults and will benefit from greater insight into and additional digital content for reaching this diverse population.

DELIVERABLES:

1. Research college interest in ZBC's breast cancer risk reduction messaging already created. Include the perspectives of college students who have diverse races/ethnicities, genders, and socioeconomic statuses, with particular attention to those in underserved groups.
2. Report findings and provide recommendations for how ZBC can best engage young adults.
3. Based on the team's findings, create digital content related to ZBC's breast cancer risk reduction messaging that will resonate with young adults (for example, short videos for social media).
4. Share newly-created digital content on social media.



FALL 2020

Project 9: Virtual Bay Area Bee Audacious

ORGANIZATION: Bee Audacious

LOCATION: San Rafael, CA

WEBSITE: www.Beeaudacious.com

PURPOSE: Design the structure for the 2nd regional Bay Area Bee Audacious to occur virtually in February 2021

BACKGROUND: Due to shelter-in-place orders and potential concerns with when people will feel comfortable gathering again, for the next Bay Area Bee Audacious to occur (with topics focused on improving / increasing habitat for pollinators in the San Francisco Bay Area), it will likely need to happen virtually.

Because the format is dialogue (short plenary sessions with longer small discussion groups), the event will need to be well planned to make it easy for participants to maneuver between virtual groups to maximize the ideas that can be generated through a virtual gathering.

DELIVERABLES:

1. Create a plan for a one day virtual dialogue meeting
2. Find ways that may help mimic benefits of an in person meeting, i.e. way for casual discussions to occur during "break" times?
3. Develop protocols for facilitator to follow on day of meeting to manage virtual groups
4. Develop instructions for participants to follow so they can successfully navigate the virtual meeting



FALL 2020

Project 10: Inspiring North Bay Residents to Volunteer

ORGANIZATION: Center for Volunteer & Nonprofit Leadership (CVNL)

LOCATION: San Rafael, CA

WEBSITE: www.cvnl.org

PURPOSE: Devise marketing strategies and create digital marketing and outreach materials focused on significant CVNL annual events:

- National and State Days of Service (e.g. Martin Luther King, Jr. Day of Service, Cesar Chavez Day of Service, 9/11 Day of Remembrance), annual volunteer appreciation days (e.g. International Volunteer Day, International Volunteer Managers Day).

BACKGROUND: CVNL is in need of a marketing campaign to inspire people to volunteer in-person and remotely to address community needs throughout the year.

Many nonprofit staff complain that they cannot find enough volunteers, while potential volunteers complain about the difficulties in finding ways to meaningfully contribute to their communities. CVNL is the matchmaker between these two groups. We have established relationships with nonprofits but need better marketing efforts to reach potential volunteers from all generations. CVNL's Volunteer Services team aims to increase the usage of CVNL matching portals, and raise awareness of community volunteer programs and events.

DELIVERABLES:

1. Design a suite of marketing collateral, for both printed and digital usage (social media, web, and print)
2. Craft a years' worth of marketing materials serving as templates that can be ready to tweak that will be uploaded annually
3. Increase the number of social media followers, mailing list subscribers, and volunteer matching portal sign-ups using pieces of the new collateral during the last three weeks of the term



FALL 2020

Project 11: Get Out the Vote and Dominican Vote Smart

ORGANIZATION: American Association of University Women (AAUW) Marin Branch in partnership with Dominican's Department of Political Science

LOCATION: AAIW Main Chapter

WEBSITE: <https://ww3.aauw.org/resource/aauw-election-dos-and-donts/>

PURPOSE: Increase voter registration and turnout from Dominican University of California's students, faculty and staff in November 2020 National Election by

- Creating educational and voter registration events and
- Developing and Executing a Get Out the Vote campaign (in partnership with political science and ILS Student Team)

BACKGROUND: We want to assure all eligible students, faculty, and staff on the Dominican University campus are registered to vote, and more importantly, VOTE in November.

DELIVERABLES:

1. Plan and conduct at least two Voter Registration campus events Fall 2020
2. Create and execute a plan to Get Out the Vote (either independently or as a part of a broader campus effort.) Alison Howard, Poli Sci Department chair, will be a key resource
3. Augment and improve ILS web site to include all student voter registration events, links on how to register to vote and information about absentee voting options



FALL 2020

Project 12: Community Fair Housing in Marin

ORGANIZATION: Saint Raphael School

LOCATION: San Rafael, CA

WEBSITE: www.straphaelschool.com

PURPOSE: Inspire young people to identify a community issue, research it, and understand a channel of communication to local authorities in recognizing themselves as agents of change

BACKGROUND: San Rafael has recently had some issues with lack of rent control especially in low income areas. This was a topic of discussion in their previous year of schooling. Saint Raphael students will continue to explore housing inequality through this project.

DELIVERABLES:

1. Research the history of fair housing and provide evidence for reliable sources
2. Present to team's 5th graders what factors you've learned that determine housing costs
3. Explore the demographics of local housing communities and identify patterns
4. Write a letter to the local governing body regarding housing inequalities in the local community



SPRING 2020

Project 1: Women's Leadership Events Planning and Promotion

ORGANIZATION: American Association of University Women (AAUW) Marin Branch

LOCATION: Dominican University of California

WEBSITE: AAUW Marin <https://marin-ca.aauw.net/>

PURPOSE: To strengthen the AAUW-Dominican University partnership

BACKGROUND: Dominican University is a member of AAUW National; both entities share a commitment to gender equity and education of women and girls to assure the benefits of AAUW can be enjoyed by Dominican students, a Student Chapter is being formed to further the partnership. The Student Chapter and ILS will work together to bring the benefits of AAUW membership to the students including access to primary research, advocacy, attendance at National Conference of Collegiate Women Leaders (NCCWSL) program and more awareness of graduate grants and fellowships.

In addition, building a relationship with members of the AAUW Marin Branch will offer networking and career guidance to participating AAUW Dominican Chapter members and students attending their campus events.

DELIVERABLES:

1. Register the Dominican Women's Empowerment Group club as an AAUW National Student chapter
2. Promote and participate in two AAUW-Dominican University Spring 2020 events
 - a. March 18, 2020 Dramatic presentation of Women's Suffragette movement, celebrating 100 years of the women's right to vote
 - b. Assure significant turnout and participate in Dominican's second StartSmart Training session mid-April date TBD
3. Present info on new AAUW Dominican Student Chapter's work to WLPC as a possible sponsor



SPRING 2020

Project 2: Census 2020 Everyone Counts Campaign with Marin Businesses

ORGANIZATION: This project has a consortium of organizations promoting Trusted Messenger opportunities to interact with Marin businesses to achieve the common goal of Census 2020 participation

- Tax Aid
- San Rafael Chamber of Commerce and Hispanic Chamber of Commerce in partnership with Canal Alliance

LOCATION: San Rafael, Ca

WEBSITE: www.tax-aid.org

PURPOSE: To strengthen the AAUW-Dominican University partnership

BACKGROUND: The Census is a national population count mandated by the U.S. Constitution, occurring every 10 years to count ALL RESIDENTS in the U.S. The key purpose is to apportion the U.S. House of Representatives and districting. It is vital because \$675 billion Federal funding is annually distributed to the states depending on their populations. California receives over \$76 billion for many needs such as public health. For every California who is missed during the Census 2020, the State will lose approximately \$1,950 per person per year for 10 years.

The Census will be primarily conducted online for the first time ever. People will **not** be mailed a form to complete as in the past. 80% of households will receive a postcard in the mail with the directive to complete the Census online. The website will be up in mid-March. All who reside in the U.S. are eligible to be counted, so individuals do NOT have to be a citizen or have permanent resident status to participate in the Census. All information collected is protected by law and not shared with the FBI, CIA, DHS or ICE. But, people want to protect their privacy and may resist. So Trusted Messengers are vital to the process so that they may educate residents that their privacy is protected.

- A Trusted Messenger are trained community leaders who educate fellow residents about the Census and advocate on the residents' behalf.

Tax Aid, using its several tax sites in Marin County (as well as other counties around the Bay Area) will be participate as **Trusted Messengers** to educate people about the importance of participating in Census 2020, as well as allow them to use one of Tax

Aid's internet-enabled laptops to complete the Census while they are waiting to have their taxes prepared.

Tax Aid clients are "hard to count" populations, so Tax Aid advocacy is a vital resource to reaching individuals and families who typically do not get counted. Marin County is home to many **Hard-to-Count populations:** Children 0-5, 65 and older, individuals with disabilities, immigrants, low income, limited English proficiency, college students.



The San Rafael Chamber of Commerce and Hispanic Chamber of Commerce have hundreds of member businesses with employees, clients and customers. The Chambers will collaborate with Tax-Aid to encourage members to use their websites to market a “What’s Important to You” Text campaign like the one on Tax-Aid’s website:

<https://tax-aid.org/wp-content/uploads/2019/12/Tax-Aid-Census-2020-poster-scaled.png>

DELIVERABLES:

1. Be trained to become a Census 2020 Trusted Messenger.
2. Attend February and March Tax Aid sessions to educate clients on importance of completing the Census 2020.
3. Engage San Rafael and Hispanic Chamber of Commerce members to encourage their employees, customers and clients to complete the Census using a TEXT campaign, their company websites, and/in person gathers of employees.
4. Create outreach campaigns that targets students or other communities and personal networks
5. Using a Phone Bank, follow-up with clients to Tax Aid and remind them about completing the Census.
6. Develop a written report chronicling the outputs of their Leadership Practicum team’s efforts related to:
 - a) number of residents educated of Census 2020 imperatives;
 - b) number of residents who completed the Census at Tax Aid sessions and Chamber sessions;
 - c) businesses that joined the marketing campaign (list them by company name and number of contacts reached;
 - d) barriers reported by Tax Aid clients and Chamber businesses that kept them from participating.



SPRING 2020

Project 3: Centering Community Stories

ORGANIZATION: Community Action Marin

LOCATION: San Rafael, CA

WEBSITE: CAMarin.org

PURPOSE: To strengthen the AAUW-Dominican University partnership

BACKGROUND: We have a new online presence and are seeking to grow and strengthen our visibility as a social services agency. We need more content at a regular cadence that showcases our work in meaningful ways. We do not have the staff to do this presently. We do have a Marketing Communication Manager to help with design and delivery online.

DELIVERABLES:

1. Develop three to five client stories for online / web presentation.
2. Develop three to five staff stories for online/ web presentation.
3. Develop Video content.
4. Create content calendar for social media / enews



SPRING 2020

Project 4: Emergency Preparedness on Campus at Dominican

ORGANIZATION: Dominican University of California's Facilities Services

LOCATION: Dominican University of California

WEBSITE: www.dominican.edu

PURPOSE: Develop and update Dominican University's emergency preparedness plans

BACKGROUND: The University's emergency preparedness plans are in need of review to update information and format and reflect current best practices. The Executive Director of Facilities Services serves as the campus safety officer and is responsible for ensuring the campus community is prepared to handle events that impact the university. The emergency preparedness plan is a key element in communicating important information to the campus community and serves an important role in creating a safe environment on campus.

DELIVERABLES:

1. Review Dominican University of California's Emergency Preparedness Plan (EPP)
2. Research key components of a robust EPPs for higher education institutions
3. Provide a report of examples of Best Practice EPPs based upon California governmental suggestions.
4. Offer recommendations for amendments (updates/changes/additions) to the Dominican EPP.
5. Reflect on the experience and lessons learned.



SPRING 2020

Project 5: Marketing - International Development Volunteers for Peace

ORGANIZATION: Peace Corps

LOCATION: Oakland, CA

WEBSITE: www.peacecorps.gov

PURPOSE: To recruit qualified Dominican students to serve as Peace Corps Volunteers

BACKGROUND: The Peace Corps, a federal government agency, is a two-year public service opportunity for motivated change makers to immerse themselves in a community in one of 65 countries abroad, working side by side with local leaders to tackle the most pressing challenges of our generation. Volunteers work in Education, Health, Community Economic Development, Environment, Agriculture and Youth Development. Benefits include transportation, housing, monthly living stipend, full medical/dental coverage, student loan cancellation and/or deferment, \$9,000 (pre-tax) to help with transition back to home after service, and a myriad of graduate level fellowships for Returned Peace Corps Volunteers.

DELIVERABLES:

1. Design a marketing campaign to the campus and greater community in an awareness campaign.
2. Research and recommend strategic channels to increase diversity (African American, Asian American, Native American, Latino, LGBTQ, Veterans, and Older Americans (50+)) and scarce skills (science, math, agriculture, TEFL, Spanish, and French) targets.
3. List a variety of specific no-cost and low-cost ways to market the program on campus and in the greater community.



SPRING 2020

Project 6: Develop a Business Plan for the Zen Zone for 2020-2023

ORGANIZATION: Coalition of 1) Students in the Health Advisory Committee (SHAC), 2) the Dominican Student Occupational Therapy Association and 3) the Dominican University of California Student Health Center

LOCATION: Dominican University of California

WEBSITE: <https://www.dominican.edu/campus-life/current/studentlife/Student%20Health/student-health-advisory-committee>

PURPOSE: The Zen Zone is a newly established space that offers students a place to be alone and breathe, re-center and revive themselves.

BACKGROUND: Dominican's Health Center partner with students of the Health Advisory Committee (SHAC) and the Dominican Student Occupational Therapy Association. They have determined that the campus community is lacking a quiet space where students can become rejuvenated. Their vision is to create a physical location on campus that would provide students with a place of "calmness" when they need to get away from the stresses of university life including classes, studying, roommates and technology. The University has provided Alemany Library Room 209 to be dedicated where students can be alone and breathe and take time for themselves. They call this quiet space, "The Zen Zone". While this space is now available, there is no data nor strategic plan for how to set up or programming in the space to inspire and attract the student body to utilize it.

DELIVERABLES:

1. Design and implement a survey to obtain DUC student feedback on their needs for the Zen Zone;
2. Plan and execute a focus group of Dominican students from multiple student constituent groups (e.g. freshman through seniors, graduate students, ADC students, residential and commuter students).
3. Develop a one-page business plan for the Zen Zone for next three years;
4. Explore potential on-campus partnerships like ADSU and the WLPC Shark Tank Contest for future funding.



FALL 2019

Project 1: Creating an AAUW Chapter at Dominican University of California

ORGANIZATION: AAUW Marin Chapter in partnership with Dominican

LOCATION: Dominican University of California, Bertrand 102, Institute for Leadership Studies

WEBSITE: AAUW Marin <https://marin-ca.aauw.net/>

PURPOSE: Develop a Dominican University of California AAUW Student Chapter. As part of the process of this chapter's launch, this project will create an annual event that will serve to recruit new student members, while featuring one or some of the AAUW educational programs that seek to empower women and girls. The project will include developing plan and host the event on the Dominican campus.

BACKGROUND: American Association of University Women (AAUW) is a worldwide community that empowers women by advocating for their rights, researching and reducing social barriers, and delivering programs that give them the confidence and skills to succeed. Men are welcome to participate. As the leading voice in promoting equity and education for women and girls since 1881, AAUW has deep roots in the academic community. AAUW has campus chapters at universities throughout the USA. College and University memberships open doors to grants and fellowships, leadership training, professional development, educational resources, and advocacy tools.

Dominican University of California is a member of the AAUW National and the Marin Chapter. Marin's local chapter partners with Dominican University of California to host and support AAUW educational programming at Dominican, including TechTrek workshops. AAUW Marin has tuition scholarships for Dominican's evening and day students pursuing bachelor's degrees. AAUW also partners with Dominican to fund Dominican students to attend the annual AAUW women's leadership conference in Washington, D.C. Dominican's Institute for Leadership Studies (ILS) will be the university's home for the AAUW Dominican Student Chapter in partnership with AAUW Marin.

DELIVERABLES:

1. To create an AAUW Student Chapter at Dominican University of California.
2. Design, plan, market and host a campus event related to the AAUW mission that will attract potential members for the Dominican AAUW Student Chapter.



FALL 2019

Project 2: Leadership Ethics in Action

ORGANIZATION: Awake Leadership Solutions

LOCATION: Tiburon, CA

WEBSITE: <https://awakeleadershipsolutions.com>

PURPOSE: What does ethical leadership look like in practice? How does an understanding and practice of ethics make you a better leader? What are the most pressing ethical issues for modern leaders and organizations? This is the core of what we'll focus on throughout this project! Our purpose is to educate and inspire leaders seeking to apply leadership ethics in real-world situations. To identify applications, generate content, and develop interactive solutions for Awake Leadership Solutions' ethics workshops and publications.

Our goal is to identify 8 current, real-world leadership ethics cases from world-renowned and local companies, leaders, and organizations. Evaluate the cases using the Awake Ethics system and develop interactive, applied solutions. This project will give you the opportunity to dig into the behind-the-scenes challenges leaders face in the field and prescribe action-oriented solutions.

BACKGROUND: My company, Awake Leadership Solutions, aims to help young professionals become more ethical, mindful, and creative leaders. We develop systems, write guidebooks, and host workshops at universities and companies around the world. My most recent book, *Awake Ethics*, won the Indie Reader Discovery Award in the How-To category this year. I am now working to collect current business ethics cases to use in my leadership ethics workshop. This project will help me to collect market research in writing up relevant, current case studies for my publication and workshops to teach participants how to apply the Awake Ethics principles in real-world situations. I would love the opportunity to work with a team of students on this project this fall. I hold a BSE and MSE in Systems Engineering from the University of Pennsylvania and I was a TA at the Wharton School (undergrad and MBA classes) for 2 years during my UPenn experience. I operate my business and live locally in Tiburon/Larkspur.

DELIVERABLES:

1. Field Notes and/or Sources List for each case:
 - a. Identify 8 current (2019 and forward) leadership ethics cases from trusted news/media sources, interviews, or on-site field visits (document your sources, interview notes, and/or on-site visit notes).
2. Evaluate the case according to the Awake Ethics principles (and, optionally, other ethical systems).
3. Interactive solution demo for each case:
 - a. Prescribe or create an interactive solution for the team or organization that you, as the leader, would facilitate if faced with the ethical situation.
4. Present case findings and solutions via PowerPoint slides + interactive presentation.



FALL 2019

Project 3: Latino Vote - Voter Registration Drive

ORGANIZATION: Canal Alliance #1 Voter Registration Drive

LOCATION: San Rafael/ Canal neighborhood

WEBSITE: <https://canalalliance.org/>

PURPOSE: Develop an action plan to promote the Latino vote in the 2020 elections.

BACKGROUND: Latinos generally participate politically at lower rates than non-Hispanic whites and blacks. Increasing Latino participation in elections has been a national priority for the past 10 years. In 2018, we were able to see the first results of this national effort. Latinos came out to the polls strong during the 2018 Midterm Elections. In the seven districts that the Democrats overturned in the state, Latinos made up at least 15% of eligible voters. In certain districts in the Central Valley, that number rises to nearly two in three eligible voters. At the national level, Latino early voting saw a 174% increase compared to 2014. Young voters especially came out to vote in historic numbers, and this year, made up 75% people of color. In addition to the extensive outreach by civic organizations, 67% of Latinos who voted in the 2018 midterms said they had personally asked their friends or family to register or vote in 2018. Canal Alliance is interested in developing strategies to increase the engagement and participation of Latino voters in preparation for the 2020 elections.

DELIVERABLES:

1. Develop a Plan of Action with the following objectives:
2. Identify organizations that are already organizing voter outreach training programs, phone banking and community canvassing in Marin.
3. Develop a Voter Registration Drive Toolkit.
4. Identify potential funding sources to support this work for the future.



FALL 2019

Project 4: Emergency Preparedness Plan

ORGANIZATION: Canal Alliance #2 Emergency Preparedness Plan

LOCATION: San Rafael/ Canal neighborhood

WEBSITE: <https://canalalliance.org/>

PURPOSE: The purpose of this project is to update our organizations emergency preparedness plan and have a structure in place in case of an emergency. We want to be prepared for any natural disasters and also gun intrusions. I would like to start with natural disasters, and move to the rest. But because of everything that is happening today, and for the safety of our staff and clients we are open to starting with gun intrusions if necessary.

BACKGROUND: Canal Alliance has not had an Emergency Preparedness training program in the past 1.5 years. There has been a lot of turnover in our organization in the past year. We do not have a plan established to prepare our staff for an emergency disaster/tragedy. We hope to focus on what to do during if a disaster occurred during work hours. We have handbook that has not been updated and I would need some assistance in that. The project to learn about what other what other organizations our size are focusing on to prepare for disasters, and what tools and resources could be helpful to be prepared.

DELIVERABLES:

1. Identify best practices for emergency preparation to promote employee safety in the face of natural disasters.
2. Interview selected employees about their interests in being better prepared for emergencies.
3. Draft an update of the current Emergency Preparedness manual.
4. Outline a process for updating any changes for future manuals.
5. Develop a yearly schedule for Emergency Preparedness training for employees: on-boarding for new employees and scheduling yearly drills.
6. Develop a special training for the Education Department. We run an after-school college prep program with about 160 students between the ages of 11-18. We need to have a plan in place to prepare the Supervisors of the program on what to do in any emergency. We would also like to establish yearly drills for the students. It is important for the safety of our students and our supervisors.



FALL 2019

Project 5: Developing a Responsible Recycling Program

ORGANIZATION: Dominican University Facilities Services Department

LOCATION: Dominican University

WEBSITE: N/A

PURPOSE: Create a program to increase awareness and knowledge of responsible recycling practices and improve waste disposal habits among the Dominican University campus population. Responsible recycling will reduce waste disposal costs to the University and provide long-term benefits to the environment through educating and incentivizing our campus community in proper waste disposal practices that they can carry beyond the campus and throughout their lives beyond Dominican.

BACKGROUND: In Spring 2019 a Leadership Practicum project team studied waste disposal practices and habits on the Dominican campus and determined that there is significant misplacement of recyclable material into the landfill waste component of the campus waste stream. The University pays its waste hauling contractor (Marin Sanitary Service) for disposal of landfill waste but does not pay for removal from campus of recyclable material. If the recyclable material in the campus' landfill waste component can be removed, there will be significant cost savings to the University for its waste disposal, there will be a reduction in the University's contribution to consumption of the finite capacity of the regional landfill, and there will be long-term benefit to the environment by members of the campus community learning and practicing good waste disposal habits on campus and throughout their lives.

DELIVERABLES:

1. A report based on research that addresses the following:
2. Why is there significant contamination of recyclable material in waste bound for the landfill?
 - a. Is it a lack of understanding amongst the campus community of what is recyclable?
 - b. Is it poor/insufficient/inconvenient collection methods for recyclable material?
 - c. Is it a combination of these possible causes? How can we incentivize the campus community to practice responsible recycling?
3. Recommendations to address the causes of recyclable contamination in landfill waste that may include means and ways for:
 - a. Education
 - b. Identification
 - c. Opportunity



FALL 2019

Project 6: 10th Anniversary Celebration (Strategic Plan + Execution)

ORGANIZATION: Kids Cooking for Life

LOCATION: Larkspur, CA

WEBSITE: www.kidscookingforlife.org

PURPOSE: 2019 marks our 10th anniversary and we'd like to herald what we have achieved over the years to both win recognition for those accomplishments and spread awareness of our mission. We would like to acknowledge the contributions of staff, volunteers, donors, the community, and others and instill a sense of pride in our supporters for what they've helped us achieve and reinforce their roles as organizational advocates.

And end the year with a big gala/event that could double as a fundraiser. (Reference donorbox.org/nonprofit-blog/nonprofits-anniversary-campaign).

BACKGROUND: Kids Cooking for Life is a nonprofit organization that teaches nutrition and inspires lifelong healthy cooking and eating habits through hands-on cooking classes to students from low-income communities and those with special needs.

Kids Cooking for Life was founded in 2009 by successful entrepreneur and restaurant owner Ted Smith who was dismayed by kids' growing reliance on convenience and fast food options and the corresponding increase in obesity across the country. Since our inception ten years ago, we have taught approximately 10,000 students throughout the San Francisco Bay Area about the importance of healthy eating.

DELIVERABLES:

1. Strategic plan which includes the following elements and execution of each:
 - a. Outreach campaigns to supporters that increase revenue.
 - b. Appreciation campaigns for stakeholders that build stronger relationships.
 - c. Publicity campaigns that tell the organization's story and generate free print and broadcast publicity (incorporate the San Rafael Chamber of Commerce's ribbon cutting ceremony).
 - d. Custom content such as blog posts, case statements and special reports informing, educating and advancing your mission.
 - e. Social media campaigns that connect to and deepen relationships with stakeholders.
2. Organize/execute a 10th Anniversary Iron Chef competition or other event.



FALL 2019

Project 7: Marin Jewelers Guild Business Consultation

ORGANIZATION: Marin Jewelers Guild

LOCATION: San Rafael

WEBSITE: marinjewelersguild.com

PURPOSE: We would like our business operations evaluated and suggestions made to engage new younger customers in order to increase revenue.

BACKGROUND: Marin Jewelers Guild has been in business for 19 years. We offer our clients unique, handmade, one of a kind jewelry creations. Owned and operated by 9 local artisan jewelers, we have grown our business from the ground up. Each of us has different strengths and between us all we handle the business operations the best we can. We learn as we go and do pretty well but could use some business consultation to get a pulse on how we are doing and what we can do better to improve and grow our business to the next level. Currently we have a loyal customer base of mostly older women and men, with an age range of approximately 40-65 years old. Our customers appreciate handmade artisan jewelry and supporting local artists. We want to broaden our reach to a younger audience in order to expand our sales and increase our revenue. Our goal is to engage a younger audience, approximately 25-40 years old.

DELIVERABLES:

1. Make recommendations based on analysis (market research) of similar businesses for improved promotional outreach and business operations in order to attract a younger audience.
2. Make recommendations on how we can attract millennial customers (25-40 years old). Examine the idea of events such as pop-ups at monthly 2nd Friday events, or other event suggestions, that would interest this target audience.
3. Suggest ways we can best take advantage of our 20th Anniversary of being in business. (2020) Perhaps suggest events throughout the year and/or one larger event to celebrate, that would attract both our existing and younger audience.



FALL 2019

Project 8: Market Feasibility Study

ORGANIZATION: Le Male

LOCATION: San Rafael

WEBSITE: <https://www.lemalestyle.com>

PURPOSE: Le Male would like to expand beyond the online platform. Le Male is structured solely as an e-commerce however through expansion, Le Male would like to establish itself as a brick and mortar boutique in Marin's neighboring County of Solano. As this will require additional resources it is important to not move into this venture blindly. Having a clear picture of the viability of this expansion is important in making the decision to move forward.

BACKGROUND: Le Male is an online men's boutique that provides its customers with a curation of luxurious and contemporary brands that are limited in quantity. Offering our customers with a sense of style exclusivity. Le Male is a boutique for the man who seeks to stand out from the crowd.

DELIVERABLES:

1. Identify what it will take in order to move forward with this expansion. Such as, what licenses and permits will be required? What will it cost?
2. Scan the Marin market to determine the competition in this channel by identifying other local businesses that offer similar products and experiences.
3. Develop a detailed marketing strategy to appeal to potential local customers.



FALL 2019

Project 9: Life in the Foster Lane

ORGANIZATION: Live-life Coaching

LOCATION: Marin City, CA

WEBSITE: lesiaknudsen.com

PURPOSE: To identify and gather information from foster care, adoption agencies, children and family services agencies as well as foster/resource parents, to determine which services (e.g. training, coaching, workshops or keynote speaking) and the methods of delivery (online, on site or telephone) would be most desirable. A parallel goal is to identify agencies (including faith-based) and organizations that are looking for a motivational speaker for their business, organization or church.

BACKGROUND: Live-life coaching is about empowering, encouraging and equipping. I am a foster parent, life and parent coach, a published author and conference speaker whose passions are, as a coach, to change the way people view teens in foster care in order to increase the number of families who will take a teen into their homes, and, as a speaker, to inspire those who feel stuck spiritually and in life, to Live life. I have over 25 years of experience working with families and high risk youth, bringing optimism and courage. I have created resources to equip foster/resource parents who have taken in teens and to prepare those who haven't, to be ready to foster and parent teens effectively. As an international speaker, I bring focus, strategies, practical steps and hope to individuals, families and groups.

DELIVERABLES:

1. Through research: Identify (not limited to) foster care agencies and businesses, different platforms including faith-based organization and churches, that would hire a keynote/ workshop, conference speaker on topics regarding foster care, teens, parenting, and working with at risk youth for the 2020 year. Include deadlines and application information.
2. Through research: Identify faith-based organizations, agencies, businesses, churches, that would hire a keynote/ workshop, conference speaker, to empower, encourage and equip, their organization, group or congregation, for the year 2020. Include deadlines and application information. Provide contact information and point of contact.
3. Through research: Identify foster care and adoption agencies, or other agencies that provide training for the Resource Family Approval process in California, including contact information and point of contact.
4. Conduct a survey of the things foster parents struggle with the most and would like to have addressed. Provide results summary.
5. Conduct a survey of foster care agency's needs and if they have teen specific training to equip foster parents to foster teens. (In California). Provide results summary.



FALL 2019

Project 10: Online Video Presence with Social Media & Website

ORGANIZATION: Marin Body Awareness

LOCATION: Larkspur, CA

WEBSITE: marinbodyawareness.com

PURPOSE: To increase awareness of our services utilizing website and social media.

BACKGROUND: For almost 40 years, Marin Body Awareness has helped people feel great by teaching body awareness classes. I have a Dance Education Degree and been in the field of dance, fitness & physical therapy for 40 years; opened my first fitness studio in 1980. Currently, I am teaching 500 people per week offering classes in Martial Arts, Weight Training, Aerobics, Stretching, Dance, Yoga and more. Over the years I have invented flexibility equipment (StretchMaster) and trained the Olympic Sports Medical Dept. in Co. Springs. Additionally, I have worked with the New York Jets, 49ers, Oakland Raiders, English Rugby Team, plus thousands of people all shapes and sizes.

DELIVERABLES:

1. Research & analyze top performing videos, in the field of Fitness, Health & Physical Therapy.
 - a. What are the top hits in videos regarding these fields?
 - b. Who are the companies/ instructors?
 - c. Who are their target audience and what ages are they targeting?
 - d. What are the comparative costs for sale of videos?
2. How do I teach real time group & private classes online? Are there special computer programs? How do I have people pre-sign up and pay?
3. Website design recommendations.
 - a. Recommend and present 3 different templates for my website that can help educate, sample videos, sell videos, and sell various equipment, products & merchandise.
 - b. Research the best payment option to use online besides PayPal and provide the comparative costs.
 - c. Research various website hosts and provide comparative prices.
4. Recommend how to implement memberships online.
 - a. Example; sign up for 1 full year at \$ a month and their credit cards will be charged monthly;
 - b. Research various costs offered on other sites & what member benefits offer & include
 - c. Analysis of benefits & offerings including videos, classes, education, motivational tips, questions & answers members may have, % discounts on merchandise, classes etc.



FALL 2019

Project 11: Marketing Campaign - Advancing Campus Voter Registration

ORGANIZATION: Partnership of Institute for Leadership Studies & Division of Public Affairs

LOCATION: San Rafael, CA

WEBSITE: N/A

PURPOSE: Design and produce educational and voter registration events for Dominican University of California's campus' members to register to vote. Students learn the history of voting rights in the U.S. and current issues related to voting rights.

BACKGROUND: We aim to increase the number of registered voters on the Dominican University campus.

DELIVERABLES:

1. Become educated on the best strategies for enlisting campus members to register to vote. This will include, interviewing Chair of the Division of Public Affairs, Alison Howard.
2. Plan and conduct 3 Voter Registration campus events for Fall 2019, that can be replicated for future semesters.
3. Draft an Institute for Leadership Studies website that lists all student voter registration events and methods one may use to register to vote.
4. Create a written guidebook to be followed by future student teams so they can replicate your plans in future semesters.



SPRING 2019

Project 1: Marketing Launch of Learning & Leadership Programs

ORGANIZATION: Center for Volunteer and Nonprofit Leadership

LOCATION: San Rafael, CA

WEBSITE: <https://cvnl.org/>

PURPOSE: Help develop value proposition, brand positioning, and marketing collaterals for the launch of the 2019-2020 nonprofit leadership programs at the Center for Volunteer & Nonprofit Leadership (CVNL).

BACKGROUND: Much research has been already done at CVNL on many of these aspects and CVNL's project coordinator will provide information and existing materials to assist you in your research. The main deliverable of this project will be a suite of marketing collaterals for both printed and digital presentation usage that articulates the new value proposition and program brand. The ultimate goal is to grow CVNL's training programs' presence and strengthen our (already very good!) reputation among the nonprofit Bay Area community. Preferred skills are an understanding of marketing principles and application to branding, research and analysis skills, interest in creating marketing collateral materials, and comfortable with social media platforms and social media campaign development

DELIVERABLES

1. Identify all the benefits and strengths of CVNL training offers
2. Better understand our clients' main needs
3. Connect CVNL's programs value to our clients' needs
4. Identify competitors and differentiate CVNL as the best local provider



SPRING 2019

Project 2: Conduct Waste Audit of Dominican Campus Members

ORGANIZATION: Dominican University Facilities Department

LOCATION: Facilities Services Building (rear of Conlan Center parking lot), Dominican University

WEBSITE: Dominican.edu, MCE.com

PURPOSE: Create a waste audit to educate the campus on being more conscious about self-practice of recycling and reducing one's contributions to waste. Preferred skills are graphic design, data collection, social media, and environmental activism.

BACKGROUND: The State, County and City in which we reside have sustainability goals, to which Dominican can contribute. The University has the opportunity to change from Pacific Gas and Electric to Marin Clean Energy (MCE) as its energy provider in the future. Based on historical data, would that have amounted to cost savings for Dominican over the last three years? Should the university make that change for 2019 going forward? Also, there have been requests to have outdoor recycling bins on campus, but there is a cost. Coca Cola Company has an annual grant Dominican could apply for in 2019 by collecting the data requested and having a collection plan.

DELIVERABLES

1. Due date TBD at the first meeting
 - a. Compare the cost of actual energy consumption to PG&E versus the (hypothetical) cost of Marin Clean Energy from 2015-2018. Assess the likelihood of MCE maintaining its current pricing structure of rates lower than PG&E into the foreseeable future.
 - b. Provide a report to the Executive Director of Facilities Services recommending action based on cost comparison and the assessed promotional value of increasing the University's use of energy from renewable sources.

2. Due date TBD at the first meeting
 - a. Count and compare the number of items put into the indoor recycling bins in campus buildings by sorting and counting these over a specified time. Develop and describe an educational program to increase campus awareness and knowledge of recyclables.
 - b. Research and provide the data requested by CocaCola to apply for their grant in 2019 to have outdoor recycling bins on campus. <https://www.kab.org/coca-cola-public-spaces-recycling-bin-grant-program>



SPRING 2019

Project 3: Create Leadership Videos

ORGANIZATION: Dominican University of California, Barowsky School of Business

LOCATION: San Rafael, CA

WEBSITE: N/A

PURPOSE: A group to write, film, and edit three 3-5 minute videos demonstrating various leadership skills.

BACKGROUND: When teaching my leadership courses, it would be helpful to have videos demonstrating effective and ineffective examples of the skills we discuss in class. These videos would clearly illustrate people effectively using each of the skills in work settings. Skills preferred are capturing video; video editing; script writing; acting.

DELIVERABLES

1. Scripts for three, three to five-minute videos, each demonstrating a specific leadership skill.
2. Storyboards for three, three to five-minute videos, each demonstrating a specific leadership skill.
3. Three well-shot, well-edited videos, each demonstrating a specific leadership skill.



SPRING 2019

Project 4: Social Media Campaigns & Design - Women's Stiletto Shoe

ORGANIZATION: Karen Joseph Shoes

LOCATION: San Rafael, CA

WEBSITE: <https://cvnl.org/>

PURPOSE: This project will develop online awareness, engagement and sales through targeted campaigns that highlight effective video and content, and drive traffic to our website. The website should reflect a cohesive brand experience from the home page to the product pages and should communicate our message in a beautiful, simple and easy to use design.

BACKGROUND: Our brand, Karen Joseph, offers a patent-pending, modular, up to date, pointed toe stiletto women's shoe that can be modified by the consumer to change the color in a variety of combinations to match any outfit. Skills preferred are sensibility and interest in women's fashion and style, comfortable with Facebook and Instagram and social media home page design, research skills that can be used to identify photographers, videographers, models for photo shoots, and understand the use of keywords, hashtags, etc. to optimize web searches.

DELIVERABLES

1. Create a video to post on Facebook and Instagram to drive brand awareness, engagement and sales.
2. Home page and product page design including recommendations for layout, content, photos, videos and product descriptions.
3. Research to help us find people to provide the key assets for Karen Joseph: models for photo shoots, photographers, videographers, virtual assistants (VAs) for customer service, content, photos etc. and how to engage with each successfully.
4. Recommend key SEO content including keywords, meta descriptions, hashtags etc. based on research.



SPRING 2019

Project 5: Develop Marketing Plan for OnePercent for Education

ORGANIZATION: OnePercent for Education

LOCATION: San Rafael, CA

WEBSITE: <https://onepercentforeducation.org/>

PURPOSE: To develop and execute a marketing plan for an innovative education non-profit.

BACKGROUND: OnePercent for Education's Mission is to “measurably improve educational outcomes for 1,000,000 students by building an alliance of businesses, foundations, individuals and schools committed to increasing investments in quality academic and college preparation programs. OnePercent for Education partners with businesses, foundations and individuals to provide funds for non-profit organizations that assist children to be prepared for college and careers, with the social and emotional resiliency to succeed regardless of gender, race or monetary status. OnePercent for Education will enable educationally related nonprofits to provide services to that help to ensure well-educated, socially and emotionally healthy students.

DELIVERABLES

1. Research and support the development of a comprehensive marketing and communication plan, support initial execution of marketing efforts including developing social media and newsletter content and coordinate email communication through MailChimp. Skills preferred are strong interest in business and/or non-profit management, a minimum of 3 months administrative experience, strong written and verbal communication, and adept in Microsoft Office suite and comfortable with social media platforms.



SPRING 2019

Project 6: Organize Campaign to Market and Advance Voter Registration

ORGANIZATION: Partnership of Institute for Leadership Studies & Academic Division of Public Affairs

LOCATION: San Rafael, CA

WEBSITE: N/A

PURPOSE: Design and produce educational and voter registration events for Dominican University of California's campus' members to register to vote. Students learn the history of voting rights in the U.S. and current issues related to voting rights.

BACKGROUND: We aim to increase the number of registered voters on the Dominican University campus. Preferred skills are customer service, event planning and execution, project management, and social media campaign development.

DELIVERABLES

1. Become educated on the best strategies for enlisting campus members to register to vote. This will include, interviewing Chair of the Department of Political Science, Alison Howard.
2. Plan and conduct 3 Voter Registration campus events for spring 2019 that can be replicated for future semesters.
3. Draft an ILS webpage that lists all student voter registration events and methods one may use to register to vote.
4. Create a written guidebook to be followed by future student teams so they can replicate your plans in future semesters.



FALL 2018

Project 1: Developing a Monthly Giving Club

ORGANIZATION NAME: Kids Cooking for Life

LOCATION: San Rafael, CA

WEBSITE: www.kidscookingforlife.org

PURPOSE: Monthly donations have been an important part of nonprofit fundraising for decades and will continue to be in the future. Besides providing the peace of mind that comes with reliable revenue, recurring donors also tend to be much more likely to be retained year over year. Having a group of loyal supporters can bolster annual campaigns and sustain you through lean times. Whatever the size or mission of your nonprofit, a strong monthly giving program is a wise investment.

BACKGROUND: Kids Cooking for Life is a nonprofit organization that teaches nutrition and inspires lifelong healthy cooking and eating habits through hands-on cooking classes to students from low-income communities.

Kids Cooking for Life was founded in 2009 by successful entrepreneur and restaurant owner Ted Smith who was dismayed by kids' growing reliance on convenience and fast food options and the corresponding increase in obesity across the country. Since our inception eight years ago, we have taught over 6,500 students throughout the San Francisco Bay Area about the importance of healthy eating.

DELIVERABLES:

1. Develop monthly giving "brand. Develop name for club supporters can join. What are benefits?
2. Develop pitch letter with chart: One of the keys to convincing your supporters to make a monthly commitment is explaining why you need recurring gifts and what impact they have.
3. Using social media and face-to-face meetings etc., encourage current donors to become recurring donors.
4. Define and report on measurable results.



FALL 2018

Project 2: Market Research from Conducting Focus Groups with Older Adults

ORGANIZATION'S NAME: Marin Senior Coordinating Council dba Whistlestop

LOCATION: San Rafael, California

WEBSITE: www.whistlestop.org

PURPOSE: Perform focus group research to find a positive way to present a new mailer

BACKGROUND: Whistlestop has been in existence for over 63 years yet many residents tell us they are unaware of the services we provide. We want to do a mailing to every person over 70 in the county to welcome them to their "Age of Longevity" and to let them know what's available to them. We want to find a positive way of welcoming residents to the later part of their lives and letting them know about how Whistlestop can benefit them.

DELIVERABLES:

1. Develop the questionnaire for Focus Groups;
2. Participate in training for leading Focus Groups
3. Lead several (TBA) Focus Groups with older adult volunteers
4. Recommend the optimal design, wording and target market for the mailer



FALL 2018

Project 3: Connecting SRHS Students and Alumnae

ORGANIZATION: San Rafael High School Athletic Program

LOCATION: San Rafael High School 150 Third St San Rafael CA, 94901

WEBSITE: <http://sanrafael.srscs.org/>

PURPOSE: Boost school spirit and culture, promoting awareness to athletics at SRHS, and build relationships with alumni.

BACKGROUND: The SRHS Athletic Department is determined to create a culture and school climate that is enthusiastic and united in making athletics at SR successful. We want to connect our alumni to our current athletes so the students can hear firsthand the hard work, dedication and commitment it takes to be successful in athletics. Our project will connect our students to our Alumni, show appreciation to Alumni, and continue to improve our Athletic Program.

DELIVERABLES:

1. Work and connect with SRHS community (Athletic Department, ASB (Assoc. Student Body), Broadcast, Media Academy, Alumni, etc.) to help facilitate completing the deliverables:
 - a. Alumni Pride Video: Filming alumni talking about their experiences as an athlete when SRHS had optimal school spirit and was successful in Sports. Primary supervisor will provide access to Alumni. (Interview 4-5 alumnus).
 - b. Bull-Dawg Night Football Game: Organize and run alumni football event on Friday, Oct 12. Host an alumni hospitality room showcasing video, snacks, and meet and greets with alumni. Set up budget for event which should include decorations, food & drinks, brochures (alumni info, SR athletic facts, etc.).
 - c. Analyze and report on how SRHS can continue to connect with their Alumni based on the outcome and success on deliverables 2-3. Provide feedback and suggestions on what worked and what we can improve moving forward.
2. Summary report that will be presented to Athletics Team. This can be presented by PowerPoint, graphs, written data, etc.



FALL 2018

Project 4: Developing Supplemental Material and Outreach

ORGANIZATION'S NAME: LATINO FUTURES - A Think Tank Initiative

LOCATION: Marin County, California

WEBSITE: www.maraperezconsulting.com

PURPOSE: To develop materials to be included in a document called Roadmap to Latino Prosperity.

BACKGROUND: LATINO FUTURES is a think tank-centered, data and analysis-driven project, spearheading research, publications, presentations, and convening about Latino prosperity. The project encompasses Latino education; entrepreneurship; philanthropy; workforce development; policy making; and funding. LATINO FUTURES seeks to change the minds and hearts of decision-makers to see and embrace the Latino community for what is: A national asset.

DELIVERABLES:

1. Provide a profile of all organizations represented at the last two forums (organization name, areas of service, mission statement).
2. Create a rubric of the above organizations by category (i.e. education, entrepreneurship, workforce development, Latino philanthropy, corporate, policy, funding, etc.).
3. Develop graphics that could be added to the Roadmap to help others "see" the data in graphic form.
4. Design and write a communication's method to inform Latino students on campus about the Roadmap to Latino Prosperity, how it may impact them, and how to get involved in making a difference.



FALL 2018

Project 5: Matching Volunteers with Older Adults in Care Facilities

ORGANIZATION'S NAME: LITA – Love is the Answer

LOCATION: 4340 Redwood Highway, F101, San Rafael, CA 94903

WEBSITE: www.litamarin.org

PURPOSE: To Match Volunteers with Residents

BACKGROUND: LITA is a Marin nonprofit that focuses on reducing loneliness of residents in long term care facilities. One-to-One Friends is the heart of LITA's programs, providing individual friendships for the older adults who have few if any visitors. We screen and match volunteers with residents whom the facilities have identified as being isolated and in need of personal connection. The volunteers generally visit for an hour weekly. Other programs include pet visits and two youth programs for schools and for young musicians. LITA volunteers bring friendship, laughter, and the warmth of community into the facilities.

DELIVERABLES:

1. A marketing project to recruit more volunteer buddies (It's important to have a large pool of volunteers so we can match people of similar interests and temperaments).
2. Research and recommend demographics likely to be interested in being volunteers, including college students.
3. Provide a few marketing message examples that would appeal to the above groups.
4. List a variety of specific Marin-based no-cost and low-cost ways to market the program.
5. Possibly provide suggested graphic designs, layouts for the messages.



FALL 2018

Project 6: Marketing & Updating a Local Brick & Mortar Business

ORGANIZATION'S NAME: The Folk Art Gallery

LOCATION: 1321 4th Street, San Rafael, CA 94901

WEBSITE: www.thefolkartgallery.com

PURPOSE: To develop an updated business model for an established brick & mortar business seeking to establish relevance & transition to a younger clientele while remaining true to our vision & mission statement.

BACKGROUND: Due to the economic disruptions created by the internet & local community demographics, small local brick & mortar businesses are struggling to maintain viability. These local businesses have been the core of small downtown communities & with their loss, our small downtowns lose their relevance to a vibrant community life & their ability to survive. Can a small brick & mortar business continue to exist without an online business? Is there still a place in our communities for small stores with personal attention & unique presence?

DELIVERABLES

1. Research & analyze demographics in San Rafael & Marin & create marketing plan to attract specifically millennials & generally more locals.
2. Create a social media identity & presence to draw the attention of millennials. Test & measure the social media plan results.
3. Present a plan to realign our merchandise to meet the desires of a younger clientele.
4. Suggest a plan to become a center for community involvement (with a focus on millennials).



SPRING 2018

Project 1: Project Expansion to the University Market

ORGANIZATION: HALO2Go, Inc.

LOCATION: Marin County, CA

WEBSITE: www.Halo2go.com.

PURPOSE; To launch a social impact and new venture project at Dominican University and determine how to best sell Halo2Go products to college students on campuses.

BACKGROUND: HALO2Go produces items are handmade by Laos women from orphanages and the countryside. Every scarf and purse sold gets Laos women closer to being able to attend college and have a brighter future. Halo2Go sales support this endeavor in Laos. Halo2Go would like to expand into the university/college market. Students will benefit from knowing that they are helping others obtain an education like them, while learning the basics of defining a new market.

DELIVERABLES:

1. Identify uses for purses, carrying bags and HALO Scarves and possible design enhancements for carrying bags.
2. Identify the best pricing and prospects for college age customers to purchase the HALO2Go items.
3. Recommend and explain the rationale for specific venues to promote and sell them using Dominican as the model (pilot program).
4. Present a plan on how to expand to other universities and college campuses including sales tactics, and students as affiliates.



SPRING 2018

Project 2: Economic Impact of Hispanic-owned Businesses

ORGANIZATION: Hispanic Chamber of Commerce of Marin

LOCATION: 734 A Street, Suite 6, San Rafael, CA 94901

WEBSITE: www.hccmarin.com - under re-construction

PURPOSE: To research and compile a data base on Hispanic-owned businesses in Marin, to review and compare economic impact statistics and to provide a baseline to forecast future impact.

BACKGROUND: The Hispanic Chamber of Commerce was formed in 1992. After 25 years, there has never been a study on the economic impact of Hispanic-owned businesses in Marin. In the last 5 years, Marin has seen an increase in Hispanic business ownership in all sectors, including restaurants, construction services, financial services, real estate/mortgage consultants, CPA's, tax accountants, lawyers, medical professionals, etc. This project would create a baseline for future study on the impact of Hispanic-owned businesses.

DELIVERABLES:

1. Database in EXCEL of Hispanic-owned businesses in Marin.
2. Research Hispanic-owned businesses (including survey, focus groups, one-on-one meetings, conference calls).
3. White Paper on the Economic Impact of Hispanic-owned businesses in Marin.
4. Presentation to community at a Meet & Greet event coordinated with the Hispanic Chamber of Commerce of Marin.



SPRING 2018

Project 3: Grant Research & Communication Outreach

ORGANIZATION: Marin County Coalition to End Human Trafficking (MC-CEHT)

LOCATION: 3501 Civic Center Dr., San Rafael, CA 94901

WEBSITE: www.mcceht.org

PURPOSE: To find potential funder information for human trafficking grants and develop a communication plan for Social Media for effective community outreach, education and awareness.

BACKGROUND: The MCCEHT was formed in 2014 by a coalition of government, community and nonprofit leaders to address the growing concerns of human trafficking in and around Marin County. The primary objects of this coalition are:

Develop a regional collaborative approach to end all forms of human trafficking;

Focus our efforts on education, outreach, and advocacy; and

Identify resources that support survivors of human trafficking and help to hold offenders accountable.

DELIVERABLES:

1. Research grant-making organizations that may provide funds and develop a database.
2. Develop a draft Letters of Inquiry to be sent to these potential funders.
3. Recommend a 1-2 year Communication Outreach Plan with a timeline and suggested strategies for social media (website, Facebook, Twitter, Instagram, etc.).



SPRING 2018

Project 4: Tracking Bloom

ORGANIZATION: Bloom Marin (formerly Image for Success)

LOCATION: 1557 4th street San Rafael, CA 94901

WEBSITE: www.bloommarin.org

PURPOSE: To improve customer service and efficiency

BACKGROUND: Bloom serves approximately 1,300 clients per year. Bloom provides a 60-90 minute dressing appointment providing free clothing to men, women and children referred by over 50 social service agencies in Marin County. With such a brief interaction with the client we are striving to collect the necessary data from our clients to not only serve them better but also prove the impact that clothing has as a basic need on those striving to reach self-reliance.

DELIVERABLES:

1. Create survey for incoming Bloom clients to begin gathering baseline data and tracking these clients.
2. Create a follow up survey to be send out to Bloom clients about services (six months, and at one year out) that will help show the impact of clothing/image in the client's life.
3. Help Bloom collect and improve upon customer service during the dressing appointments.
4. Promote and assist at the 2018 fundraiser Fashion Show on Friday, March 23 at the Embassy Suites Hotel in San Rafael.



SPRING 2018

Project 5: Whistlestop “Safe Lift” Program Outreach

ORGANIZATION: Whistlestop (DBA) - Marin Senior Coordinating Council

LOCATION: 930 Tamalpais Avenue in San Rafael – Active Aging Center

WEBSITE: www.whistlestop.org

PURPOSE: Perform market research to determine potential clients for Whistlestop Safe Lift program.

BACKGROUND: Organizations and residences for people with disabilities throughout Marin County do not have convenient access to a comprehensive and affordable wheelchair lift repair and maintenance service or safety training for their drivers. The Whistlestop Safe Lift program will provide this service utilizing existing staff and allow organizations to have a local provider that will reduce costs and down time during repair and give their staff the knowledge needed to keep their clients safe while using the lift.

DELIVERABLES:

1. Research and contact/survey organizations that would potentially use this service to determine their level of interest.
2. Determine how current training and maintenance of vans and vehicles are being met in these organizations.
3. Develop a report in the form of a database that includes the organizations description, contact information for the decision-maker and the answers to # 1 and # 2 above.
4. Observe safety training in order to know what is being offered to potential clients.



SPRING 2018

Project 6: Healthy Nutrition for Kids – Research & Marketing

ORGANIZATION: Kids Cooking For Life

LOCATION: 100 Thorndale Dr., Suite 246, San Rafael, CA 94903

WEBSITE: www.kidscookingforlife.org

PURPOSE: To research and interact with the program to provide the Outreach Director with lists of publications, etc. and feedback from kids to promote the organization.

BACKGROUND: *Kids Cooking For Life* is a nonprofit organization that teaches nutrition and inspires lifelong healthy cooking and eating habits through hands-on cooking classes to students from low-income communities. Founded in 2009 by successful restaurant owner Ted Smith who was dismayed by kids' growing reliance on convenience and fast food options and the increase in obesity. Over 8 years we have taught over 6,500 students throughout the San Francisco Bay Area about the importance of healthy eating.

DELIVERABLES:

1. Research and provide contact information for 40-50 local and national magazines, newspapers, calendar listings, bloggers etc. with a focus on: children/schools, health, etc.
2. Analyze and prioritize (using criteria provided) those most likely to feature KCL and call to request a future listing.
3. Create an annual plan to send information according to data gathered (i.e. in January, contact MAG X for March issue).
4. Assist in a class at Novato Youth Center (Assistant Instructor) TBA; talk to class participants about their KCFL experience and capture several on a short video.



FALL 2017

Project 1: Online Influencer Marketing Campaign & Promotion

ORGANIZATION: Inkblaat

LOCATION: 20 Sunnyside Ave. #304 Mill Valley, CA 94941

WEBSITE: inkblaat.com

PURPOSE: Further online awareness and engagement through targeted Influencer Promotion with the goal of driving customers to Amazon for purchases and reviews.

BACKGROUND: Inkblaat (specialty innersoles for shoes) has products listed and sold through Amazon. Currently Inkblaat's page rankings within the personal care and sports categories are low. In order to improve rankings/visibility Inkblaat needs to obtain more reviews (from Amazon buyers). To facilitate this goal, Inkblaat wants to identify and target a few niches (audiences), then research, determine, qualify and engage online "Influencers" such as Bloggers.

DELIVERABLES:

1. Assist with determining 2/3 niches (audience (men/women) who have particular interests/passions/hobbies) Research and determine best online Influencers within niches.
2. Develop terms and timeline of promotion and craft communication for Influencers.
3. Reach out to Influencers, propose idea, send samples and follow up.
4. Assist with promotion set-up and tracking system.
5. Follow-up with winners and craft template for thank you email for all participants with coupon code. Summarize results: ranking changes/results with customer acquisition data and reviews.



FALL 2017

Project 2: Potential Community Partners Research

ORGANIZATION: Kids Cooking for Life

LOCATION: main office, 100 Thorndale Dr., Suite 246, San Rafael 94903

WEBSITE: www.kidscookingforlife.org

PURPOSE: Ideally, at the end of ten weeks, students can present the Development Director with lists of businesses/restaurants that she can approach to request funding.

BACKGROUND: *Kids Cooking For Life* is a nonprofit organization that teaches nutrition and inspires lifelong healthy cooking and eating habits through hands-on cooking classes to students from low-income communities. Kids Cooking for Life was founded in 2009 by successful entrepreneur and restaurant owner Ted Smith who was dismayed by kids' growing reliance on convenience and fast food options and the corresponding increase in obesity across the country. Since our inception eight years ago, we have taught over 6,500 students throughout the San Francisco Bay Area about the importance of healthy eating.

DELIVERABLES:

1. Research 10-15 businesses within a 2-mile radius of schools/community centers where we teach.
2. Analyze and prioritize those most likely to fund/partner with KCL.
3. Obtain contact information and general description of business (including any involvement in the community).
4. Attend at least one KCL class (preferably together) and interview 5-10 students to get usable quotes for fundraising letter.



FALL 2017

Project 3: Attendance at Exceptional Performances

ORGANIZATION: Department of Music, Dance, and Performing Arts – Dominican

LOCATION: Angelico Concert Hall, Dominican Campus

WEBSITE: <http://dominican.edu/performingarts>

PURPOSE: Increase awareness in Marin County and throughout the Bay Area of the high caliber of Performing Arts offerings at Dominican, resulting in increased attendance by non-Dominican community members.

BACKGROUND: Dominican University of California's Music Department has been producing high quality performing arts programs in Marin County for more than a century. Currently, the department puts on two performance series in Angelico Hall. The *Guest Concert Series*, featuring solo and chamber classical music concerts by world-class musicians, and the *LINES Ballet BFA* program's fully produced dance performances. The *Dominican Chorale*, which includes both students and community members, are often held off-campus). Student Ensemble Recitals also occur throughout the year. All performances have the potential to increase attendance and therefore revenue.

DELIVERABLES:

1. Research the resources Bay Area residents currently use to local entertainment/events, including local print media, social media, broadcast media, newsletters, and other sources, and determine which resources are free or low cost to advertisers; list contact information with deadlines.
2. Recommend 3-5 ways that DUC can heighten its profile and visibility in the performing arts arenas in the Bay Area, and develop metrics for determining the effectiveness of these methods (survey cards, online polls, etc.).
3. Research neighborhood community associations and determine if they have a website and/or printed newsletter List deadlines and contact information.
4. Compile a list of senior communities in Marin County and determine if they have a means of transporting residents to concerts in the area.
5. Create an action plan time line to be implemented in the spring by the program directors to increase performance attendance.



FALL 2017

Project 4: Incubator Program Design

ORGANIZATION: VenturePad

LOCATION: 1020 B Street, San Rafael (between 4th and 5th)

WEBSITE: <http://www.venturepad.works>

PURPOSE: Determine the optimal design for a new business incubator program hosted by VenturePad and to launch in late 2017-early 2018. Participants would include client start-ups, advisors, and investors. The program services could include co-work space, weekly coaching, assigned mentor(s), seminars, events (pitch events, business plan competitions, mixers and guest speakers). Findings would help VP leadership create messaging to market to new venture members, recruit advisors, and investors, as well as offer the right mix of content and services.

BACKGROUND: VenturePad, (VP) Marin's premier co-work and meeting center launched in March 2017 and are building its membership and local leadership as a meeting and entrepreneurship center. VP intends to add a robust incubator program (see above), which would be the only one in Marin, after 2 incubators closed in 2015, (Venture Greenhouse and Renaissance Center) having hosted/launched over 300 businesses over 5 years.

DELIVERABLES:

1. Review and analyze the content and programming/services of similar incubator programs in Bay Area and in selected areas nationally. These are NOT necessarily angel/venture capital backed incubators, but ones that support smaller, less scalable start-ups that are characteristic of Marin.
2. Survey (face to face, online, phone) of needs of entrepreneurs, willingness to pay program fees, content /topic/services covered over 4-8 month module program.
3. Recommend how VP should structure this new programming and the topics and services offered.



FALL 2017

Project 5: Growth for Sailing Education Adventures (SEA)

ORGANIZATION: Sailing Education Adventures

LOCATION: Loch Lomond Marina, A Dock, 110 Loch Lomond Drive, San Rafael,

WEBSITE: www.sfsailing.org

PURPOSE: To increase participation in SEA adult classes, events and the number of fee-paying members of the organization.

BACKGROUND: SEA is a San Rafael-based non-profit organization with a mission of connecting people to the marine environment through boating. Currently the primary activity of the organization is sailing. For over 30 years SEA has operated a successful multi-section and location) summer camp to teach sailing and offered volunteer-led boating activities for adults and families. SEA owns a small fleet of sailboats and other small craft. In 2014 SEA moved operations from Sausalito to the Loch Lomond Marina, which is undergoing a significant change as a new residential community.

DELIVERABLES:

1. Benchmarking: Identify and conduct a survey or interviews with other Bay Area community or club boating programs, to find what and how well they are doing and what SEA can learn from them.
2. Fact Finding: Find and survey or interview organizations in the North Bay that might be potential collaborators with SEA on programs (schools, non-profit organizations, businesses or local government).
3. Examine current practices and implement an improved social media and local community outreach plan to North Bay residents etc. to increase SEA's visibility in Marin and Sonoma County.
4. Recommend in a report other actions the board could undertake to increase visibility and memberships in SEA.



SPRING 2017

Project 1: Market Research & Business Development

ORGANIZATION'S NAME: Strawberry Hill Music/ Strawberry Hill Productions (SBDC)

LOCATION: 14 Commercial Blvd, Suite 115, Novato, CA

WEBSITE: www.strawberryhillmusic.com & www.strawberryhillproductions.com

PURPOSE: Develop a stronger network of clients for both Strawberry Hill Music and Strawberry Hill Productions.

BACKGROUND: Strawberry Hill Music and Strawberry Hill Productions are sister companies both focused on the production of audio work. SHM focus on making music and sound for Games, Film, TV and Advertising, while SHP focus on the production of podcasts and internet radio. The idea of having a Market Research & Business Development team is to build a stronger network with clients, by researching the markets and finding leads. They will then turn a list of leads to us with reasons why they are good leads and why we should follow them.

DELIVERABLES:

1. Complete research using a spreadsheet with potential leads and reasons why they are a good fit. Add new contacts.
2. Look for and recommend a list targeting locations of leads and audience for Northern California.
3. Create a proposal on how to make both companies more ^{[]}_{SEP} visible and accessible for potential clients and expand business revenue and implement social media. ^{[]}_{SEP}
4. Learn to use and apply Basecamp software to track progress on this project and make a recommendation to ILS regarding using this software for future projects.



SPRING 2017

Project 2: Conservation of Resources for Increased Sustainability

ORGANIZATION: Sustainability Sub-Committee (a.k.a. Green Team) of faculty, staff and students

LOCATION: Dominican University of California

WEBSITE: www.dominican.edu

PURPOSE: To research and recommend multiple ways for Dominican to conserve resources and reduce the costs associated with energy consumption: electricity and water usage and waste disposal, while increasing sustainable practices.

BACKGROUND: In the Fall of 2016 a BUS 4075 student team worked with Epicurean Group and Marin Sanitary to research and propose a food waste-reduction program by composting discarded food in the cafeteria. The composting effort is expected to begin in February 2017. The campus is currently using a vendor (MBM) to remove trash and recycle items (inside some buildings) on campus but the effort is not promoted there are no collection areas outdoors.

DELIVERABLES:

1. Once approved, help to measure and monitor the cafeteria's composting project to insure that it's working correctly and that waste going to the landfill is reduced.
2. Establish baseline data by selecting several locations to determine the cost of electricity, water and waste and identify opportunities to reduce costs and increase sustainable action.
3. Observe and investigate the recycling program currently on campus – and make cost reducing recommendations for improvement.
4. Increase conservation awareness on campus, engage other students in a project (or contest), increasing participation in the student Green Club.



SPRING 2017

Project 3: Marin Teen Girls Conference (7th Annual)

ORGANIZATION: Marin Women's Commission

LOCATION: Embassy Suites, San Rafael, CA

WEBSITE: [www.http://marinteengirl.org](http://marinteengirl.org) or <https://www.facebook.com/Marin-Teen-Girl-288059260154/>

PURPOSE: The Marin Teen Girl Conference connects young women throughout the county in an uplifting, supportive way. It's an amazing day packed with speakers, empowering workshops, music and entertainment for Marin County girl's grades 8th-12th (ages 13-18). The Mission of the Conference is to create a safe forum for Marin's teenage girls to explore their place in the world, gain skills to create positive relationships, learn confidence to make good choices and to experience local community support that would help them achieve their goals.

BACKGROUND: After conducting research and focus groups, the Marin Women's Commission (MWC) created the first Marin Teen Girl Conference in 2011 to address the unmet needs of teen girls in the County. Through the Marin Teen Girl Conference, the MWC provides tools, resources, ideas and support to empower the young women of Marin County.

DELIVERABLES:

1. The deliverables would be to review the conference evaluation form and process and make it more relevant to the attendees and for demonstrating the success of the conference:
 - a. The students would review what we have done in the past.
 - b. Look at what we have from former evaluations and see what needs to be changed to make it more relevant for achievement of the girls.
 - c. Create a form which is easier to compile results (maybe a numerical value for answers).
 - d. Consider what is meaningful to the girls and what is meaningful to MWC to attract girls (and funders) for future conferences.
 - e. Submit a report on the evaluation results.
 - f. If available, assist at the conference, for all or part of the day.



SPRING 2017

Project 4: Bay Area Nonprofit Needs Assessment

ORGANIZATION: Center for Volunteer and Nonprofit Leadership - CVNL

LOCATION: 65 Mitchell Blvd., Suite 101, San Rafael, CA

WEBSITE: cvnl.org

PURPOSE: To conduct a needs assessment with target Solano and Alameda County nonprofits to determine what their priority needs are; use this information to develop a plan-of-action for stewardship (outreach, cultivation, and marketing).

BACKGROUND: Nonprofit organizations need leaders with both the passion and professional skills to effectively advance their missions and contribute to a strong community and sector. The CVNL Academy addresses the core competencies needed to effectively manage organizations and complex programs, as well as the leadership skills one needs to be successful within our quickly changing sector.

CVNL has been serving Marin for over 50 years, and expanded into Napa County two years ago. We recently received major contracts in both Solano and Alameda Counties, and want to start increasing our presence in those regions. However, we do not have a comprehensive list of the agencies located in those areas, nor have we gathered information on what their needs are.

DELIVERABLES:

1. Researching and capturing registered 501c3 agencies in Solano and Alameda Counties; identifying Executive Directors/CEOs.
2. Developing an assessment tool (survey) that identifies key challenges and needs for organizations and individual leaders.
3. Collaborating with CVNL staff to develop an overall strategy and plan to launch the assessment tool; develop a marketing plan to effectively reach organizations.



SPRING 2017

Project 5: Outreach for Member and Volunteer Recruitment and Retention

ORGANIZATION: Marin Senior Coordinating Council (dba Whistlestop)

LOCATION: Active Aging Center, 930 Tamalpais Avenue, San Rafael, CA 94901

WEBSITE: www.whistlestop.org

PURPOSE: To enhance Whistlestop's impact on older adults in Marin who face loneliness and isolation, we need to boost awareness of our Active Aging Center programs and services, as well as recruit more volunteers. We also need to enhance our ability to track participation in Active Aging Center programs and services via our interactive database software, MySeniorCenter. Whistlestop's mission is to ensure that every adult in Marin has the opportunity to age with independence, dignity and grace. Whistlestop's Active Aging Center in downtown San Rafael serves an average of 700 clients each week but its visibility and impact are far less pronounced. With the help of the Dominican leadership students, the AAC can boost its visibility in Marin, secure commitments from continuing Whistlestar members and expand the number of free rides that CarePool volunteer drivers provide to needy seniors.

DELIVERABLES:

1. Increase the number of active CarePool volunteer drivers from 40 to 70 by 6/30/17. This will allow us to increase the number of free rides each month from an average of 200 to 300+.
2. Convince 90% of existing "Whistlestop members to renew by 6/30/17.
3. Increase # of paid Whistlestop members by 20 per month for duration of the project.
4. Engage with the community through social media, farmer's markets, face-to-face meetings with neighborhood businesses to boost participation in the AAC programs and services, and recruit volunteers for all programs with a priority on CarePool.
5. Assist members and volunteers in tracking their participation using a MySeniorCenter kiosk in the Active Aging Center.



SPRING 2017

Project 6: Prevention of Cruelty to Animals and Domestic Violence

ORGANIZATION: Center for Domestic Peace:

LOCATION: 734 A Street, San Rafael, CA 94901

WEBSITE: www.c4dp.org

PURPOSE: Plan and execute an awareness event or activity that brings awareness to the connection between domestic violence and animal abuse. The awareness month is April.

BACKGROUND: There is a direct link between animal cruelty and domestic violence. 71% of pet-owning women entering women's shelters reported that their batterer had injured, maimed, killed or threatened family pets for revenge or to psychologically control victims. 68% of battered women reported violence towards their animals. 87% of these incidents occurred in the presence of the women, and 75% in the presence of the children, to psychologically control and coerce them. Between 25% and 40% of battered women are unable to escape abusive situations because they worry about what will happen to their pets if they leave

DELIVERABLES:

1. Design a project that engages the community in an awareness campaign or event.
2. Create a marketing plan and project plan to execute (models provided).
3. Create, generate and manage a budget, if needed.
4. Engage a variety of businesses, community members, media, and corporations and Dominican students in support of the project.



SPRING 2017

Project 7: Price Inflection Point Research and Recommendation

ORGANIZATION: INKBLAAT (SBDC)

LOCATION: 20 Sunnyside Ave. #304 Mill Valley Ca 94941

WEBSITE: Inkblaat.Com

PURPOSE: To determine a product pricing inflection point for a broad audience.

BACKGROUND: Inkblaat's current MSRP is 16.99. Given that most of our sales come from online (Ecommerce and Amazon) we are unsure if conversion rates are lower than expected because of price, design or that we're a new unknown brand or even something else, e.g. site not compelling enough, no on-site chat available. So we've decided to tackle one item (pricing) at a time. The competitive pricing landscape ranges from 5.50 (Odor Eaters) to 18.00 (Foot Petals Sock Free Saviors W/ Odor Control). Inkblaat provides more features and functionality than its competition currently justifying our price point. We have executed some in-person/intercepts and sampled/tested at events to test the pricing model, but need more data. Our goal is to identify THE inflection point.

DELIVERABLES:

1. Validated product pricing evaluation from each category (families, teens, sneaker-heads/fashion forwards and gay community).
2. Recommended price inflection amount that would appeal to MOST customers.



SPRING 2017

Project 8: Democracy, Equity, and Business

ORGANIZATION'S NAME: Dominican University of California

LOCATION: 50 Acacia Ave, San Rafael, CA 94901

WEBSITE: dominican.edu

PURPOSE: The purpose of this project is to create an on campus event that engages with the conversation of how business influences, and is in turn influenced by, democracy and equity.

BACKGROUND: Students are spending this academic year immersed in a thought-provoking and collaborative lineup of courses and activities focused on a central theme of "Democracy and Equity." Programming both in and out of the classroom is engaging students in some of the most critical issues facing the U.S. Every one to two years, Dominican will have a specific community engagement theme. For Fall 2016 and Spring 2017, almost fifty courses are being redesigned around our first theme of Democracy and Equity.

A series of extra-curricular events will unite the campus community and the greater Marin County community in discussions on topics ranging from youth justice, political participation, and homelessness. Your group is tasked with designing and overseeing an event that discusses democracy and equity and the relationship between these topics and business.

DELIVERABLES:

1. Marketing materials.
2. Democracy, equity, and business related event.
3. Documentation of event success.
4. Sharing of documentation materials.



FALL 2016

Project 1: Expansion to Business to Business (B2B) and E-commerce

ORGANIZATION: SweetE Organic is a boutique candy shop with a new ecommerce site. Our scheduled expansion includes the launch of our B2B program this year.

LOCATION: Strawberry Village 800 Redwood Hwy, Suite 612 Mill Valley, CA 94941

WEBSITE: www.sweeteorganic.com

PURPOSE: To identify and reach more businesses that can enjoy and benefit from our services and offerings via the internet and at our store.

BACKGROUND: SweetE is a destination for decadent chocolates and a sweet selection of candies, but SweetE has more than meets the eye! We offer sweets for everyone, from gummies and licorice to rich craft chocolate and truffles. Our product is largely organic and doesn't contain artificial colors or flavors. We are an inclusive environment and pride ourselves on our extensive selection of dietary solutions. Because SweetE's wide selection of products and services serves varied target markets, it has been challenging to find the right way to spread the word authentically. Locally SweetE Organic has become a household name due to our specialized assortment, customer service and community involvement.

DELIVERABLES:

1. Develop company updates using various social media platforms to reach all target audiences.
2. Identify potential businesses for delivery services, corporate gifting, and client gifts and develop a spreadsheet of compiled information.
3. Create a message (template) for an initial contact for a business and reach a target group.
4. Identify local organizations or chapters of national organizations that would benefit from SweetE's selection and services (i.e. Marin Vegetarian Education Group).
5. Formulate a new outreach message (template) for potential partners and send to a targeted group (to be agreed upon) of those identified.



FALL 2016

Project 2: Landfill Waste Reduction Composting Plan

ORGANIZATION: Marin Sanitary Service in collaboration with Epicurean

LOCATION: Marin Sanitary Services 1050 Andersen Drive, San Rafael, CA 94901
Caleruega Hall – Dining Hall, Dominican University

WEBSITE: www.marinsanitaryservice.com or www.epicureangroup.com

PURPOSE: To develop a realistic and sustainable project plan for a food waste composting program for Dominican’s dining hall (ro implemented in 2017).

BACKGROUND: Marin Sanitary Service – Conservation - Our Earth, Our Mission, Our Job. Epicurean Group is a food-service management company headquartered in Northern California and dedicated to sustainable dining. In the spring of 2016 Epicurean Group collaborated with the Food to Energy program at Marin Sanitary to implement a food preparation composting project called Food to Energy. The next opportunity is to “plan the plan” to implement a food waste-reduction program by composting discarded food in the cafeteria. Both of these program combined will save money spent for waste disposal and reduce the landfill. There are a number of issues to resolve prior any agreement to implement it the following semester.

DELIVERABLES:

1. Work with Epicurean to identify clients and research what other school cafeterias have done to make a composting program succeed.
2. Measure the current volume of “post consumer” waste daily in the dining hall. Determine the cost of that waste to Dominican.
3. Conduct active research at Marin Sanitary to learn the “life cycle” of food to waste.
4. Develop signs and ways to reinforce separating compostable items from other waste.



FALL 2016

Project 3: Brand Awareness and Access to Support the Latino Community

ORGANIZATION: Tacolist.com Latino Classifieds

WEBSITE: www.tacolist.com

LOCATION: Virtual offices in Sausalito & Santa Rosa, CA

PURPOSE: Increase website traffic & awareness of Tacolist.com both to the Latino community and to those wanting to reach and advertise to the Latino market.

BACKGROUND: Tacolist.com Classifieds is the Latin version of Craigslist for Mexico & USA. First launched in Mexico, the site now has over 1.2 million visitors a year and growing. Tacolist.com features free classified listings and has recently added a custom built 'self-service' banner for businesses to advertise on the site. We see ourselves as more than a flat on-line classified site so we are very active in the community. Uniting and empowering the Latino community has always been the cornerstone of Tacolist. Whether it's through events, our free on-line classifieds or our new banner advertising system our goal is to bring strength, recognition & success to the Latino people.

DELIVERABLES:

1. Increase brand awareness & traffic on our website through social media marketing. Track these efforts & results.
2. Think of creative ways 'outside of the box' to market Tacolist.com, including several (potentially viral) video clips.
3. Develop a new, exciting introductory slide deck to explain the mission of the organization.
4. Write a press release (or several) to create buzz & market Tacolist.
5. Research free media distribution outlets that focus on Latino markets in both USA & Mexico and develop an Excel spreadsheet. Send press releases to these media outlets.



FALL 2016

Project 4: “Audacious Visions” - Future of Bees and Beekeeping

ORGANIZATION: Planetnetwork & Bonnie Bee and Company

LOCATION: Panel Discussion of conference leaders at Dominican on December 14

WEBSITE: www.beeaudacious.com (planetnetwork.net, www.bonniebeecompany.com)

PURPOSE: Co-plan a conference and increase awareness and attendance using social and traditional media. The conference in December is a collaborative international working meeting to envision bold evidence-based ideas through which honeybees, wild bees, beekeepers and pollination managers can prosper.

BACKGROUND: We often support the value of bees solely with economic arguments, neglecting the dimension of values, the principles we hold important and the personal and environmental standards that should be at the heart of beekeeping rather than its fringes. Bees are no longer healthy enough to respond with the resilience that allowed us to manage honeybees intensively, and ecosystems are no longer sufficiently diverse for wild and managed bees to thrive. Pesticides are ubiquitous, diseases and pests rampant, and the diversity and abundance of bee forage has plummeted. It's time for some audacious thinking about the future of bees and beekeeping!

A wide range of participants representing diverse interests and experiences will be gathering to discuss solutions to current pollinator problems. Participants include world-renowned researchers, beekeepers, farmers, and leaders of community organizations.

DELIVERABLES:

1. Create and implement an outreach strategy in Marin and greater Bay Area to promote attendance at 12/14 panel discussion.
2. Develop a social media campaign to raise awareness of the event and promote viewing of the panel discussion which will be live streamed on the internet.
3. Research local news outlets in locations from which participants will be coming and develop an excel spreadsheet.
4. Write and send one or more press releases to these outlets.



FALL 2016

Project 5: Undergraduate Leadership Learning Community - Part II

ORGANIZATION: Institute for Leadership Studies, Barowsky School of Business

LOCATION: Dominican University of California Campus

WEBSITE: www.dominican.edu/leadership

Project PURPOSE: To continue developing a connected learning community of Dominican students enrolled in the Leadership Studies Minor.

BACKGROUND: Since 2005 students have the opportunity to earn a Minor in Leadership Studies at Dominican. The program is a multidisciplinary with courses and leadership practice experiences offered many academic departments, coordinated by the Institute for Leadership Studies, BSB. There are currently more than 50 students enrolled. The members of this group are generally unknown to each other and do not identify as a community on campus. There is opportunity for networking and learning together. In the Spring semester of 2016 three students in BUS 4075 formed a team that accomplish the following: They analyzed the statistics of the growth of the Minor, surveyed all current students and determined what they wanted for support or participation in as a learning community – where students learn from each other.

DELIVERABLES:

1. Take a fresh look at the data collected in the spring semester and determine what was learned and what may be missing.
2. Plan and conduct a Focus Group of a 10-12 Leadership Minors to verify and elaborate on the suggestions that came from the original survey.
3. Plan a second event on campus that will bring the students together to learn a leadership concept or skill, and get to know each other better
4. Evaluate the results of this event and make recommendations.
5. Establish a volunteer Steering Team (3-5) of Leadership Minors who will continue the involvement in 2017.



SPRING 2016

Project 1: Bio-Pharmaceutical Start Up

ORGANIZATION: XGENE – Startup Company

LOCATION: 1100 Ruhlman Ln, Novato, CA 94945 - Xgene Corporate Office. Supervisor has a scientific lab at Dominican in the Science Center where he can be contacted.

WEBSITE: Xgene.com (owns the web site, but site under construction)

PURPOSE: Innovative Biotech venture needs to increase visibility and identify businesses that could be customers.

BACKGROUND: Living cells can be deep frozen in liquid and maintained at these low temperatures for centuries, while keeping the living cells in suspended animation. Upon thawing the cells immediately resume their metabolism, and thus resume living. This is already done in laboratories around the globe. What has not been possible is to freeze more complex living tissues, such as human skin, and thaw them out to near full viability. Xgene invented a method to do this, and it is an improvement over what is the current state of the art.

DELIVERABLES:

1. Assess and evaluate potential customer businesses from information available mostly online.
2. Compile a spreadsheet of potential customers in each of several business sectors. Identify potential business customers will be identified.
3. Identify how Xgene products or services might solve current problems, or create new opportunities for these companies. Some of these companies will be chosen to make an initial contact.
4. Post information about Xgene and its products on social media, and respond to online inquiries.
5. Increase visibility of Xgene in the marketplace, respond with standard response and report on any initial contacts that were made.



SPRING 2016

Project 2: Dominican Digital Content for Millennials by Millennials

ORGANIZATION: Dominican University of California

LOCATION: Dominican University Campus and/or remote locations

WEBSITE: Dominican.edu

PURPOSE: To help build Dominican's brand awareness by creating authentic content that is viral in nature.

BACKGROUND: Dominican develops both print and electronic informational content that tells our audience about our school, our programs, events and offerings. This content is distributed via snail mail, lives on the Dominican website and is delivered digitally via email and our social networks. *The problem is Dominican lacks student voice throughout these channels. We would like to show and tell our audience about some facet of Dominican, from a student's perspective, unfiltered, with authentic student voice and personality.*

DELIVERABLES:

1. Proposal. Develop a proposal to promote any school or department within Dominican. Provide 3 creative concepts to be developed for either the university website, and/or our social media channels that resonate with the personas, would connect to them on an emotional level and move them to action. Indicate how the results will be measured. One of the three concepts will be selected for development.
2. Project Plan. Create a schedule, task list and resource allocation for the concept that is selected.
3. Content. Create or procure the content: words, images, video, graphics, voice, music,
4. Analytics: Publish the content and measure results.



SPRING 2016

Project 3: Environmental Training – Program Expansion

ORGANIZATION: Call of the Sea (COTS) - Operator of the Schooner *Seaward*

LOCATION: Pacific Plaza, Sausalito, CA

WEBSITE: www.callofthesea.org

BACKGROUND: Call of the Sea is an environmental education sailing organization sailing the San Francisco Bay, West Coast of California and the Pacific Coast of Mexico. The program currently consists of ten modules, which will be expanded to twelve, using their existing format. The target group is students ages 10-18 sailing aboard a 70' schooner. Various 30-minute educational modules are offered to teachers who select 3-4 those that are of most interest to their students. The crew teaches the students while under sail.

DELIVERABLES:

1. Expand the course curriculum being conducted under sail from eight to ten 30-minute modules, using the current instructional format (provided). Write up the information for the crew to deliver in an interactive learning style. Topics are:
2. Population of marine mammals in San Francisco Bay – identification, habitat and what supports their survival or threatens them.
3. Micro-plastics in San Francisco Bay - how they are impacting the environment and marine mammals.
4. Research and develop the first topic to include a tour and talk at the Marine Mammal Center in Sausalito (Headlands area).
5. Research the second topic to include information about the problem of plastics in the Pacific Ocean (Pacific Gyre) – and how to prevent the problem.
6. Write a short summary of each module, and upload all modules to the website so that teachers have direct access from a computer.
7. Train a staff member and, if possible observe teaching while sailing *Seaward*.



SPRING 2016

Project 4: Developing a Leadership Learning of Leadership Minors

ORGANIZATION: Institute for Leadership Studies (ILS)

LOCATION: Dominican University of California –Barowsky School of Business

WEBSITE: www.dominican.edu/leadership

PURPOSE: To develop a Connected Community of Dominican students enrolled in the Leadership Studies Minor

BACKGROUND: Since 2005 students have the opportunity to earn a Minor in Leadership Studies at Dominican University of California. The program is a multidisciplinary with courses and leadership practice experiences offered many academic departments. The program is coordinated by the Institute for Leadership Studies in the Barowsky School of Business. There are currently more than 50 students enrolled. The members of this group are generally unknown to each other and do not identify as a community on campus. There is opportunity for networking and learning together.

DELIVERABLES:

1. Analyze the statistics of Leadership Minors since its founding (growth of numbers enrolled, which majors) and create a profile of the current Minors.
2. Survey existing students who are earning the Minor in Leadership Studies to determine their motivation for selecting the minor, and needs related to support they are seeking and interests in becoming connected to a Leadership Learning Community with others in the Minor.
3. Based on survey data, plan and execute an event on campus during the spring semester that will bring these students together to learn a leadership skill, brainstorm ideas regular meetings and/or traditions to gather together and get to know each other, building a Leadership Learning Community.
4. Evaluate the results of this event and establish a “steering team” of Leadership Minor students who volunteer to continue this effort next semester.



SPRING 2016

Project 5: Feasibility of a Financially Sustainable Business Incubator

ORGANIZATION: San Rafael Chamber of Commerce - Green Committee

LOCATION: San Rafael Chamber offices at 817 Mission Street, San Rafael, 94901

WEBSITE: <https://marinovatelab.wordpress.com/>

PURPOSE: To conduct a feasibility study for the potential development of a long-term sustainable model of a small business incubator in San Rafael (a.k.a. VenturePad)

BACKGROUND: The San Rafael Chamber is forming a steering group to lead a market and feasibility analysis for an incubator/accelerator/ in Marin. The service would help entrepreneurs start and accelerate their ventures to be economically viable and to scale into a net job creator and profitable contributor to economic growth in Marin.

The only two local accelerators shut their doors in 2015. Neither were able to develop a viable diversified revenue stream to minimize dependence on community grants.

DELIVERABLES:

1. Research and summarize at least five sources of secondary research, white papers and economic development studies on successful incubator/accelerator models that result in financial sustainable entities.
2. Develop a survey to send to 10-20 potential clients, partners, sponsors, and advisors. Key issues to include: market needs, services and willingness to pay, agendas of sponsors, geographies/sectors to be served, and how success would be measured.
3. Analyze survey data and compile recommendations in a written summary.
4. Prepare a presentation of findings with recommendations to the San Rafael Chamber of Commerce - Feasibility Analysis Steering team.



SPRING 2016

Project 6: Education and Communication Initiative

ORGANIZATION: Marin Headlands, National Park Service

LOCATION: Marin Headlands (within Golden Gate National Recreation Area), project to be carried out at DUC and will include a field trip to Marin Headlands.

WEBSITES: <http://www.nps.gov/goga/marin-headlands.htm>

PURPOSE: Develop a plan in partnership with the National Park Service (NPS) to educate the general public, particularly residents of Marin, including DUC students about Marin Headlands. Assist NPS in informing more people about its resources and benefits.

BACKGROUND: Many people living in Marin, including Dominican students, know little of this portion of a National Park in their back yards and few visit the area. Visitors can enjoy recreational activities and learn at Marin Headlands; the Marine Mammal Center, NPS Visitor Center, Ocean Beach, historic military installations and housing. NPS provides an ongoing program of activities. Entrance is free, so it's affordable for all. This area is a hidden treasure that can provide great value to the public. It has recreational values for visitors: relaxation, picnicking, panoramic scenic views, photography, art, health, and hiking. This area is also ideal for education of youths and adults. The area has a unique geological history, cultural and social history beginning with the Miwok Indians, early Mexican/Spanish history, and histories of the Gold rush period, early 1900s, World War II leading to recent developments.

DELIVERABLES:

1. Develop a Project Plan with NPS, with specific goals and timeframes, which will include recreational and educational elements for the public.
2. Begin educating University students and local public about Marin Headlands through social with visuals, including video.
3. Develop (or complete) an educational brochure on the Marin Headlands that could be distributed in hard copy, or accessed on the website.



SPRING 2016

Project 7: Dominican Digital Web Content for Millennials by Millennials

ORGANIZATION: Dominican University of California

LOCATION: Dominican University Campus and/or remote locations]

WEBSITE: Dominican.edu

PURPOSE: To help build Dominican's brand awareness by creating authentic content that is viral in nature.

BACKGROUND: Dominican develops both print and electronic informational content that tells our audience about our school, our programs, events and offerings. This content is distributed via snail mail, lives on the Dominican website and is delivered digitally via email and our social networks. *The problem is Dominican lacks student voice throughout these channels. We would like to show and tell our audience about some facet of Dominican, from a student's perspective, unfiltered, with authentic student voice and personality.*

DELIVERABLES:

1. Proposal. Develop a proposal to promote any school or department within Dominican. Provide 3 creative concepts to be developed for either the university website, and/or our social media channels that resonate with the personas, would connect to them on an emotional level and move them to action. Indicate how the results will be measured. One of the three concepts will be selected for development.
2. Project Plan. Create a schedule, task list and resource allocation for the concept that is selected.
3. Content. Create or procure the content: words, images, video, graphics, voice, music,
4. Analytics: Publish the content and measure results.



SPRING 2016

Project 8: Marketing Campaign for Leadership Training Opportunity

ORGANIZATION: Center for Volunteer and Nonprofit Leadership (CVNL)

LOCATION: 65 Mitchell Blvd. Suite 101 in San Rafael (north on 101)

WEBSITE: CVNL.org

PURPOSE: Create an engaging and informative marketing campaign that can be used to promote the [Emerging Leaders Program \(ELP\)](#) to busy nonprofit leaders (executive directors, CEOs, program directors/managers, development staff etc.).

BACKGROUND: Nonprofit organizations need leaders with both the passion and professional skills to effectively advance their missions and contribute to a strong community and sector. CVNL's Emerging Leaders Program addresses the core competencies needed to effectively manage organizations and complex programs, as well as the leadership skills one needs to be successful within our quickly changing sector. Using a peer-cohort learning model, ELP helps cultivate a continuous pipeline of future nonprofit leaders that are strong, smart, and motivated. Nonprofit leaders are often overstretched and time for their own professional development is scarce. An exciting, effective marketing campaign is needed to reach and engage the desired participants for the program. Individual/team activities will include:

Capturing unique motivations/experiences/impact of ELP through interviews with participants/alumni.

Developing a campaign using multiple channels (social media, email, video).

Testing marketing approaches between multiple audiences and tracking metrics.

Collaborating with CVNL staff to develop an overall strategy and plan.

DELIVERABLES:

1. A complete profile of previous/potential ELP participants.
2. An overarching marketing plan that can be replicated/modified for similar leadership trainings.
3. Engaged ELP alumni who serve as spokespeople for the program.
4. Marketing tools/resources that effectively reach desired audiences.



FALL 2015

Project 1: Bogie's Café and Catering - "From Soup to Nuts Catering"

ORGANIZATION: Bogie's Café

LOCATION: 48 North San Pedro Road, San Rafael, CA 94903 (Santa Venetia)

WEBSITE: <https://www.bogiestoo.com/>

PURPOSE: To grow the customer base for Bogie's Café (and catering services) using new channels for marketing, including social media.

BACKGROUND: This café has been open for 26 years. A website exists but the platform needs to be updated. (An individual will be working on the website, perhaps simultaneously.). Often customers find the café when searching for a place to stop while traveling through Marin (via Yelp). Many people who have worked nearby or lived in the area for a long time have not "found" the restaurant.

DELIVERABLES:

1. Provide input into redesigning the website for a wider base of customers, including college students.
2. Research and analyze demographics in Marin and near location of the business, and make recommendations for new marketing methods that would attract more local customers.
3. Provide phased in plan for new channels of marketing, including social media.
4. With agreement from the owner, implement at least one new social media platform for marketing; test and measure results.



FALL 2015

Project 2: Marin Teen Girls Conference

ORGANIZATION: Marin Women's Commission

LOCATION: March 5, 2016 - location to be determined

WEBSITE: [www.http://marinteengirl.org/](http://marinteengirl.org/) and we are on Facebook & Instagram

PURPOSE: The Marin Teen Girl Conference connects young women throughout the county in an uplifting, supportive way. It's an amazing day packed with speakers, empowering workshops, music and entertainment for Marin County girl's grades 8th-12th (ages 13 to 18).. The Mission of the Conference is to create a safe forum for Marin's teenage girls to explore their place in the world, gain skills to create positive relationships, learn confidence to make good choices and to experience local community support that would help them achieve their goals.

BACKGROUND: After conducting research and focus groups, the Marin Women's Commission (MWC) created the first Marin Teen Girl Conference in 2011 to address the unmet needs of teen girls in the County. Through the Marin Teen Girl Conference, the MWC provides tools, resources, ideas and support to empower the young women of Marin County.

DELIVERABLES:

1. To reach a minimum of 200 teen girls through facilitated workshops.
2. Invite a minimum of 5 outside organizations/vendors that offer opportunity for teen girls to become involved in their community (through volunteer work, advocacy, etc.
3. Based on previous year surveys and assessments, identify and suggest informative workshops and guest speakers that can provide educational and meaningful sessions that provide teen girls with knowledge.
4. Recruit potential future Teen Girl Ambassadors.



FALL 2015

Project 3: FLEX Program Assessment Team

ORGANIZATION: Center for Volunteer and Nonprofit Leadership (CVNL)

LOCATION: 65 Mitchell Blvd. #101 San Rafael, 94903. Project will be at different sites in Marin County.

WEBSITE: www.cvnl.org (volunteer services page - please read for context)

PURPOSE: Serve as an assessment team for the FLEX Program that offers “done-in-a-day” volunteer opportunities, in order to strengthen and retain project leadership, and identify the best ways reach out to the community to insure projects are filled by volunteers and Project Leaders.

BACKGROUND: Project Leaders work closely with CVNL staff to coordinate community services projects. They communicate with the volunteers before and after the projects, and oversee the on-site activities the day of the project. Students on this team will be required to attend a training workshop on September 30 from 4:00-5:00 PM. (An optional orientation will be held at the same time on September 9.)

DELIVERABLES:

1. Become familiar with the Flex Program by attending a training workshop and observing a Community Service Project Leader and his/or her team in action.
2. Develop research/data collection methods for assessing the program
3. Develop an effective means of communicating the feedback compiled to CVNL staff.
4. Assess the effectiveness of current social media marketing, and make recommendations for improvement in outreach and on-going communication.



FALL 2015

Project 4: Membership Outreach Team

ORGANIZATION: Center for Volunteer and Nonprofit Leadership (CVNL)

LOCATION: Center for Volunteer and Nonprofit Leadership (CVNL)

65 Mitchell Blvd. #101, San Rafael, CA 94901

WEBSITE: www.cvnl.org

PURPOSE: To fully understand and communicate internally to staff the top needs of CVNL members and identify what needs are being met and what are the gaps in service or capacity development (skills and connections) that CVNL could provide. Develop an educational tool to address at least one of these needs.

BACKGROUND: CVNL membership connects nonprofits of all sizes to a powerful community of change-makers who are looking to take their leadership to a next level. CVNL provides members access to valuable resources, services and training in professional skills.

DELIVERABLES:

1. Develop an approved script with a set of consistent questions to use when contacting members.
2. Make “high touch” personal calls to an identified sample of members to inquire about their needs, and to determine if they are being met or not due to membership in CVNL. (As a part of the interview, inform members of the various departments and services available from CVNL. (“Have you ever used the service of ...”).
3. Provide feedback by analyzing the data by category and communicating the finding across CVNL departments: Volunteering, Consulting, Leadership, Executive Search and Transition Services.
4. Develop at least one educational tool to begin to address the top identified needs.



SPRING 2015

Project 1: Hunger in America – Film and Event

ORGANIZATION: Girl Scouts of Northern California (Marin and Sonoma Counties)

LOCATION: To be held on Campus on April 25, 2015 in Guzman Lecture Hall – 12:00 noon - 5:30 p.m. plus time for set up and clean up.

WEBSITE: www.girlscoutsnorcal.org

PURPOSE: Plan and execute an educational film and special event for local Girl Scouts in grades 6-12, based on a documentary film, and conduct hands-on workshops for smaller groups following the film. The film title and theme will be announced by the project supervisor/coach.

BACKGROUND: Girl scouting builds girls of courage, confidence, and character who make the world a better place. Girl Scouts of Northern California create opportunities girls want and experiences that change lives.

DELIVERABLES:

1. Using a model from Girl Scouts, develop a marketing plan for the event.
2. Create and monitor a budget for the event.
3. Plan and prepare at least four group activities that will support the message of the film and lead them at the event (Saturday, April 25).
4. Provide help with food and beverages ordered by GSNC from Bon Appetite.
5. Brainstorm and recruit more members of the local and college community that will participate in the event – perhaps using local and social media.



SPRING 2015

Project 2: Prevention of Cruelty to Animals and Domestic Violence

ORGANIZATION: Center for Domestic Peace

LOCATION: 734 A Street, San Rafael, CA 94901

WEBSITE: www.c4dp.org

PURPOSE: Plan and execute an awareness event or activity that brings awareness to the connection between domestic violence and animal abuse. The awareness month is April.

BACKGROUND: There is a direct link between animal cruelty and domestic violence. 71% of pet-owning women entering women's shelters reported that their batterer had injured, maimed, killed or threatened family pets for revenge or to psychologically control victims. 68% of battered women reported violence towards their animals. 87% of these incidents occurred in the presence of the women, and 75% in the presence of the children, to psychologically control and coerce them. Between 25% and 40% of battered women are unable to escape abusive situations because they worry about what will happen to their pets if they leave

DELIVERABLES:

1. Design a project that engages the community in an awareness campaign or event.
2. Create a marketing plan and project plan to execute (models provided).
3. Create, generate and manage a budget, if needed.
4. Engage a variety of businesses, community members, media, and corporations and Dominican students in support of the project.



SPRING 2015

Project 3: Relocation Support for Dominican Community

ORGANIZATION: Dominican University HR

LOCATION: On-campus

WEBSITE: <http://calcierge.berkeley.edu/relocation-services-housing.html> for example

PURPOSE: Enhance Dominican's attractiveness as an employer and as a school for prospective employees and students.

BACKGROUND: Currently little to no relocation support or information is provided to employees or students. HR developed two very brief relocation packets (included) and has other information in various places. Residence Life offers some support to students. A centralized location of all relevant information is necessary.

DELIVERABLES:

1. Robust list of housing opportunities with focus on apartment and condo complexes and realtor options in Marin primarily, and also in San Francisco, Sonoma, Contra Costa, and Alameda counties. List applicable, location, website link, price ranges, contact information, discounts and type of housing, etc. Two different lists for students and employees may be necessary.
2. Full list of Dominican discounts and benefits of Penguin Pass for each category of Dominican community, including location, amount, etc.
3. List of local and Dominican publications with 1 sentence description (Penguin Press, Athletics, student newspaper, Marin IJ, etc.).
4. Present this information in visually pleasing, professional, and easy to share via email and post online format, including the Dominican website.



SPRING 2015

Project 4: Marketing Effectiveness

ORGANIZATION: Trips for Kids

LOCATION: 610 4th Street, San Rafael, 94901

WEBSITE: www.tripsforkids.org

PURPOSE: To analyze the current marketing efforts of Trips for Kids, activities and donation requests to its Bay Area and national audiences. The purpose is to help us understand what is and isn't effective to reach its varied audiences, develop new promotional strategies (especially taking advantage of social media), and assist in implementing more successful promotions.

BACKGROUND: Trips for Kids (TFK) is a non-profit that has been introducing at-risk youth to the environment, healthy lifestyles and physical activity through mountain bike rides since 1987. In the Bay Area we provide rides, implement an Earn a Bike mechanical skills program to community youth, and operate our re-cyclery bike shop from donated bikes, parts, clothing and accessories to provide low cost cycling gear. In addition, we have 85 TFK chapters in the USA, all operating independently and with extremely varied levels of activity and success. TFK is initiating a fresh branding effort for its Marin and national activities. We want to make better use of the many promotional avenues available to: promote what we do: rides for at-risk youth, earn a Bike mechanics education, provide low cost cycling gear back to the community via re-cyclery, act as a depository for unused bikes/parts/clothing, promote recycling, keep bikes, etc. out of the landfill. Request support in a variety of ways: product donations, professional/service in-kind donations, financial support and volunteers.

DELIVERABLES:

1. Analyze TFK's current promotional methods.
2. Make recommendations for improved promotional outreach.
3. Conduct competitive analysis of marketing best practices of like-minded organizations.
4. Conduct online surveys of major stakeholders (donors, volunteers, customers, anyone who interacts with TFK) to learn how they want to be interact with TFK.



SPRING 2015

Project 5: Student Conduct Climate Assessment

ORGANIZATION: Dominican University Office of Student Life

LOCATION: Dominican Campus – Office of Student Life in Edgehill Mansion

WEBSITE: <http://www.dominican.edu/campus-life/current/studentlife/student-rights-responsibilities>

PURPOSE: The purpose of this Climate Survey is to better understand the contribution of the Office of Student Rights and Responsibilities to the experience of the students at Dominican, and to assess whether or not these changes are viewed positively, negatively or apathetically.

BACKGROUND: The Office of Student Rights and Responsibilities began on the Dominican campus in September 2014 and is in its inaugural year on campus. Many changes have been made to the Student Code of Conduct, the conduct adjudication process and transparency to increase the role of the rights of students in the process; however, given the nature of the interactions that Student Conduct can have with its constituents the climate of the overall attitudes are difficult to assess (especially without bias).

DELIVERABLES:

1. Develop an assessment for the student body which will gauge the awareness of the Office of Student Rights and Responsibilities the student comprehension of changes made to the Student Code of Conduct.
2. Conduct any opinions of the alterations to the code. Administer the assessment to an appropriate sample size of Dominican students.
3. Create a report out which provide clear conclusions to the data collected provide feedback for the current practices of the office provide guidance for future methods of communicating to students.



SPRING 2015

Project 6: Matchmaking for Success - Take a Student to Work

ORGANIZATION: Bridge the Gap College Prep

LOCATION: Bridge the Gap College Prep and Multiple Job Sites.

WEBSITE: www.btgcollegeprep.org

PURPOSE: To build a map and database of resources that will allow BTGCP staff to provide one-day career exploration opportunities for about 20 High School students.

BACKGROUND: Bridge the Gap College Prep is supported by a very engaged Board of Directors, an Advisory Council of 35 women from Southern Marin, in addition to a large donor community in Marin County. All three groups support BTGCP mostly through donations and hosting a large once a year fundraising event. Some of their families are tutors. Many of them own companies and/or hold leadership positions at their workplace. BTGCP would like to engage all three groups by connecting them with HS students through a one day career exploration.

DELIVERABLES:

1. Identify several career interests for each HS student.
2. Identify at least 20 people (industry, position and interest) willing to in hosting a student for a day (Board Member, Advisory Council Member and Donors).
3. Build an excel spreadsheet where BTGCP can easily access all this the information.
4. Recommend to BTGCP a Student & Adult Career Match.



SPRING 2015

Project 7: New Media for Higher Visibility

ORGANIZATION: LIFT- Levantate

LOCATION: 70 Skyview Terrace, #D, San Rafael, CA 94903

WEBSITE: www.lift-levantate.org <https://www.facebook.com/LIFTlevantate>

PURPOSE: As a part of an overall fundraising strategy, research, analyze and recommend visual and new media components to help insure high visibility and financial sustainability for LIFT-Levantate.

BACKGROUND: Nonprofits face a myriad of challenges in establishing and maintaining financial sustainability, and these challenges are exacerbated for nonprofits like LIFT serving low-resource, high-need communities. Key challenges of financial sustainability for nonprofits include over-reliance on external funding sources, continuously demonstrating value and accountability to funders, lack of organizational capacity and providing free services to low income populations. LIFT's free, multilingual, multicultural programs are building healthy, equitable communities by increasing access to nutritious food, safe and fun physical activity, health screenings and connection to a medical clinic for low income populations facing steep, and ever increasing, rates of chronic disease.

DELIVERABLES:

1. Review existing media and provide information to the organization on how to focus their video into shorter appealing segments meant to inspire funders and volunteers to support LIFT.
2. Research the "best practices" of nonprofits and others using crowdsourcing funding; analyze the strengths and weaknesses of various popular platforms and recommend the best option(s) to the staff.
3. Review existing stories and photographs; organize them and select the best to send to potential funders to follow up and reinforce donating to LIFT.



SPRING 2015

Project 8: Market Research to Increase Collaborations

ORGANIZATION: MarinSpace, Inc

LOCATION: 555 Northgate Drive, San Rafael, CA 94903

WEBSITE: www.marinspace.org

PURPOSE: Conduct market research on nonprofit fee-for-service programs among Marin nonprofit agencies. The project will focused in three areas: meeting and event rental space, consulting services and educational and training services. The information will be used to facilitate partnerships and collaborations and/or benchmark information within the sector.

BACKGROUND: This information will be part of our overall Shared Space and Services Study. The purpose of the Study is to help local organizations improve their business infrastructure so they can better serve the public. The Study will identify and make visible the challenges and opportunities faced by local nonprofits in the areas of workspace and shared services. Through the Study process, distribution of its results, and creation of interactive online tools, community organizations will be better equipped to:
Improve their workspace environment,
Benchmark their business operations and real estate infrastructure against local best practice indicators. Identify opportunities to build collaborative shared space and service relationships, and coordinate efficient and effective action to achieve collective impact.

DELIVERABLES:

1. Inventory of all entities providing the above mentioned three services.
2. Google map of the inventory.
3. Organizational profile about each agency providing services.
4. Price point analysis and service comparisons for all of the above mentioned.



FALL 2014

Project 1: Leadership on Fire! - Part II

ORGANIZATION: Saint Raphael School

LOCATION: Saint Raphael School – 1100 Fifth Avenue, San Rafael, 94901

WEBSITE: www.straphaelschool.com

PURPOSE: Develop a program of leadership for young people. Short-term focus - 5th grade class. Long-term audience: emerging leaders from Grade 5-8

BACKGROUND: In collaboration with the WLPC Education Committee, Saint Raphael School (SRS) would like to develop a program promoting leadership and philanthropy in young people using advocacy, charity, and social responsibility as pillars of character.

DELIVERABLES:

1. Collaborating with classroom teacher(s), develop an innovative project plan that would design curriculum and leadership skills to include: Foundation of financial literacy.
2. Motivate and mobilize young people from all economic strata to become passionate about philanthropy, from tithing to causal support.
3. Articulate importance of social responsibility (already a part of student learning expectations that students are familiar with).
4. Facilitate group learning on how to evaluate a cause; how to plan a giving program to the identified cause.
5. Working in groups, develop problem-solving skills.
6. Develop group format presentation skills for promoting awareness and educating the community about the cause.
7. Underscore and reinforce the value attributes of cooperation, respect, listening.
8. Act as team leaders in helping define goals, action steps and tasks required.
9. Evaluate leadership skills using a rubric incorporating the IACCT (Innovation, Adaptability, Critical Thinking, Cross Cultural Communications, and Teamwork) program. (Rubric provided).
10. Create jobs with responsibilities for each SRS student group to adopt and incorporate problem solving skills; critical evaluation skills; and presentation experience incorporating creativity and public speaking.



FALL 2014

Project 2: Golden Gate Opera – “Filling the House”

ORGANIZATION: Golden Gate Opera

LOCATION: Marin Veterans’ Memorial Auditorium, Marin Civic Center,

WEBSITE: <http://www.goldengateopera.org>

PURPOSE: Develop a team strategy for marketing using new media advertising, preview events on campus and other locations, and promoting Puccini’s “Madama Butterfly” produced and presented by Golden Gate Opera in the fall, at the San Rafael Civic Center. You have two months to achieve audience growth of 300% from previous year. (Going from 300-seat house to 2000-seat house). The objective is to think out of the box, cutting edge, to try to fill a large (2000-seat) auditorium with an audience. Students will be expected to attend the opera on Saturday night November 8 7:30pm and/or Sunday matinee November 9 at 2:30pm, evaluate on site at preview events and the performances, numbers of attendees, and reactions, and evaluate their results.

BACKGROUND: Golden Gate Opera is the professional opera company of Marin County, and Professional Company member of Opera America, winner of awards in marketing and other areas. For years and years we have brought live opera into Marin County schools. GGO presented operas in the 2000 seat Marin Veterans’ Memorial Auditorium at Marin Civic Center from 2005-2008. Since then we’ve been in the 300 seat Marin Showcase Theatre. Now we are celebrating a return to the main stage theatre with one of most famous and beloved operas of all time, “*Madama Butterfly*”.

DELIVERABLES:

1. Work with Marketing Advisor to create a marketing plan and help manage promotions for Madama Butterfly. Track ticket sales weekly.
2. Put together a task list as a team, working backwards from the performance dates to the present to begin your steps toward achievement on a timeline for. (1) Marketing Plan (2) Promotional copy for social media, Website, Blog, Media and other sites; (3) Final promotional material product (4) Survey creation; (5) results/analysis, how the event went, and suggestions for improvement.
3. Hold a preview event for students at Dominican and the Osher Life Long Learning students (demonstration with singers, and publicize it).
4. Performance day: Count and Greet Attendees, hand out surveys, Evaluate and Report.



FALL 2014

Project 3: Business Retention and Expansion Program – Part II

ORGANIZATION: Chamber of Commerce Offices

LOCATION: Chamber of Commerce offices in San Rafael at 817 Mission Avenue

WEBSITE: SRChamber.com - see Economic Vitality Program page

PURPOSE: To assist with a Chamber economic vitality enhancement program that is a partnership between the Chamber, the City of San Rafael and Marin Economic Forum. The purpose of the program is to retain San Rafael businesses thru an interview, data collection and reporting insights program. The program includes interviewing San Rafael business leaders and decision makers from a variety of industries.

BACKGROUND: The San Rafael Chamber is the lead agency for the San Rafael Economic Vitality Outreach Partnership Program (Business Retention and Expansion). The Chamber manages the following program they develop which includes:

- A systematic outreach program to visit business owners in San Rafael by partnering with the City of San Rafael, Marin Economic Forum and business supporters
- Business surveys to identify obstacles and common themes for businesses operating in San Rafael. Scheduling and tracking visits to reduce duplication from other agencies with specific focus on San Rafael businesses. Having metrics to measure trends and issues unique to doing business in San Rafael. Compiling response information from visiting reports and surveys and formulate report based on that information. Sharing the report with sponsors and other agencies including the City of San Rafael to build awareness of the issues that impact economic vitality in San Rafael.

DELIVERABLES:

1. Prepare for interviews – learn interviewing skills – TBA.
2. Systematically develop a process to identify and screen business decision makers (criteria will be provided and your personal interest included).
3. Schedule and complete 20-25 team interviews with decision makers of local businesses.
4. Provide data to the Chamber via existing GoogleDoc for input and tabulation.
5. Analyze and interpret the insights learned from the data and interviews conducted and synthesize a report summarizing the team's findings and analysis.
6. Make a presentation with recommendations based on the report to the Chamber on insights from the surveys and what the team learned.



SPRING 2014

Project 1: Business Retention and Expansion Program

ORGANIZATION: Chamber of Commerce Offices

LOCATION: Chamber of Commerce offices in San Rafael

Address: 817 Mission Avenue, San Rafael CA 94901

WEBSITE: www.SRChamber.com - see Helping Local Economy tab

PURPOSE: To assist with a Chamber economic vitality enhancement program that is a partnership between the Chamber, the City of San Rafael and Marin Economic Forum. The purpose of the program is to retain San Rafael businesses through interviews, data collection and reporting program. The program includes interviewing San Rafael business leaders and decision makers from a variety of industries.

BACKGROUND: The Chamber manages the following program:

- Develop a systematic outreach program to visit business owners in San Rafael by partnering with the City of San Rafael, Marin Economic Forum and business supporters.
- Develop business surveys to identify obstacles and common themes for businesses operating in San Rafael.
- Schedule and track visits to reduce duplication from other agencies with specific focus on San Rafael businesses.
- Develop metrics to measure trends and issues unique to doing business in San Rafael. Compile response information from visiting reports and surveys and formulate report based on that information.
- Share the report with sponsors and other agencies including the City of San Rafael to build awareness of the issues that impact economic vitality in San Rafael.

DELIVERABLES:

1. Prepare for interviews – learn interviewing skills.
2. Schedule and complete 40-50 interviews with decision makers of local businesses.
3. Provide data to the Chamber via existing template (attached) for input and tabulation.
4. Analyze what they learned from the interviews they conducted.
5. Make a presentation with recommendations to the Chamber on what they learned from the surveys.



SPRING 2014

Project 2: Research, Distribution and Surveying for RENEW

ORGANIZATION: RENEW

LOCATION: on campus or nearby San Rafael office

WEBSITE: www.renewnow.org

PURPOSE: Develop effective ways to extend the reach and impact of a unique non-profit aimed at reigniting the human spirit to thrive and to make a positive difference.

BACKGROUND: RENEW is a Marin/San Francisco-based non-profit founded in 1999. RENEW helps people who juggle competing obligations regain -- or maintain -- their effectiveness and creativity. Founded and led by Linda Hawes Clever, MD, MACP, RENEW's approaches are based on her 25 years' experience as a physician, leader, and activist. Methods for renewal are found in her book *The Fatigue Prescription: Four Steps to Renewing Your Energy, Health and Life*. RENEW provides practical workshops, key-note presentations, collegial Conversation Groups©, and the Conversation Group© Convener Development Program. These appeal across the career spectrum, to students, those in training, in practice, on faculties or in administration. We work with universities, health professionals, others in the not-for-profit sector, companies, and the public. RENEW offers a special program, *renewal for leaders*---that addresses this essential yet often neglected element in sustained organizational and individual effectiveness.

DELIVERABLES:

1. Identify Marin County businesses, organizations and health care facilities that are committed to offer good health and fitness activities to their staff and leaders.
2. Gather contact information for each one [ex: head of Human Resources; Wellness Program Coordinator; Chief Executive Officer].
3. Design effective system to distribute the RENEW-o-Meter to Dominican University students, faculty and staff and get at least 70% return rate.
4. Collate survey responses in each category, analyze and report the findings.
5. Offer the class a RENEWing experience.



SPRING 2014

Project 3: Program Development - Leadership on Fire!

ORGANIZATION: Saint Raphael School

LOCATION: Saint Raphael School – 1100 Fifth Avenue, San Rafael, 94901

WEBSITE: www.straphaelschool.com

PURPOSE: Develop a program of leadership for young people. Short-term focus (for pilot): 5th grade class. Long-term audience: emerging leaders from the Fifth Grade through Eighth Grade.

BACKGROUND: In collaboration with the WLPC Education Committee, Saint Raphael School (SRS) would like to develop and pilot a program promoting leadership and philanthropy in young people using advocacy, charity, and social responsibility as pillars of character.

DELIVERABLES:

1. Work with the classroom teacher and 11-13 middle school (5th grade) students to form and lead two teams.
2. Help these students learn how to work together to gather information and show respect through listening.
3. Motivate and mobilize them to become passionate about giving to causes they care about (philanthropy) now and as they grow older.
4. Act as a team leaders (of two teams) to identify the causes they care about, and how to evaluate the nonprofit organizations that support that cause (using on line resources such a Guide Star, and Charity Navigator).
5. Help them develop a sample personal budget (hypothetically identify income and expenses) that would include spending as well as giving (flexible to tithing) and set goals with action steps to achieve this.
6. Work with them to develop a presentation, with full participation, for promoting awareness and educating others about these causes and how to begin to support them financially.



SPRING 2014

Project 4: ASDU Elections

ORGANIZATION: Dominican University of California

LOCATION: Project to be done on campus at Dominican University

WEBSITE None currently specific to ASDU Elections but you can look up ASDU here:
http://www.dominican.edu/campus-life/current/studentlife/student-activities/asdu/index_html

PURPOSE To expand the number of informed voters and increase voter turnout for the annual ASDU Elections; to serve as an unbiased committee overseeing an elections process; to develop leadership skills (public speaking, time management, marketing)

BACKGROUND ASDU Elections has not had a very big voter turnout in past years, possibly as low as 5% of the student population vote for their student government leaders. ASDU Senate members represent the student voice on campus, sit on University-wide committees, deliberate on important issues that affect students and campus culture, create policies for how student activities fee funding is spent, and plan and execute campus-wide activities for all undergraduate students. This year (2014) we are also introducing amendments to the ASDU Constitution that will affect the entire student population, which will require more hands-on outreach to help students understand the changes being made and the elections process as a whole.

DELIVERABLES:

1. Develop and execute a marketing plan for ASDU Elections (flyers, tabling, e-newsletter, social media platforms).
2. Plan for 2-3 informational sessions that give details on how to run for office and what the requirements are to participate in the ASDU Elections process.
3. Develop and execute 2-3 ASDU Elections Forums/Town halls that allow candidates to answer questions and speak on their platforms in a controlled environment.
4. Enforce the campaigning rules and guidelines.
5. Inform candidates of elections results and post results on campus (flyers, social media platforms).



SPRING 2014

Project 5: Girl Scouts - *Girl Rising* – Film and Special Event

ORGANIZATION: Girl Scouts of Northern California

LOCATION: To be held on Campus on April 26, Guzman Lecture Hall – 12:30-3:00 PM

WEBSITE: www.girlscoutsnorcal.org

PURPOSE: Plan and execute an event that will educate girls in grades 6-12 on education around the world through viewing the film *Girl Rising* which tells the stories of 9 extraordinary girls, showcasing the strength of the human spirit and the power of education to change the world.

BACKGROUND: Girl Scouting builds girls of courage, confidence, and character who make the world a better place. Girl Scouts of Northern California *create opportunities girls want and experiences that change lives.*

DELIVERABLES:

1. Create a marketing plan for the event.
2. Create and monitor a budget for the event.
3. Plan and prepare 4 – 6 activities that will support the message of the film
4. Brainstorm and recruit members of the community that will participate in the event, to the extent time allows.
5. Participate in the event activities, if at all possible (Saturday, April 26).



SPRING 2014

Project 6: YWCA FiftyPlus Employment Program

ORGANIZATION: YWCA

LOCATION: YWCA SF & Marin, 4380 Redwood Hwy, Ste. A-1, San Rafael CA

WEBSITE: www.ywcasf-marin.org

PURPOSE: Conduct strategic data analysis of the FiftyPlus program that will enable better program performance management.

BACKGROUND: The YWCA is proud to be the first and only organization in the San Francisco Bay Area to offer employment services specifically targeting women over 50 years of age. With replication and expansion efforts, our goal is to offer this unique and successful program to other organizations, including the YWCA Greater Baltimore, so women across the nation can benefit from the employment training and job placement services FiftyPlus offers.

DELIVERABLES:

1. Specific knowledge gaps that the team will fill are:
2. A clear profile of the job readiness of clients before, during and after our program.
3. An analysis of the Marin market to determine the size of the client market available for us to serve.
4. An analysis of the key tactical metrics that are indicators of increased client success and speed in finding their job.
5. A proposal for a non-onerous tactical measurement/tracking system that direct service staff can use daily to help move clients towards success.



SPRING 2013

Project 1: Alumni Tracking and Program Development

ORGANIZATION: 10,000 DEGREES – Creating College Graduates Who Change the World

LOCATION: 781 Lincoln Avenue, Suite 140, San Rafael, CA 94901

WEBSITE: www.10000degrees.org

PURPOSE: Create the infrastructure for the Alumni Development Program and funnel the alumni into event participation.

BACKGROUND: 10,000 Degrees believes everyone should have a chance at college. They advocate for equal educational opportunity and support students in need to successfully access, pursue and complete higher education. Their vision is that every student in Marin, regardless of race, ethnicity or socioeconomic background, will be able to pursue his or her goals and have *equal* access to the full range of higher educational opportunities.

DELIVERABLES:

1. Create and implement an alumni tagging and tracking system using excel.
2. Update and categorize existing alumni contacts.
3. Determine best alumni for interviews by filmmaker.
4. Develop questionnaire (3 questions).
5. Conduct preliminary interviews by phone.
6. Record their answers on spreadsheet.
7. Provide Filmmaker with Final List of contact information.
8. Help define the Alumni role in organization.
9. Help with planning and set up “Scholarship Night” event on April 25.



SPRING 2013

Project 2: LEAF After-School Program

ORGANIZATION: Bay Area Community Resource (BARC)

LOCATION: Bahia Vista Elementary School, 125 Bahia Way, San Rafael, California 94901

WEBSITE: www.bacr.org

PURPOSE: To research, instruct and evaluate new methods for students grades 1 - 5, to retain basic number facts (+, -, x, /), including the reasoning behind each methodology.

BACKGROUND: Bay Area Community Resources (BACR) is a regional nonprofit agency headquartered in San Rafael, California that provides a range of services in seven counties around the San Francisco Bay Area. BACR's mission is to promote the healthy development of individuals and families, encourage service and volunteerism, and help build community. Toward these ends, BACR delivers services at more than 100 school- and community-based sites. BACR is one of the largest providers of after school programming in the Bay Area. Our programs offer structured academic support and enrichment activities throughout the school year. Programs are guided by Best Practices in academic support and youth development and are tailored to each school's needs.

DELIVERABLES:

1. Written description of research techniques including any manipulative needed.
2. Work with students one on one and in small groups instructing & practicing techniques.
3. Research and teach new fun ways to remember numbers.
4. Present a Challenge Day of students who have used their technique vs those using others techniques.
5. Other Information: Time when students need to be at the site (with options, if possible)
MTWTHF 4:15 - 5:00 or 3:15 or 2:15 - 3:15 on W.



SPRING 2013

Project 3: LIFT/ Levantate at County Community School

ORGANIZATION: LIFT/ Levante

LOCATION: 160 N San Pedro Rd, San Rafael, CA 94903

WEBSITE: www.liftforteens.org

PURPOSE: To provide support and mentorship to Physical Activity Program

BACKGROUND: Marin County Community School (CCS) serves youth ages 12 to 17 years in grades 7 through 12 who have been referred by their juvenile probation officer or a School Attendance Review Board and/or expelled from their district of residence. CCS may also serve foster or homeless youth if needed. This is an alternative school for high risk students.

LIFT-Levántate is a unique program:

We provide programs “without walls”...there are no barriers to participation. Our multi-lingual, multi-cultural services are free to low income children and families and are delivered locally incorporating community resources.

LIFT-Levántate mentors older teens from local high schools to be Peer Leaders, empowering them to be positive role models and make a true difference in the lives of younger children.

DELIVERABLES:

1. Two teams of two at CCS providing role modeling and support to enhance the physical activity being provided. Activities can include, but are not limited to: outdoor sports/games, cooking, yoga, healthy choices and lifestyle activities
2. Work with LIFT staff to provide supervision and leadership in all assigned activities, create a strong, supportive environment of activities and health.



SPRING 2013

Project 4: Lift at Marin Oaks Leadership Class

ORGANIZATION: LIFT/Levantate –Building Healthy Communities

LOCATION: Marin Oaks High School, 720 Diablo Avenue, Novato, CA. 94947

WEBSITE: www.liftforteens.org **LOCATION**

PURPOSE: Supporting the Food Distribution process, and access, with the Leadership Class - Farmers Market Style, with bags to fill at student's discretion

BACKGROUND: Marin Oaks, located at the site of the former Hill Middle School on Diablo Avenue, meets the needs of students who have been unsuccessful in other high school environments for various reasons. See more information above, in Project 3.

DELIVERABLES:

1. Help Lift at alternative education program facilitate a food distribution program to at-risk student families with the Leadership Class, other projects may arise.
2. Support the Food Distribution process, and access, with the Leadership Class. Approach is Farmers Market Style, with bags to fill at student's discretion.
3. Plan one presentation and lead an activity with the students.



FALL 2012

Project 1: Coaching Corps at Dominican - Community Engagement

ORGANIZATION: Coaching Corp

LOCATION: All student work will be completed on Dominican Campus. Coaching Corps headquarters is located at 310 8th Street, Suite 300 in Downtown Oakland.

WEBSITE: www.coachingcorps.org

PURPOSE: Grow the Coaching Corps at Dominican chapter community impact through the recruitment of additional chapter members (coaches) and the execution of one community service event.

BACKGROUND: Coaching Corps, a national non-profit organization based out of the California Bay Area, improves the health, educational and social outcomes for kids living in struggling communities through the power of service and sports. Coaching Corps volunteers are organized by student-run campus "chapters" that recruit new coaches to serve within our after-school, sports-based community partners. Volunteers devote 1-6 hours per week as a coach in low-income communities, and a majority of coaches from Dominican volunteer in Marin County with LIFT- Levantate for Teens. Last year, participants from the BUS 4075 practicum lead the development and growth of the Coaching Corps at Dominican chapter. Accomplishments of those participants include the creation of a business plan around chapter marketing and coach recruitment, the creation of a Facebook page and procedures binder, obtaining official campus club status through Intra Club Council, and the recruitment of 10 coaches.

DELIVERABLES:

1. Build DUC Coaching Corp chapter membership by at least 10 new coaches, cumulating into a chapter of at least 15 members.
2. Create a transportation guide, offering tips and strategies for transportation between Dominican and LIFT- Levantate for Teens.
3. Create, plan and lead one chapter service event with PSAAC and Coaching Corps program partner by November 15.



FALL 2012

Project 2: Audience Development for Performing Arts Events

ORGANIZATION: Performing Arts Department, School of Arts, Humanities and Social Sciences

LOCATION: Dominican University of California Campus

WEBSITE: www.dominican.edu/linesballet

PURPOSE: Increase awareness in Marin County of the high caliber of Performing Arts offerings at Dominican, resulting in increased attendance by non-Dominican community members.

BACKGROUND: Dominican University of California hosts two high caliber performing arts series each semester: The Guest Concert Series, featuring solo and chamber classical music concerts by professional musicians, and the LINES Ballet BFA program in fully produced dance performances. Both series are in residence in Angelico Concert Hall. Both the Guest Concert Series and the LINES BFA performances are seemingly the best kept secret in the county in the category of high caliber, affordable performing arts experiences.

DELIVERABLES:

1. Research the resources Marin County residents currently use to find out about local entertainment/events, including local print media, social media, newsletters and other sources.
2. Determine if these resources are free or low cost to advertisers and list contact information with deadlines.
3. Compile a list of senior communities in Marin County and determine if they have a means of transporting residents to concerts in the area.
4. Recommend 3-5 ways that DUC can heighten its profile and visibility in the performing arts arena in Marin County.
5. Research neighborhood community associations and determine if they have a website and/or printed newsletter. Compile a list with deadlines and contact information.
6. Create an action plan to be implemented in the Spring by the university and program directors to increase performance attendance by those living in Marin County and surrounding areas (not associated with DUC).



FALL 2012

Project 3: Two Minutes with 10KD Student Leaders

ORGANIZATION: 10,000 Degrees

LOCATION: San Rafael, CA

WEBSITE: <http://10000degrees.org>

PURPOSE: Produce video documenting what it takes to be a member of the 10,000 Degrees Leadership Corps and what it means to be a 10KD Ambassador.

BACKGROUND: 10,000 Degrees believes everyone should have a chance at college. They advocate for equal educational opportunity and support students in need to successfully access, pursue and complete higher education. Their vision is that every student, regardless of race, ethnicity or socioeconomic background, will be able to pursue his or her goals and have equal access to the full range of higher educational opportunities.

DELIVERABLES:

1. Video interviews with 10 student leaders.
2. Video interview with 3 10KD staff who work with the student leaders.
3. Final edited video with combine the best of the material collected and be no more than 2 minutes in length.



FALL 2012

Project 4: “Shooting Beauty” Patch Program Marin & Sonoma County

ORGANIZATION: Girl Scout of Northern California

LOCATION: N/A

WEBSITE: www.girlscoutsnorcal.org

PURPOSE: Heighten Girl Scout’s awareness, understanding and acceptance of people’s differences and disabilities. Learn how to include girls with disabilities in all aspects of Girl Scouts. Provide GSNorCal with resources and support to make Girl Scouts – a place for all girls.

BACKGROUND: The Shooting Beauty Project is an outreach and engagement initiative aimed at challenging stereotypes that prevent inclusive attitudes and inclusive communities. The project centers on redefining society’s vision of beauty and how, through art, conversations can begin about important and often unspoken issues surrounding acceptance, diversity and disability. By adapting program activities when needed, we do not just include, but embrace all girls and enrich the program for everyone.

DELIVERABLES:

1. Prepare a comprehensive list of organizations in the disability community that supports GSNorCal areas (Gilroy to the Oregon Border), including state or national organizations.
2. Recruit and enlist support and collaboration from the disability community (using list above) for the Shooting Beauties Event on December 8, 2012 at the Dominican University.
3. Organize vendor support and participation in Shooting Beauty’s Event on December 8, 2012. Participation on the date of event is not mandatory.
4. Using the existing Girl Scout of Nations Capital Council’s Including All Girls patch program as a reference tool, update the Girl Scouts of Northern California Walk a Mile in Her Shoes patch program to incorporate the Girl Scout Leadership Experience. The objectives of the patch program is for girls to learn about inclusion through the Girl Scout leadership keys.
5. Connect inclusively within Girl Scouts and/or your community. Take Action to ensure inclusion is in your Girl Scout troop or community.



FALL 2012

Project 5: Successlink Program - Marin County Event

ORGANIZATION: Women's Initiative - San Francisco

LOCATION: N/A

Website: <http://womensinitiative.org/index.htm>

PURPOSE: Two of the most powerful components of the Successlink program are the 1-1 consultations and networking events. The purpose of the project is to engage business connectors to provide consultations for our English and Spanish post-graduates and to plan 1 networking event.

BACKGROUND: Women's Initiative for Self-Employment is a nationally recognized nonprofit that provides high potential, low-income women with the training, funding, and on-going support to start, operate and grow their own business and currently exceeded serving 25,000 Bay Area Women with services since our inception! The business management training, technical assistance, and financial services – provided in both English and Spanish – improve the quality of life for these women, their families and their communities. Specifically, we help women achieve economic self-sufficiency, create jobs for themselves and others, and build their neighborhoods into vibrant businesses communities.

DELIVERABLES:

1. 10 Consultants/Business Connectors.
2. At least 5 will provide 1 on 1 consultations to Successlink/Avance Members.
3. At least 5 will attend the connect event or provide another Successlink/Avance service.
4. At least 4 will speak Spanish.
5. Need a marketing expert, social media expert, general business consultants, QuickBooks and/or financial experts.
6. Will do research to find consultants/connectors and will do initial screening.
7. Plan 1 Connect Event before December 2012.
8. Choose the Theme/Topic: Get creative, look at the most recent business trends and see if theme can address them or it.
9. Determine Objectives with Project Leader.
10. Develop networking activity.
11. Establish preliminary event date and time.
12. Develop the Event Schedule.
13. Determine the Event Budget with Project Leader.
14. Determine Venue.
15. Ideas for guest speaker or panel with Project Leader. Create event invitation.



FALL 2011

Project 1: Social Media Research – 10,000 Degrees

ORGANIZATION: 10,000 Degrees

LOCATION: 1650 Los Gamos Drive, Suite 110, San Rafael, CA 94903

WEBSITE: www.10000degrees.org

PURPOSE: Research and design a Social Media strategy that ties into the overall communications plan of the organization.

BACKGROUND: 10,000 Degrees believes everyone should have a chance at college. They advocate for equal educational opportunity and support students in need to successfully access, pursue and complete higher education. Their vision is that every student in Marin, regardless of race, ethnicity or socioeconomic background, will be able to pursue his or her goals and have *equal* access to the full range of higher educational opportunities. 10,000 Degrees has recently launched a new brand and expanded their scope of work. In conjunction with this the organization has established a new communications plan as part of the Brand roll-out. One piece of the plan that has not been completed is the Social Media Strategy.

DELIVERABLES:

1. Prepare a comprehensive list of blogs, networks, education and student resource hubs where conversations regarding college access, higher education funding and the needs of low-income/disadvantaged students are happening.
2. This work will include an in-depth use of Google, Techirgy (or similar freeware platforms) as well as Technorati and Alexa.
3. Create a 52-week editorial calendar (with topic creation and content curation) for blog posts about college access and success.
4. This work will serve our web site re-launch and may include a blog post by the student/s about their experience with the organization.
5. Complete 1–3 short videos (30 sec; 2 min; 5 min) documenting the story of a student and/or mentor or a PSA for the organization.
6. This work can include working with the Community Media Center of Marin's studio equipment, production, editing, etc. – prior experience with editing software will be a plus.
7. Students will be responsible for creating an outline/storyboard for the video.
8. 10,000 Degrees will provide a list of potential candidates to interview and the students will be responsible for scheduling, interviewing and follow-up.
9. The final product will be featured on the 10,000 website and YouTube channel.



FALL 2011

Project 2: Boys and Girls Clubs - Leadership Training

ORGANIZATION: Boys and Girls Club

LOCATION: Davidson Middle School, San Rafael, CA

WEBSITE: www.petaluma-marinbgc.org

PURPOSE: To mentor the youth students who participate in the program. To develop and conduct a leadership/teambuilding experience for those students to build leadership skills.

BACKGROUND: The Boys and Girls Clubs of Marin and Southern Sonoma Counties serves more than 4,700 youth ages 6 through 18. BGCs provide a safe place where youth can interact with caring adults who help them to develop a sense of belonging, usefulness, influence and competence. Caring youth-development professionals offer life-enhancing programs in five core areas.

- Sports, Fitness and Recreation
- Health & Life Skills
- Education & Career Skills
- Character & Leadership Development
- The Arts

The Boys & Girls Club Provides a safe place to learn and grow, ongoing relationships with caring, adult professionals, life-enhancing programs and character development experiences.

DELIVERABLES:

1. To be a member of a team that provides supervision and encouragement to a group of young people that are participating in the activities provided at the Davidson Club programs.
2. Observe the students and be able to assess what one or two have learned from their participation in the Club. In a paper describe their circumstance and how has the Club engaged them and or enhanced their ability to be better adult citizens.
3. Develop and lead an activity of 20-30 minute duration appropriate to the age and abilities of the children (and approved by the Supervisor). Reflect on the level of participation and engagement of the students and give an oral report.
4. Write a blog for the Boys and Girls Club website telling about your learning experience from your service to the Boys and Girls Club.



SPRING 2011

Project 1: Team-Up for Youth (TUFY)

ORGANIZATION: Team-Up for Youth

LOCATION: Headquarters in East Bay; project to be done at DUC

WEBSITE: www.teamupforyouth.org

PURPOSE: Develop a plan to start a Coaching Corp Chapter at Dominican. The goal of a Coaching Corps Chapter is to be an innovative, community building, and student-driven entity that supports the national Coaching Corps movement.

Chapters work with a Team-Up for Youth staff person to improve the quality of after-school sports programs and serve three main functions: Mobilizing Members, Fundraising, and Educating.

BACKGROUND: Coaching Corps®, a Team-Up for Youth® program, connects college students to children in low-income neighborhoods by volunteering in after-school sports programs. Through Coaching Corps, students are mobilized and trained how to use sports to create meaningful and a high impact experiences for the youth they are coaching. Coaching Corps infuses energy and skilled technique into after-school organizations that serve children in low-income communities and kids of color.

DELIVERABLES:

1. Mobilize members of the student body to be volunteer coaches within the local community.
2. Educate others in the student body to raise awareness of the inequities existing within sports for low-income youth.
3. Raise funds to support the Chapter as well as support the programs in which they interact.



SPRING 2011

Project 2: RENEW

ORGANIZATION: RENEW

LOCATION: On campus or nearby San Rafael office

WEBSITE: www.renewnow.org

PURPOSE: Develop effective ways to extend the reach and impact of a unique non-profit aimed at reigniting the human spirit to thrive and to make a positive difference.

BACKGROUND: RENEW is a Marin/San Francisco-based non-profit founded in 1999. RENEW helps people who juggle competing obligations regain -- or maintain -- their effectiveness and creativity. Founded and led by Linda Hawes Clever, MD, MACP, RENEW's approaches are based on her 25 years' experience as a physician, leader, and activist. Methods for renewal are found in her book *The Fatigue Prescription: Four Steps to Renewing Your Energy, Health and Life*.

RENEW provides practical workshops, key-note presentations, collegial Conversation Groups©, and the Conversation Group© Convener Development Program. These appeal across the career spectrum, to those in training, in practice, on faculties or in administration. We work with health professionals, others in the not-for-profit sector, companies, and the public. RENEW offers a special program, *renewal for leaders*---that addresses this essential yet often neglected element in sustained organizational and individual effectiveness.

DELIVERABLES:

1. Development of a stronger and sustainable internet/social network presence.
2. Through market research, identify and contact organizations in sectors such as healthcare, elders, education, biotech, and social services that would benefit from a RENEW program, (i.e. national orgs. that hire keynote speakers/workshop presenters for their annual conferences; grand rounds for hospitals; see website page "About RENEW" <http://renewnow.org/aboutRenew.html> for examples).
3. Explore/analyze opportunities for RENEW to contract programs in leadership development with Bay Area organizations and nationwide.



SPRING 2011

Project 3: Culture Change Survey

ORGANIZATION: Fireman's Fund, Leadership Development Department

LOCATION: Novato, CA

WEBSITE: www.firemansfund.com

PURPOSE: Provide insight and recommendations to increase usage of our online leadership and management development tools in order to strengthen leadership competencies and maximize our investment in the tools.

BACKGROUND: Fireman's Fund has approximately 600 people and project leaders/managers. Most "behavioral" learning is conducted in classroom or via web-meetings. We have purchased a library on online tutorials/simulations with hundreds of topics to choose from yet we have not been successful in marketing or encouraging leaders/managers to use the library. We also have 500 seats for Books 24x7 with executive summaries of the latest business books yet usage is also very low.

DELIVERABLES:

1. An assessment of the current situation and problem statement.
2. A strategy with recommendations to increase the online tools with our leaders/managers.
3. A communication plan to reach our target audience.
4. An implementation strategy.



SPRING 2011

Project 4: Strategic Marketing Plan and Event Rental Survey

ORGANIZATION: Dominican University of California

LOCATION: On Campus, External Relations office and Dominican Heritage and Alumni House

WEBSITE: <https://home.dominican.edu/>

BACKGROUND: Renovations to the Dominican Heritage and Alumni House were completed in October 2010, and today it stands as the crown jewel of our campus. Rooms in The Heritage House will be available for rental in 2011, welcoming the campus community, alumni and external groups that wish to gather in the building.

The Heritage House holds the offices of Alumni Relations, Campus Ministry, Career and Internship Services, International Center, Osher Lifelong Learning Institute, Student Life and student government organizations. It welcomes alumni and current students, Catholic and interfaith worship and rotating exhibits which celebrate the history of the building and significant contributions of the Dominican Sisters.

DELIVERABLES:

1. Conduct market research to identify event production companies and individuals in Marin, San Francisco and the wine country region that will benefit from receiving rental information about the Dominican Heritage and Alumni House.
2. Through market research, identify universities currently renting facilities to the public, as well as non-university event venues (such as historic properties, hotels, community centers) in California.
3. Develop a survey for distribution to event venues that will identify marketing opportunities, rank the top three types of event rentals, and capture feedback about the strengths and weaknesses of the facility rental process.
4. Presentation of survey results and recommendations for top three event rentals.
5. Propose a strategic marketing plan that will establish the visibility of the Dominican Heritage and Alumni House as an event venue. The strategic marketing plan should be informed by survey results, marketing to the top three types of event rentals.



SPRING 2011

Project 5: Niche Market Customer Research

ORGANIZATION: VeraCentra Software Company

LOCATION: 690 Airpark Road Napa, CA 94558

WEBSITE: www.veracentra.com

PURPOSE: Conduct market customer research to determine niche viability. Research results will help VeraCentra executives make the decision to invest in the niche market. (One niche area will be assigned for further research. The potential niche areas being considered include: wineries, club memberships, midsize specialty retail, and community banks).

BACKGROUND: Due to fierce competition in marketing software products and services, VeraCentra plans to modify its products and services to capture large market share in a small niche area. Due to the investment in product/service modifications to meet the needs of the niche market, as well as the investment required in sales and marketing, on target selection of the niche market is critical.

VeraCentra customers are defined as marketing professionals. The customer research will be focused on the decision-making marketing professional for companies operating in the target niche. The research project will focus on gathering customer information to determine customer pains and problems as well as gathering customer perspective on VeraCentra's proposed niche tailored products/services as a solution to their pains and problems.

DELIVERABLES:

1. Formulate overall plan of approach (i.e. web survey, phone survey, etc). (VeraCentra can supply contact names and a small budget for rewarding customer feedback).
2. Develop and produce tools for data gathering.
3. Assimilate data gathered and make recommendations based on learning.



SPRING 2011

Project 6: Library Patron Research and Access Services Marketing and Promotion Plan

ORGANIZATION: Archbishop Alemany Library, Dominican University of California.

LOCATION: Dominican University of California, San Rafael, CA

WEBSITE: <https://home.dominican.edu/>

PURPOSE: Conduct research among current and potential Dominican Library patrons regarding their knowledge of and satisfaction with existing services, their interest in upcoming services and their ideas about additional services or programs to offer. Using this data, develop a plan for promoting existing services and programs and offer recommendations for additional services to add and promote.

BACKGROUND: The Alemany Library at Dominican University is in the midst of an aggressive transformation to new electronic and academic services, consortia borrowing arrangements and facilities. We seek to gain a clearer picture of our clientele's perception and satisfaction with these changes as well as their ideas for additional services. The aim of this information is to create a marketing and promotion plan to increase overall visits to the library, attendance of programs and use of library resources.

The research project will focus on gathering information primarily to support a better marketing of projects originating in Access Services, including circulation of materials, workshops, events, and use of the physical facility.

DELIVERABLES:

1. Design an overall approach (survey, focus group, etc.).
2. Develop and produce tools for data gathering.
3. Analyze data and recommend a marketing approach for existing programs and services and submit a prioritize list of new programs to consider.



FALL 2010

Project 1: Community Awareness - Marin AIDS Project

ORGANIZATION: Marin AIDS Project

LOCATION: 910 Irwin St San Rafael, CA 94901-3318 - (415) 457-2487

WEBSITE: <http://www.marinaidsproject.org/>

BACKGROUND: This project is perfect for motivated, creative service learners to take the lead and bring new ideas and energy to the World AIDS Day presentations on Dec. 1 2010. Building on last year's program, students will focus on increasing awareness and participation in a series of events held on the Dominican Campus, culminating in a viewing of the AIDS Memorial Quilt on World AIDS Day. Students will be able to participate on many levels including: visioning, designing, logistics coordination, site visits, event planning, advertising and implementation. There is a lot of room for creativity.

DELIVERABLES:

1. Create a project timeline.
2. Develop an outreach program to Dominican students based on understanding the importance of "knowing your status" and how that and behavior impacts the community.
3. Partner with other organizations on campus, for example: GSA, ASDU, etc.
4. Recruit volunteers.
5. Write an article for the school newspaper.
6. Update media outlets – off campus.
7. Schedule speakers/lectures.
8. Possibly host a debate about some of today's most controversial issues (testing as a preventative tool, drug company research, the role of anti-virals).
9. Meet with Andy fine when appropriate on campus.



FALL 2010

Project 2: Marketing Support - Sausalito Chamber of Commerce

ORGANIZATION: Sausalito Chamber of Commerce

LOCATION: 10 Liberty Ship Way, Bay 2, Suite 250, Sausalito, CA 94965

WEBSITE: <http://www.sausalito.org/>

BACKGROUND: Marketing Sausalito to the hospitality industry (tourists and travel planners) and providing support for local businesses to help stimulate the Sausalito economy. Working to raise awareness about what a wonderful place Sausalito is to visit and/or do business. Setting up processes for ongoing implementation of these project deliverables. This is an opportunity to hone your communication and marketing skills working with local businesses and a Chamber of Commerce in the picturesque waterfront community of Sausalito which is a world class destination, attracting hundreds of thousands of visitors every year. Learn why international visitors flock to our town, what's important to small business owners and why our City's sales revenues have continued to rise unlike any other City in Marin County in today's economy.

DELIVERABLES:

1. Web Site
 - a. Review and update the website and make sure online presence is sexy and more current.
 - b. Review visitor information and brochures that currently exist and package them for the website.
 - c. Update website with Relocation/real estate guidance and statistical demographic information for businesses and residents, wishing to relocate or set up business in Sausalito.
 - d. Create Press Release and Media archives.
 - e. Develop ideas for better utilizing and updating social media venues – keep it fresh.
 - f. Working with Oonagh Kavanagh, CEO Yolanda Finstad – Executive Assistant and Social Media Administrator.
2. Maintain Database and Develop Outreach Communication Program for Convention Organizers
 - a. Construct an outreach program targeting destination management companies (DMCs) & convention organizers in the local, regional, international marketplace.
 - b. Update & hone the database to make sure information is current.
 - c. Create and implement a communications strategy to DMCs and Convention planners that will include both email and phone contact, and can be easily maintained by Chamber staff, on an ongoing basis.
 - d. Write promotional copy publicizing Sausalito to the visitor and travel industry, working with PR Professional and Chamber Board member Cheryl Popp (Popp Inc.).
 - e. Must have good copy writing and telephone communication skills.



FALL 2009

Project 1: Community Awareness - Marin AIDS Project

ORGANIZATION: Marin AIDS Project

LOCATION: 910 Irwin St San Rafael, CA 94901-3318 - (415) 457-2487

WEBSITE: <http://www.marinaidproject.org/>

OBJECTIVE: This project is perfect for motivated, creative service learners to take the lead and bring new ideas and energy to the World AIDS Day presentations on Dec. 1 2009. Building on last year's program, students will focus on increasing awareness and participation in a series of events held in the community, at College of Marin and on the Dominican Campus, culminating in a viewing of the AIDS Memorial Quilt on World AIDS Day. Students will be able to participate on many levels including: visioning, designing, logistics coordination, site visits, event planning, advertising and implementation. There is a lot of room for creativity.

DELIVERABLES:

1. Create a project timeline.
2. Plan Quilt Viewing events at 3 locations.
3. Update Media lists.
4. Create press releases.
5. Update media flyers for publicity.
6. Publicize events.
7. Schedule speakers/lectures.
8. Meet with Andy fine when appropriate on campus.



SPRING 2009

Project 1: Marketing Campaign - Dominican Community's Behaviors: Recycle

ORGANIZATION: Dominican's Greener Dominican Task Force

LOCATION: Dominican University of California, San Rafael, CA

WEBSITE: <http://www.dominican.edu/about/provostoffice/wasc/files/cfr4-7greenerdominican.pdf>

PURPOSE: The purpose of the Greener Dominican Task Force is to support Dominican University of California becoming an environmentally sustainable campus. Its role is to serve as a resource to the University's governance system by assessing environmental policies, procedures and practices leading to the development of plans of action that will help Dominican to become a model of environmental sustainability. The task force also collaborates with local and international partners to enhance Dominican's reputation as an educational center for environmental sustainability. The task force is a recognized subcommittee of the university's Campus Utilization and Policy Committee (CUPC), with one voting member on the CUPC.

BACKGROUND: Dominican produces nine yards of trash every day without including the waste produced at Caleruega Dining Hall or the campus' cardboard disposal. The University has committed to a comprehensive recycling program, investing significantly in the purchase of recycling containers for offices, building hallways and outdoor recycling stations. However, the plan will require that all Dominican community members change their behaviors to make recycling a priority in their individual behaviors. The educational campaign seeks to strengthen the recycling program on our campus. This will include an education campaign of our campus community so that each member will view it as her/his responsibility to contribute to recycling in their lives and our campus.

DELIVERABLES:

1. Interview Provost and Facilities Department to be oriented to the University's recycling plan that was launched in Fall 2008 and to understand what the assessment measurements are in place to determine when the trash is reduced to a goal level.
2. Analyze student survey conducted in Fall 2008 regarding recycling behaviors.
3. Design education campaigns to inspire and educate Dominican students, faculty and staff to utilize the recycling installation.
4. Conduct public events and print / electronic materials to promote changes in campus recycling behaviors.
5. Report project outcomes to Greener Dominican Task Force.



SPRING 2009

Project 2: Developing International Business Travelers' Guides for LPGA Tour 2009

ORGANIZATION: LPGA (Ladies Professional Golfer Association)

LOCATION: 100 International Golf Drive, Daytona Beach, Florida

WEBSITE: http://www.lpga.com/content/LPGA_Schedule.pdf

PURPOSE: The LPGA, the Ladies Professional Golf Association, founded in 1950 Babe Didrikson Zaharias & 12 other women, is an American organization for female professional golfers. The organization, whose headquarters are in Daytona Beach, Florida, is best known for organizing and managing the LPGA Tour, a series of golf tournaments for elite female golfers from around the world. Each year, the tournaments are held from February to December. In 2009, total prize money on the LPGA Tour will be nearly \$55 million, a decrease of about \$5 million from 2008, and 31 total official events, down from 34 in 2008. The LPGA is also an organization for female club and teaching professionals. This is different from the PGA Tour, which runs the main professional tours in the U.S. and, since 1968, has been independent of the club. Other "LPGA"s exist in other countries, each with a geographical designation in its name, but the U.S. organization is the largest and best known.

BACKGROUND: The LPGA needs to have a team develop its "International Business Guides" covering eleven countries to support its professional golfers. These short guides will be developed for Canada, China, England, France, Japan, Mexico, Singapore, South Korea, Thailand and the United States. The guides will cover a general description of the country and the city of the tournament, language, sites to visit, food, travel tips, health and safety, culture and communication, currency and shopping. The guide will also provide several recommended websites for further information.

DELIVERABLES:

1. Examine the existing LPGA guides completed for Japan, China and South Korea.
2. Design International Business Travelers' Guides for tournaments in following countries: U.S, Brazil, France, England, Canada, and Mexico.
3. Improve on the guides that have been completed for China and South Korea.
4. The guides will cover a general description of the country and the city of the tournament, language, sites to visit, food, travel tips, health and safety, culture and communication, currency and shopping.



SPRING 2009

Project 3: Marketing Campaign for Breast Cancer Raffle Fundraiser

ORGANIZATION: Lorri Painter Philanthropic Organization, *Lorri Painter Peacock Open Golf Fundraiser*

LOCATION: 200 Tamal Plaza, Suite 101, Corte Madera, CA 94925, 415-924-6490

WEBSITE: N/A

PURPOSE: The Lorri Painter Philanthropic Organization, a 501(c) 3 non-profit organization staffed by volunteers, is committed to the battle of eradicating breast cancer as a life-threatening disease by supporting organizations that conduct research, and provide education, screening and treatment of those living with the disease. The organization's Lorri Painter Peacock Open (LPPO), founded in 2003, is a charity golf tournament in honor of Lorri Painter, who died of cancer. Since its founding, the LPPO has donated \$90,000 to support breast cancer research, prevention, early detection and treatment.

BACKGROUND: The LPPO Breast Cancer Golf Fundraiser is an annual golf tournament to raise donations for Susan G. Komen Foundation, Marin Community Clinics and the Breast Cancer Fund. In addition to cash donations by businesses and individuals, the LPPO fundraiser sells raffle tickets, silent auction and live auction for participants of the tournament. The goal of the 2009 tournament is to increase the number of players from 80 to the maximum of 144 players and to develop and market a pre-tournament raffle and sell tickets to those who do not necessarily attend the day of the event.

DELIVERABLES:

1. Plan the pre-tournament raffle details.
2. Design raffle tickets, letter to potential purchasers, HTML and PDF flyer that will be used to promote raffle sales.
3. Develop a mailing list and email list of possible customers of the tickets.
4. Develop a sales plan for the pre-tournament raffle.
5. Create marketing tool to sell these to the Peacock Gap and Adobe Creek members.



FALL 2008

Project 1: Developing Fundraising and Sustainability Strategy

ORGANIZATION: California Reentry Program at San Quentin

LOCATION: San Quentin State Prison, 156 Main St, San Quentin, CA 94964

WEBSITE: <https://www.ca-reentry.org/>

PURPOSE: The CA Reentry Program (CRP) is a nonprofit organization operating at San Quentin State Prison. The program consists of 20-30 volunteers who work one-on-one with inmates on issues to help them transition back to society when they parole or their sentence is completed.

The mission of the California Reentry Program (CRP) is to assist California prisoners in successfully reentering society. This includes developing parole plans; providing prisoners with assistance for developing social skills and obtaining services in their local communities; promoting public support for such programs; and providing a model for reentry programs that can be replicated in California and elsewhere.

BACKGROUND: The CRP needs to have a team design and execute its first newsletter. The newsletter will be a valuable tool in communicating with volunteers, other organizations, and potential funders. In collaboration with the Project Leader, the team will design features for the newsletter that the organization will carry into the future.

DELIVERABLES:

1. Attend Orientation.
2. Decide on a number of "features" or regular topics for the newsletter, that would be of interest to the CRP community and to potential funders;
3. Interview people (executive director, board members, volunteers, program participants) for information in designing the newsletter and for articles
4. Design and write the first edition of the newsletter.



FALL 2008

Project 2: Marketing - Next Key Center Catering and Conference Space

ORGANIZATION: Homeward Bound of Marin

LOCATION: N/A

WEBSITE: <https://hbofm.org/>

PURPOSE: Homeward Bound of Marin is the primary provider of residential and support services to Marin's homeless men, women, and children. *The Next Key Center*, opening in Fall 2008, will provide a home base for the Fresh Starts Culinary Academy.

BACKGROUND: Homeward Bound partners with a plethora of social service agencies to extend outreach and services on behalf of the local community. Successful employment training programs, a pioneering trauma treatment program, expressive art therapy, and innovative social enterprise ventures have ensured that our programming remains dynamic and effective. *The Next Key Center* is a critical continuum of our services, providing viable opportunities to people transitioning out of homelessness. The 32 affordable studios will provide housing for adults investing in their futures, while expanded job training will build employment options for residents and community members. Halo Truffles and Halo HomeMades, our line of specialty foods, plus Fresh Starts Catering and a 150-seat conference center are social enterprise businesses that will allow *The Next Key Center* to be financially self-sustaining.

DELIVERABLES:

1. Conduct tours of conference space and demonstration kitchen for the public and potential customers during opening of new building.
2. Research potential market (community and business) for rental of conference space for meetings or special events, including cooking classes or events featuring celebrity chefs
3. Investigate marketing strategies used by similar venues to determine the primary information to be conveyed to potential customers
4. Investigate promotional avenues used by other venues (advertising, placement in meeting guidebooks, online resources and review sites) to determine the optimum strategies for promoting *The Next Key Center*
5. Draft a marketing and promotion plan for *The Next Key Center* conference space and Fresh Starts Catering.



FALL 2008

Project 3: Growing the Future - Leaders in Agriculture

ORGANIZATION: Marin History Museum

LOCATION: 1125 Street, San Rafael, CA 94914

WEBSITE: www.marinhistory.org

PURPOSE: The Marin History Museum celebrates the traditions of innovation and creativity of the people of Marin County. The museum operates as a nonprofit organization.

BACKGROUND: The Museum's Curator of Education is working on research and development for the 2009 exhibition on the history of farming in Marin County. It is a history that spans over 150 years and involves multiple generations of farming families. The museum seeks to document the stories of these leaders through an oral history project, and thereby foster a healthy dialogue about these important issues.

In partnership with the Community Project Leader, the team will participate in oral history training, conduct and record interviews with three leaders from Marin's farming community, and prepare transcripts of their interviews. These transcripts and recordings will become part of the oral history archives of the California Room at the Marin Civic Center Library, and will be made available to the public via the Museum's website. The final project outcomes will be refined in coordination with input from the team, and may include collaborating on an academic article with a museum journal that focuses on the topic of leadership in this arena.

DELIVERABLES:

1. Prepare for oral history interview; train via 3-hour training workshop at Dominican; practice interview; conduct research at the California Room, Marin Civic Center Library.
2. Conduct pre-interview by phone, schedule in-person interview, conduct interview on location.
3. Transcribe interview, write one page summary of interview.
4. Coordinate with the Project Leader – possible collaborative journal article. This project should complement and assist with the leadership intern's oral presentations to be given on campus.



FALL 2008

Project 4: Market Research and Strategic Planning

ORGANIZATION: Seaflow

LOCATION: 1062 Fort Cronkite, Sausalito, CA 94965, 415 229-9355,

WEBSITE: <http://www.seaflow.org>

PURPOSE: Seaflow works to build an international movement dedicated to protecting humans, whales, dolphins and all marine life from active sonars and other ocean lethal ocean noise pollution. We draw on science, creative action, the arts and community for inspired participation to safeguard the web of life.

BACKGROUND: Seaflow is collaborating with SF Whale Watch to conduct trips to the Gulf of the Farallones National Marine Sanctuary and state Marine Protected Areas to educate and train concerned citizens about the environmental threats of large vessel traffic. The project is focused on developing a strategic plan, program assessment and program design for effective media outreach and promotions and participation and management of existing and potential volunteers.

DELIVERABLES:

1. Send at least one student team member to attend the September 20, vessel watch trip from the San Francisco marina from 8am to 3pm.
2. Draft a strategic plan for the Campaigns Director and present it to the management team.
3. Evaluate the existing volunteer outreach and recruitment effort.
4. Evaluate the existing media outreach and promotions effort.
5. Organize and plan for implementing training for Vessel Watch Project volunteers.
6. Organize and plan for implementing a revised media outreach and promotions effort.
7. Revise volunteer outreach and recruitment materials to make them more effective.



FALL 2008

Project 5: Marketing Campaign - Dominican Community's Behavior: Recycle

ORGANIZATION: Dominican' Greener Dominican Task Force

LOCATION: Dominican University of California, San Rafael, CA

WEBSITE: <http://www.dominican.edu/about/provostoffice/wasc/files/cfr47greenerdominican.pdf>

PURPOSE: The purpose of the Greener Dominican Task Force is to support Dominican University of California becoming an environmentally sustainable campus. Its role is to serve as a resource to the University's governance system by assessing environmental policies, procedures and practices leading to the development of plans of action that will help Dominican to become a model of environmental sustainability.

The task force also collaborates with local and international partners to enhance Dominican's reputation as an educational center for environmental sustainability. The task force is a recognized subcommittee of the university's Campus Utilization and Policy Committee (CUPC), with one voting member on the CUPC.

BACKGROUND: Dominican produces nine yards of trash every day without including the waste produced at Caleruega Dinning Hall or the campus' cardboard disposal. We can, and must, increase our recycling program in order to diminish the environmental impact of our community. The University has committed to a comprehensive recycling program, investing significantly in the purchase of recycling containers for offices, building hallways and outdoor recycling stations. However, the plan will require that all Dominican community members change their behaviors to make recycling a priority in their individual behaviors. The educational campaign seeks to strengthen the recycling program on our campus. This will include an education campaign of our campus community so that each member will view it as her/his responsibility to contribute to recycling in their lives and our campus.

DELIVERABLES:

1. Coordinate with Facilities Department to be oriented to the University's recycling plan to be installed in Fall 2008.
2. Design education campaigns to inspire and educate Dominican students, faculty and staff to utilize the recycling installation.
3. Draft, in cooperation with DUC leadership, a set of measurements that will help to determine when the trash is reduced to a goal level.
4. Determine a series of public events and print / electronic materials to promote changes in campus recycling behaviors.



SPRING 2008

Project 1: Developing Fundraising and Sustainability Strategy

ORGANIZATION: California Reentry Program at San Quentin

LOCATION: N/A

WEBSITE: N/A

PURPOSE: The CA Reentry Program (CRP) is a nonprofit organization operating at San Quentin State Prison. The program consists of 20-30 volunteers who work one-on-one with inmates on issues to help them transition back to society when they parole or their sentence is completed.

The mission of the California Reentry Program (CRP) is to assist California prisoners in successfully reentering society. This includes developing parole plans; providing prisoners assistance with developing social skills and obtaining services in their local communities; promoting public support for such programs; and providing a model for reentry programs that can be replicated in California and elsewhere.

BACKGROUND: The CRP has been available at San Quentin State Prison for the last four years, but has only recently formalized and filed for 501c3 status. As such, the most pressing issue for the board and the organization is to come up with a fundraising and fiscal sustainability strategy to insure the continuation of these services.

DELIVERABLES:

1. Establish a plan of which funding sources to approach with specific timeframes required by the funders.
2. Draft a letter of inquiry and language for formal funding requests, including statistics related to incarceration and recidivism that may be used when the plan is implemented;
3. Conduct research regarding potential collaborations with other organizations interested in helping San Quentin parolees.
4. Present the plan to the board of trustees.



SPRING 2008

Project 2: Construction Careers: Marketing Brochure, Website Update and Plan

ORGANIZATION: Workforce Investment Board of Marin (Construction Committee)

LOCATION: N/A

WEBSITE: www.marinwib.org

PURPOSE: The Workforce Investment Board of Marin (WIB) mission is to support a thriving, diverse workforce through education, training and collaboration with Marin County employers. The WIB's 35-member board is comprised of representatives from business, labor unions, non-profits, state and local agencies.

The WIB develops policy for and oversees the Marin Employment Connection. The MEC provides employment training and services for employees and employers. This is accomplished through partnerships with a variety of local, state and federal agencies, education providers and non-profit agencies. By law, the majority of the board are businesses who benefit by and who are interested in workforce education and training for businesses.

BACKGROUND: The Construction Committee of the WIB convened Construction employers and Education representatives to determine employment demand and whether education curriculum met that demand. One outcome from that meeting was the need for a Construction brochure to distribute to the Regional Occupational Program and high school counselors about construction careers as an occupational option. It has been shown that Construction jobs can offer significant pay and benefits, with career ladder opportunities, starting with limited math and English skills.

DELIVERABLES:

1. Complete a marketing brochure on Construction jobs and careers in Microsoft Word, PowerPoint or other approved software.
2. Conduct interviews with key construction education partners and website searches (such as Marin Builders Association, Marin Trades Council, Regional Occupational Program, State of California State of California Employment Development Department's Labor Market Information Division website, construction training centers for pre-apprenticeship, apprenticeship and contractors) to determine the content best to include in the brochure and website material, such as construction occupation descriptions, details about the occupation such as salary and benefits, career ladder opportunities, job opportunities, training locations and URLs.
3. Provide a summary of the research and conclusions in Microsoft Word for upload to the WIB website.
4. Obtain two quotes for a color print and three-way fold for 500 copies; 6) Develop a one page plan to highlighting the priority Goals, Objectives, Strategies and Actions to be conducted in the next 1 to 2 years. If possible, present your findings to the WIB at their regular meeting at the end of the semester.



SPRING 2008

Project 3: Developing a Workforce Education and Training Resource Poster

ORGANIZATION: Workforce Investment Board of Marin (Issues Committee)

LOCATION: N/A

WEBSITE: N/A

PURPOSE: The Workforce Investment Board of Marin (WIB) mission is to support a thriving, diverse workforce through education, training and collaboration with Marin County employers. The WIB's 35-member board is comprised of representatives from business, labor unions, non-profits, State and local agencies. This Workforce Summit is titled "Employer Resources" Creative Solutions to Doing Business in Marin. The Summit will explore employer strategies for maintaining a competitive business, while increasing efficiencies and reducing costs through creative business solutions.

The WIB develops policy for and oversees the Marin Employment Connection. The MEC provides employment training and services for employees and employers. This is accomplished through partnerships with a variety of local, state and federal agencies, education and non-profit agencies.

BACKGROUND: At this year's Summit an Education and Training Resource Map will be distributed to attendees. The purpose of this map is to show a snapshot of workforce and education resources for businesses in Marin. The project consists of an environmental scan identifying workforce and education resources, interviewing key partners, obtaining information about these services, and developing a marketing piece about these services including a handout and contents for the website.

DELIVERABLES:

1. Design a poster called a Snapshot of Workforce Education and Training Resources for Marin Businesses and provide the poster in PowerPoint, Microsoft Word or other approved software and pdf that can be uploaded the WIB website;
2. Conduct interviews with key workforce and education partners to gather details regarding workforce and education training services available and provided to Marin businesses
3. Provide a written report summarizing the findings from interviews in Microsoft Word format for upload to the WIB website.
4. Research printing vendors and present a minimum of two prices quote for 300 color print and four-way fold of the poster.
5. If possible, present your findings to the WIB at their regular meeting at the end of the semester.



SPRING 2008

Project 4: Environmental Scan, Assess Marketing Materials & Develop a Marketing Plan

ORGANIZATION: Workforce Investment Board of Marin (For the Full Board)

LOCATION: N/A

WEBSITE: N/A

PURPOSE: The Workforce Investment Board of Marin (WIB) mission is to support a thriving, diverse workforce through education, training and collaboration with Marin County employers. The WIB's 35-member board is comprised of representatives from business, labor unions, non-profits, State and local agencies. Annually they have a Workforce Summit exploring key workforce trends, issues and strategies scheduled this year for Thursday, May 29. This Workforce Summit is titled "Employer Resources" Creative Solutions to Doing Business in Marin. The Summit will explore employer strategies for maintaining a competitive business, while increasing efficiencies and reducing costs through creative business solutions. The WIB develops policy for and oversees the Marin Employment Connection. The MEC provides employment training and services for employees and employers.

BACKGROUND: The Work Force Investment Boards (WIBs) are organized in many cities throughout the United States. Marin's WIB seeks to improve its workforce education and training programs and services. WIBs serve as liaisons to connect Marin businesses in the private, government and independent sectors with potential employees. As a key step to improving Marin's education and training for our businesses, Marin WIB seeks to learn what other California based WIBs are offering in their local communities related to workforce education and training services. The other goal is to improve Marin WIB's marketing materials and develop a marketing plan.

DELIVERABLES:

1. Conduct an environmental scan of California Workforce Investment Boards to determine what other communities are doing to support education and training of their local businesses.
2. Interview a selected group of key WIB directors in California to identify successful programs from which Marin WIB could learn and benefit.
3. Analyze the websites of these comparison WIBs and gather copies of their printed materials to stimulate ideas for improving Marin WIBs materials.
4. Develop a report summarizing the findings of the interviews and environmental scan providing recommendations for what should be included in Marin WIB collateral materials.
5. Develop a one page plan highlighting the priority marketing Goals, Objectives, Strategies and Actions to be conducted in the next 1 to 2 years.
6. If possible, present your findings to the WIB at their regular meeting at the end of the semester.



FALL 2006

Project 1: Market Research and Strategic Planning

ORGANIZATION: St. Vincent de Paul Service

LOCATION: N/A

WEBSITE: <https://www.vinnies.org>

PURPOSE: St. Vincent de Paul Society is collaborating with the Center for Volunteer and Nonprofit Leadership of Marin (CVNL) to them redesign St. Vincent de Paul's volunteer services program.

BACKGROUND: St. Vincent de Paul Society of Marin is an interfaith-based organization reflecting the variety of faiths among its Dining Room guests, benefactors and the community. The program provides services to the poor and needy of Marin County who might not otherwise receive help. Their volunteers come from diverse backgrounds including court referred community service volunteers, high school volunteers, highly skilled senior volunteers and their diners who also volunteer. Last year, St. Vincent had over 500 volunteers who helped with home visits, fundraising, and various administrative projects etc. Center for Volunteer and Nonprofit Leadership of Marin (CVNL) strives to develop a vital and engaged community dedicated to building and sustaining quality of life. CVNL exists to:
Enrich and strengthen volunteerism and nonprofit organizations
Enhance community leadership and involvement
Promote the impact and value of the nonprofit sector.

DELIVERABLES:

1. Draft a strategic plan for the volunteer services department and present it to the management team.
2. Evaluate the existing volunteer orientation training in the Dining Room.
3. Organize and plan for implementing training for home visit volunteers as the National office would like each volunteer to be certified.
4. Review the annual volunteer recognition program.
5. Revise volunteer brochure so it has fewer words and more pictures.



FALL 2006

Project 2: Toward an Environmentally Sustainable University Campus

ORGANIZATION: Dominican University of California

LOCATION: N/A

WEBSITE: N/A

PURPOSE: The project is focused on assessment and planning for recycling on campus and use of biodegradable products by Bon Appetit Catering.

BACKGROUND: "A GREENER DOMINICAN" TASK FORCE: The purpose of the Task Force is to examine policies, procedures and practices to make Dominican an environmentally friendly campus. This task force is a recognized committee of the University charged to a) assess current sustainable practices, b) communicate Dominican's existing green practices to all on campus and in the local community c) develop both short term and long term goals in areas that need change, d) develop strategies and action plans for implementing changes.

Components of DUC's integrated plan will include such areas as:

- Educating the campus community to be environmentally aware and responsible
- Recycling paper, cardboard, cans, plastic, inkjet cartridges, batteries
- Waste management
- Purchasing practices that give preference to recycled and fair trade products
- Landscape and grounds
- Energy efficiency and use
- Organic and local buying
- Transportation and parking
- Hazardous waste minimization

DELIVERABLES:

1. *Bon Appetit Project:*
 - a. Identify vendors of biodegradable containers and flatware to replace the styro-foam and plastic containers and flatware.
 - b. Conduct a cost analysis of various vendors of biodegradable product for use by Bon Appetit.
2. *Assessment of Recycling Project:* A statistically significant proportion of Dominican's refuse is recyclable from offices and dorm rooms.
 - a. Conduct an assessment of the recyclable items and make recommendations for addressing better recycling.
3. *Plan and Staffing for Recycling:*
 - a. Propose a system to transport recycling from offices and dorms to the recycling bins around campus.
 - b. Write a set of work-study job descriptions responsible for staffing the recycling process on campus.



FALL 2006

Project 3: Turn the Tide Event

ORGANIZATION: Next Generation: Empowering young people to work for peace and the environment.

LOCATION: N/A

WEBSITE: N/A

BACKGROUND: Turn the Tide is an inspiring celebration of peace, sustainability and youth activism that benefits Next Generation, one of the Bay Area's leading youth empowerment organizations. Nationally renowned social change leader and visionary Arianna Huffington will speak about oil, war and our environment, highlighting exciting solutions to these pressing issues. On Sunday, October 29, 2006, Turn the Tide 2006 will be held at Dominican's Angelico Hall from 5-8PM. A VIP reception will begin at 4PM in the Creekside. Arianna Huffington, famous political commentator, author and satirist, is the keynote speaker. Her speech is entitled, "*Oil, the Environment and Our Future.*"

DELIVERABLES:

1. Develop a marketing and PR campaign promoting the Turn the Tide 2006.
2. Implement the marketing outreach plan to bring 50 Dominican students to attend the event.
3. Next Generation is an organization that brings together young leaders, poets, dancers and musicians, as well as a dynamic keynote speaker, for an inspiring celebration of peace, sustainability and youth activism. All proceeds benefit Next Generation, a Marin County organization that empowers young people to understand social issues, develop leadership skills and work for peace and our environment.



FALL 2006

Project 4: Focus Group Project Summary

ORGANIZATION: iReuse

LOCATION: N/A

WEBSITE: N/A

PURPOSE: iReuse uses an internet tool to enter available inventory of reusable items and match these items to non-profits that need them to serve their communities. Non-profits use the same internet tool to enter their needed items on a 'wish list'. We would like to conduct focus groups with the non-profit organizations in Marin that use our Wish List Tool. With a focus on taking the system nation-wide, the goals of the project is to gather information that would maximize the familiarity, use, and efficiency of the Wish List Tool for non-profits. Deliverables needed to make the project successful would be to:

BACKGROUND: iReuse is your online community marketplace to Find Stuff, Post Stuff, and Get Rid of Stuff locally. Founded in 2005 and launched initially in Marin County, California, iReuse is the first company to save you time, money, and energy by making it easy to be green. You have probably heard the saying "Reduce, Reuse, Recycle". Reduce: To use less material. Reuse: To use an item again in its existing form. Recycle: To destroy an item and scavenge for material which can be used to manufacture new items. This is a fairly common phrase you will see at most recycling centers, waste management facilities, and on recycling containers nationwide to promote environmentally-friendly methods of reducing waste. What you may not know is that these three R's are listed in chronological order. Though we've all become quite conditioned to recycling as a great way to reduce waste and help the environment, reusing products and materials, and reducing our consumption in the first place have a much more positive impact on the environment.

DELIVERABLES:

1. Review current Non-Profit Wish List system design and functionality Assist with development of focus group questionnaire and selection of participants Assist with coordination and scheduling of focus groups Participate in the focus groups and assist with gathering of comments/feedback Compilation and analysis of data Create proposal for improvements.



FALL 2006

Project 5: iReuse Hauling Research Project

PROJECT, DESCRIPTION AND GOALS: iReuse is a business leader in the field of waste reduction, helping our customers leverage the tremendous benefits of reuse. We facilitate in-kind donations on behalf of businesses and individuals to local non-profit organizations through our CleanSweep and hauling services.

Our patented non-profit wish list system enables us to match donations and organizations instantaneously, while our professional hauling providers make it easy to get rid of reusable items. The iReuse Hauling Research project will serve the hauling division by analyzing the existing service, determining the most efficient way to maximize reuse/donations and generate income, establishing sales projections based on valid market research assumptions and developing plans for national expansion.

iReuse is your online community marketplace to Find Stuff, Post Stuff, and Get Rid of Stuff locally. Founded in 2005 and launched initially in Marin County, California, iReuse is the first company to save you time, money, and energy by making it easy to be green. You have probably heard the saying "Reduce, Reuse, Recycle". Reduce: To use less material. Reuse: To use an item again in its existing form. Recycle: To destroy an item and scavenge for material which can be used to manufacture new items.

This is a fairly common phrase you will see at most recycling centers, waste management facilities, and on recycling containers nationwide to promote environmentally-friendly methods of reducing waste. What you may not know is that these three R's are listed in chronological order. Though we've all become quite conditioned to recycling as a great way to reduce waste and help the environment, reusing products and materials, and reducing our consumption in the first place have a much more positive impact on the environment.



SPRING 2006

Project 1: Channel Partnering and Licensing Program Development

ORGANIZATION: Touchpoint Metrics

LOCATION: N/A

WEBSITE: N/A

PURPOSE: In order to facilitate its rapid growth plans, meet growing national and international needs and to establish a global footprint, Touchpoint Metrics must develop a partner and licensing program for its proprietary methodologies and technology.

DELIVERABLES:

1. Work with the President of Touchpoint Metrics and a supervisor on identifying, strategizing, building and implementing a channel and licensing program for Touchpoint Metric's proprietary Customer Touchpoint Management (CTM) methodologies and technology offerings.
2. Operate within a team structure to successfully develop this program. The team will be working with professionals locally and globally to align all components of the licensing program. The team will request a budget, research current marketplace practices and develop a partner and license program that will serve the needs of three constituents; Touchpoint Metrics, the partner/licensee and the end user of the services. The team will initially brainstorm with supervisor and President the stages required for the successful completion of this project. Once the stages are determined, a different student leader will be assigned to each stage.



SPRING 2006

Project 2: National Research Project

ORGANIZATION: Touchpoint Metrics

LOCATION: N/A

WEBSITE: N/A

BACKGROUND: Touchpoint Metrics is pioneering in a marketplace that is innovating as it evolves. While Touchpoint Metrics entry point to its clients varies dramatically, employee point of entry with titles that include “Customer Experience” are increasing. Touchpoint Metrics needs to better understand the trend to add customer experience professionals, their responsibilities, budgets, etc.

DELIVERABLES:

1. Be a part of researching and defining a new market. Work as a team identifying, interviewing, collaborating and presenting your results on a new segment, Customer Experience professionals.
2. Utilize project and resource management skills while assigning team roles and responsibilities to each member for optimal execution of the project. This work will be highly valued, and as a result, Touchpoint Metrics will better understand this key market segment and how best to target them with its offerings.
3. There will be three stages to this project each requiring a project leader. This will allow each Practicum member to have experience at leading a stage.
 - a. The Stages include:
 - i. Design and Create
 - ii. Primary Research
 - iii. Presentation
 - iv. Clients: Relationship Managers nation wide



SPRING 2006

Project 3: How to Reach our Customers

ORGANIZATION: Center For Volunteer And Nonprofit Leadership Of Marin

LOCATION: N/A

WEBSITE: N/A

PURPOSE: The mission of the Center for Volunteer and Nonprofit Leadership of Marin is to develop a vital and engaged community dedicated to building and sustaining quality of life. CVNL is a nonprofit organization that has founded over 30 years.

We exist to:

- Enrich and strengthen volunteerism and nonprofit organizations
- Enhance community leadership and involvement
- Promote the impact and value of the nonprofit sector
- The Center for Volunteer and Nonprofit Leadership of Marin (CVNL) currently has an exciting opportunity for students in Dominican's MBA program.

BACKGROUND: In the spring of '04 CVNL launched an innovative volunteer database program with the hopes to streamline the process for volunteer opportunities and perspective volunteers seeking to match their skills and interests with a nonprofit organization in Marin County.

Volunteer Solutions, the name of the database purchased from eVolunteer Solutions, a software program offered by the United Way, has served as the one-stop shop for perspective volunteers and agencies for this past year.

Some of the recent challenges faced by CVNL and the staff that administers the database are the complexity of what the program can do and what it has to offer with regard to its reporting features. Another challenge has to do with the difficulty to follow-up with actual matches being made. Through the program we can track referrals but cannot record matches, unless we call each agency directly. In fact, we have also considered creating a survey to follow up with the 500 agencies that have a profile posted in Volunteer Solutions.

Some immediate needs to alleviate part of this challenge is a marketing strategies, a map for the program standardization, and a possible survey to ascertain its progress and innovation.

DELIVERABLES:

1. Enrich and strengthen volunteerism and nonprofit organizations.
2. Enhance community leadership and involvement.
3. Promote the impact and value of the nonprofit sector.



FALL 2005

Project 1: National Park Service

ORGANIZATION: National Park Service

LOCATION: Dominican University of California

WEBSITE: N/A

PURPOSE: Business planning, enact the vision, identify funding sources, budget development and marketing

DELIVERABLES:

1. Determine a marketing strategy and preliminary budget and fundraising kit for supporting a \$3 million international exhibition to be displayed in the U.S. and Europe. Team serves as business consultants on a multidisciplinary team with content specialists (art design and natural scientists).

Clients: U.S. and European attendees of the exhibition.



FALL 2005

Project 2: Sausalito Chamber of Commerce - Concierge Program

ORGANIZATION: Sausalito Chamber of Commerce

LOCATION: 1913 Bridgeway, Sausalito, CA 94965

WEBSITE: <https://www.sausalito.org/>

PURPOSE: Assess the marketplace identifying best practice examples of Concierge programs offered by Chambers of Commerce around the state of California. Plan and implement Concierge Day for Bay Area Concierges and events planners.

Clients: Merchants of Sausalito and Concierges in the Bay area



FALL 2005

Project 3: The Bay Model in Sausalito

ORGANIZATION: The Bay Model

LOCATION: Sausalito, CA

WEBSITE: N/A

PURPOSE: Participate on the management team and Board of Trustee Subcommittee to plan the strategic planning process for the Bay Model's new 5-year plan.

Evaluate the Bay Model Bookstore product line and revenue stream. Assist the Executive Director to design a plan for improving the marketability of the Bookstore merchandise.

Clients: Customers of the Bay Model and Trustees of the Bay Model Foundation



SPRING 2005

Final Project: Community Leadership Team Project – A Service Learning Experience
Honors students enrolled in Community Leadership: A Global Perspective Colloquium will volunteer in teams at one of these organizations to serve on projects key to these community organizations from September 23- November 23.

Project 1: Homeward Bound: Preparing for a Natural Disaster

ORGANIZATION: Homeward Bound

LOCATION: Homeward Bound of Marin, 199 Greenfield Ave, 2nd Floor, San Rafael,

WEBSITE: <http://www.homewardboundofmarin.org/>

BACKGROUND: Homeward Bound is the chief provider of transitional and long-term housing and support services for homeless people in Marin County. We provide a safe place to stay for approximately 2,000 people, including 200 or more children, each year. Homeward Bound of Marin has an exciting opportunity for students in Dominican's Honors Colloquium. HB is a non-profit organization serving both homeless people/families and the Marin community.

DELIVERABLES:

1. Conduct an analysis of the needs of Homeward Bound transitional housing unit to ensure that the house has adequate supplies for three days in the event of a natural disaster/earthquake.
2. Solicit merchants for the supplies needed and develop the earthquake kit for 28 people, with children, living at the Mission Street resident in San Rafael.



SPRING 2005

Project 2: Make Dominican University of California a “Greener” Campus

ORGANIZATION: Dominican University of California

LOCATION: San Rafael, CA

WEBSITE: <https://home.dominican.edu/>

Styrofoam take-out containers, waxed paper plates and cups, and plastic cutlery will not breakdown (biodegrade) within our own lifetimes. Something we used for lunch today will be around long after even our children have grown old and passed on. However, alternatives exist; plastic utensils that biodegrades within 10 years can now be made from corn starch, Chinet makes paper plates that have no waxed coating, and rice paper works just as well as Styrofoam for leftovers.

The goal of this project is to lighten the load we place on the earth for our convenience. By assessing the needs of the cafeteria, it is possible to find acceptable alternatives like the aforementioned and remain within their budget and in the long term save costs. Contacting producers and suppliers of these green products, as well as creating price matrices and bulk deals, our team can do the work for the busy people at Bon Appetit, and save them money while we save the environment.

This effort will be in cooperation with Campus Ministry and the Environmental Science program to strengthen the recycling program on our campus. This will include an education campaign of our campus community so that each member will view it as their responsibility to contribute to recycling in their lives and our campus.



SPRING 2005

Project 3: Marin Open Spaces District

LOCATION: Marin County Open Space

Marin County Open Space lands enhance our communities by allowing us a beautiful place to hike, run, ride and play. These preserves surround our homes and increase their value aesthetically and monetarily. They give to us personally and improve the quality of life in Marin. Volunteering is your opportunity to give back.

We do trail work, exotic plant removal, tree planting, cleanup and other hands-on restoration projects. This is a great opportunity to learn about the District and receive a great newsletter. Wear work clothes and shoes appropriate for the weather. The District will provide drinks, snacks, training, and tools.

Community Leadership students will spearhead a campaign to publicize the efforts and volunteer needs of the MOSD, by researching local business and school involvement and actively engaging with the Environmental Stewardship Program in enhancing their base and efforts. This will entail networking skills, some computer and design skills and outdoor work as well (not strenuous).



SPRING 2005

Project 4: Image for Success

ORGANIZATION: Image for Success

LOCATION: Downtown San Rafael, CA

WEBSITE: <https://www.bloommarin.org/en/home>

BACKGROUND: Image for Success was founded in late 1998 to meet the needs of those women in the Welfare-to-Work program, and is modeled in part after successful programs in Walnut Creek, San Francisco, and San Jose. The organization's clients, who are referred by social service agencies, receive a two week wardrobe consisting of underwear through umbrellas. Our volunteer personal shoppers assist the clients with "mixing and matching" to create an extended wardrobe. Local hair stylists also volunteer their services. These services are provided to the client free of charge.

Image for Success is a partner in the Marin Employment Connection and works with community-based social service agencies, training programs and other non-profit organizations which provide services to low-income women in Marin County. The clients are referred by these partners who certify that their clients have completed their training or program and are now ready to go to work.

What is often lacking for these women, when they reach the point of entry into the workplace, is professional clothing. The ability for the woman to get a job and keep it is directly related to the image she projects during the job interview and at work. Self-esteem begins with self-image.

Community Leadership students will volunteer at the Image For Success site, organizing donations, participating in client relation and dressing, as well as organize a Dominican University clothing drive for the IFS Kids program.



SPRING 2005

Project 5: Dominican Project with Heifer International

ORGANIZATION: Heifer International

LOCATION: N/A

WEBSITE: <https://www.heifer.org/>

BACKGROUND: 'On this day, because of Heifer International, millions of people who were once hungry will be nourished by milk, eggs and fresh vegetables. Families who for generations knew only poverty will build new homes and start businesses. They will send their children to school instead of to the fields to do backbreaking work. Best of all, each partner family experiences the dignity of sharing as they give one or more of their animal's offspring to another family in need.'

Since 1944, when Heifer first shipped cows to impoverished families, we have known that livestock offer one of the best resources for ending the cycle of chronic hunger and poverty that plagues two-thirds of the planet. Since then, Heifer has helped millions of families with gifts of livestock and training.

We have learned that, to effect real change, our efforts must be sustainable — we must equip future generations to face the challenges in store for them. We've learned the importance of training that allows farmers to use their land productively and to restore and preserve the environment. We've learned how women — who produce much of the developing world's food — can play a pivotal role in improving family nutrition. We've learned to be sensitive to traditional cultures, often supporting them by reintroducing indigenous animals. We've learned that we will not end hunger without educating North Americans about the role they play in global poverty and challenging ourselves to alter our lifestyles to care for the earth and its inhabitants.

Perhaps most important, Heifer has learned that global problems can be solved only if all people are committed to sharing what they have and caring about others. In a world where one billion people don't have enough to eat, our effectiveness depends upon the sustained effort of many partners around the world. And Heifer continues to search for new partners who share our vision for a better world.' — HI President's message.

Project at Dominican: The Dominican University of California Community Leadership Project Team will design a project at Dominican University of California that will become an annual Gamma Sigma Honors Society drive to engage students, faculty and staff to consider the Heifer International Project for their gift giving to family and friends.



FALL 2004

Project 1: National Park Service

ORGANIZATION: National Park Service

LOCATION: Dominican University of California

WEBSITE: N/A

DELIVERABLES:

1. Business Planning: Enact the vision, Identify funding sources, Budget Development and Marketing
2. Determine a marketing strategy and preliminary budget and fundraising kit for supporting a \$3 million international exhibition to be displayed in the U.S. and Europe. Team serves as business consultants on a multidisciplinary team with content specialists (art design and natural scientists).
3. Clients: U.S. and European attendees of the exhibition



FALL 2004

Project 2: Sausalito Chamber of Commerce - Concierge Program

ORGANIZATION: Sausalito Chamber of Commerce

LOCATION: N/A

WEBSITE: <https://www.sausalito.org/>

Project Management: Clarify Vision, Environmental Scan and Preliminary Plan

DELIVERABLES:

1. Assess the marketplace identifying best practice examples of Concierge programs offered by Chambers of Commerce around the state of California.
2. Update the Concierge Handbook and create a plan and draft budget to
3. Implement staff training.
4. Plan a Concierge Day for Bay Area Concierges and events planners.
5. Clients: Merchants of Sausalito and Concierges in the Bay area.