

## 2014 LPV Team Projects

### **Red Team: Valley CABS**

#### **Partner: LPV '13 Valley CABS**

**Team members:** Amy Britt, Valerie Francis, Rachel Jones, Kevin Jourdain, Lizzy Ortiz, Christopher Whelan

The Red Team worked with the 2013 Valley CABS project, which created a website and resources to help connect students and their families to higher education. After reviewing Valley CABS current needs and progress, we identified two areas of focus for our project. The first included providing Valley CABS with a road map for a stronger organizational foundation, legal and financial structure. This involved investigating and compiling a comprehensive list of steps needed to become an independent organization via LLC or 501c3, including tax, legal and other requirements, as well as a projected budget needed to support Valley CABS independently. The second area of focus was reviewing their marketing strategy including both the established website and social media pages. We developed brochures in both English and Spanish, making necessary enhancements and recommendations to Valley CABS website to clarify and allowing Valley CABS objective to better communicate with community partners and prospective donors.

### **Green team: Next Generation Pioneers<sup>3</sup>**

#### **Partner: LPV '12& '13 Next Generation Pioneers**

**Team members:** Jasmine Amegan, Meghan Godorov, Cynthia Gonzalez, Richard Griffin, Kyle Sullivan, Jonencia Wood

Next Generation Pioneers<sup>3</sup> held four focus groups in April 2014 with the purpose of generating dialogue among key stakeholders about attracting and retaining young professionals in the Pioneer Valley. In addition to the Valley as a whole, participants spoke about the respective cities where they live and work, namely Springfield, Greenfield and Northampton. We held two focus groups in Springfield (Hampden County), one in Greenfield (Franklin County) and one in Northampton (Hampshire County). Each focus group lasted approximately 90-minutes and participants ranged in ethnicity, socioeconomic status and were between the ages of 22-62. Some participants were new to the Pioneer Valley, only being here for 6-8 months while others have lived here for years or their entire lives. We asked participants to describe the Valley and their cities in one word and we asked them to name the areas' greatest assets and liabilities. They discussed places, events and traditions that were both inclusive and non-inclusive for young people in their cities as well as their visions for the Pioneer Valley. Overall, we found both commonalities within the responses as well as stark differences which helped us better understand how members of each community view their respective cities and the Pioneer Valley as a whole.

As a result of these focus groups, NGP<sup>3</sup> now has its own set of data to contribute to a greater goal-- the 2014 Plan for Progress 10-year Plan for attracting and retaining young professionals in the Pioneer Valley.

### **Team Phoenix: You Lead**

**Partner: LLAVE of Springfield Technical Community College**

**Team members:** Beena Pandit, Jennifer Sanchez, Colin Tansey, Todd Weir

Our project was to focus on building leadership interest and development within the youth of the Pioneer Valley. With that specific goal in mind, the team chose to start a leadership certificate program called You Lead. The foundation of the program is its website which we use to market our mission. We have developed this platform to solicit involvement in our programs and inspire others with stories of relatable success and achievement.

Our flagship workshop was developed and presented by the entire team covering four relevant and useful topics for today's aspiring youth. Our audience was a Latino student association called LLAVE (Latinos Leading and Achieving a Valuable Education) within STCC. The association focuses on building leadership knowledge and mentorship opportunities for its members. With our missions and interests so closely aligned we felt this would be an ideal place to start. Members of the Orange Team spoke about leading by being your authentic self and the enneagram philosophy. Todd Weir spoke on leading as your authentic self.

### **Blue Team: Food Bank University**

**Partner: Food Bank of Western Massachusetts**

**Team Members:** Ronda Carter, Christina Casiello, Tammy-Lynn Chace, Andrew Fletcher, Diane LeBeau, Yamilette Madho, Josiah Neiderbach

The Blue Team provided The Food Bank of Western Massachusetts a model for increasing volunteerism and food donations, as well as incorporating hunger issues into the curricula at colleges and universities throughout the Pioneer Valley. Termed the College Engagement Model (CEM), the program was piloted at Westfield State University and Holyoke Community College. The Blue Team reached out to student organizations at both colleges and organized a volunteer day, during which team members and students sorted food at The Food Bank of Western Massachusetts and learned more about hunger issues in area. Moving forward, the CEM offers The Food Bank of Western Massachusetts the opportunity to reach out to new institutions and further its mission of eliminating hunger in our region.

**Adventurers: Bringing History to Life****Partner: LPV '13 Trailblazers****Team members:** Kerri Bohonowicz, Geoffrey Croteau, Kelsey Flynn, Matthew Kullberg, Rosemarie Marks-Paige

Team Adventurers continued the project started by 2013 LPV team, Trailblazers. The Trailblazers' request was to have a 2014 team implement a media campaign to promote the facilities, sites and artifacts of the Pioneer Valley, which they previously uncovered through their research and surveying efforts. This year's goal was to connect the past of the Valley with its future and inspire curiosity in others to discover our historical heritage. Through this historical lens, they examined our community and used modern methods of promotion to bring its history to current residents. *The Site Seekers* Facebook page serves as the home for these stories to explore and expose the history of the Pioneer Valley through short compelling videos and /or narratives, and selfies.

**Purple Team: PeaceJam SLAM of Western MA****Partner: PeaceJam New England****Team members:** Sherill Acevedo, Jenny Catuogno, Eliza Crescintini, Nikki Durham, Lee Pouliot, Nicole Skelly

The Purple Team partnered with PeaceJam New England, an Affiliate of the PeaceJam Foundation, an international organization committed to, "creating young leaders committed to positive change in themselves, their communities and the world through the inspiration of Nobel People Laureates who pass on the spirit, skills and wisdom they embody." The team worked with PeaceJam New England to plan, organize, fund and administer the first ever Pioneer Valley PeaceJam Slam – a one day conference that brought together students in grades 8 -12 with regional leaders, focused on expanding participants' knowledge and experience of service learning, activism and youth leadership development.