

DISI Fall 2014 Potential Projects

Below are the list and descriptions of the selected organizations and proposed DISI projects for Fall 2014. Of these proposals, 10-12 will be selected based on student interest to be paired with a multidisciplinary graduate student team of 5-7 students for a project to be completed by December, 2014.

DISI makes every effort to provide students with one of their top choices, but project selection and team formation will ultimately be determined by overall student interest and project needs. In the past, students have chosen projects based on sector and functional interest, and we recommend considering both if possible. As we have both local and long-distance projects for consideration this semester, interest and ability to work on remote projects should be considered if applicable.

2014 Project List	
Organization Name	Project Type
Arts	
Durham Arts Council	Strategy
Arts for Life	Capacity Building/Marketing & Outreach
Community Development	
Adolescent Pregnancy Prevention Center	Strategy
The Community Empowerment Fund	Marketing & Outreach/Design/Fundraising
Dress for Success	Strategy
Durham Community Land Trustees	Fundraising
Note in the Pocket	Impact Evaluation
Together for Resilient Youth	Capacity Building
Education	
Communities in Schools of Durham	Strategy/Design
Crayons2Calculators	Marketing & Outreach/IT
Dare Education Foundation	Impact Evaluation
Environment and Agriculture	
Dan River Basin	Fundraising
Krishi Star	Finance/IT
NC Sierra Club	Marketing & Outreach
RAFI	Design
SEEDS	Marketing & Outreach
Healthcare	
Arts for Life	Capacity Building
Vaccine Ambassadors	Strategy
You Call This Yoga	Strategy

Project Descriptions

(Sorted alphabetically)

Adolescent Pregnancy Prevention Center:

Sector: Community Development

Project Type: Strategy

Organization Mission:

To support North Carolina communities in preventing adolescent pregnancy through advocacy, collaboration, and education.

What they want from DISI:

Adolescent Pregnancy Prevention Campaign of NC is changing its mission the broader goal of supporting and improving adolescent sexual health in North Carolina. The DISI team would work on a strategy to implement this new vision. The strategy plan would include aspects such as external communication of the mission change and internal plans for building capacity. The DISI team would also conduct market research of existing and potential customers in North Carolina based on Adolescent Pregnancy Prevention Center's product offerings. Finally, if time allows, the DISI team would create a database of potential funders whose missions are aligned with that of Adolescent Pregnancy Prevention Center.

Arts for Life:

Sector: Arts/Healthcare

Project Type: Capacity Building/Marketing

Organization Mission:

To support people facing serious illnesses and disabilities. By providing educational art programs, Arts for Life enriches patients' lives, nurture their minds and spirits, and encourage positive healthcare experiences for children and their families.

What they want from DISI:

Arts for Life believes that community engagement is a tremendous challenge and opportunity for the organization. Their organization recognition in the community is low outside of their direct relationships with patients who have been treated at Duke and their families. Arts For Life would like the DISI team to develop a comprehensive community engagement and capacity building strategy for the organization, including strategies and tools to attract more volunteers, interns, donors, and advocates. The project, depending on its final scope, would fall under the areas of strategy, marketing & outreach, and/or capacity building.

Communities in Schools of Durham:

Sector: Education

Project Type: Strategy/Design

Organization Mission:

To surround students with a community of support, empowering them to stay in school and achieve in life.

What they want from DISI:

Communities in Schools Durham would like to partner with a DISI team to design and implement a virtual mentoring program for high school students in need of a 1-on-1 relationship with a caring adult. The DISI team would research effective strategies for designing, delivering and evaluating a cost affordable guide for virtual discussions between students and mentors via video, audio, chat and/or an interactive white board. The DISI team would conduct competitive research to determine best practices of established virtual mentoring programs and a cost analysis and feasibility plan of developing the program. Then the team would help design an implementation plan for program, including timelines and action plans.

The Community Empowerment Fund:

Sector: Community Development

Project Type: Marketing & Outreach/Design/Fundraising

Organization Mission:

To offer savings opportunities, financial education, and assertive support to individuals who are seeking employment, housing, and financial freedom. The opportunities for employment and greater housing that CEF advances motivate participants to build personal assets, gain higher income, engage in a healthy community, and sustain transitions out of poverty.

What they want from DISI:

The Community Empowerment Fund aims to re-vision their marketing strategy and website to better attract donors. The DISI team would redesign the organization's website, portal and online donation processes to better engage donors and revise existing marketing materials/strategy to promote more donations.

Crayons2Calculators:

Sector: Education

Project Type: Marketing & Outreach/IT

Organization Mission:

To serve the educational and creative needs of students in the Durham Public School system by providing free school supplies to classroom teachers.

What they want from DISI:

Crayons2Calculators aims improve its online presence and develop a strategy for better tracking donor and volunteer information. The DISI team would be involved in activities such as redesigning the organization's website to better reflect the organization as it stands today, assessing and implementing a donor/volunteer management system, and consolidate existing information into one clean, efficient system.

Dan River Basin:

Sector: Environment

Project Type: Capacity Building/Fundraising

Organization Mission:

To preserve and protect the natural and cultural resources of the Dan River Basin through education, recreation and stewardship programs.

What they want from DISI:

The Dan River Basin would like the DISI team to help the organization develop a strategy to increase donations and members as well as a fundraising development plan for its board. In addition to developing a fundraising and outreach strategy, the DISI team would help the organization find training materials for its board members and provide support, such as training recommendations or running a fundraising workshop.

Dare Education Foundation:

Sector: Education

Project Type: Impact Evaluation

Organization Mission:

To promote excellence in education through active partnership with the community.

What they want from DISI:

DISI would first conduct research on how to measure impact for this organization to prove to donors that their funding is used as effectively as possible. DISI would also help develop an interview process to attract qualified board members.

Dress for Success:

Sector: Community Development

Project Type: Strategy

Organization Mission:

To lift women out of poverty by providing them with meaningful employment and economic sustainability. Dress for Success does this by providing professional suiting, job acquisition skills, career counseling and image coaching, financial literacy training and interviewing skills.

What they want from DISI:

Design a business plan to maximize the return on their sales and merchandising. Also design a marketing plan to explain reach to a younger audience throughout the Triangle

Durham Arts Council:

Sector: Arts

Project Type: Strategy

Organization Mission:

To promote excellence in and access to the creation, experience and active support of the arts for all people of our community.

What they want from DISI:

The organization wants to upgrade their digital photography lab and redevelop their program. To facilitate that, they want DISI to explore offering new courses based on market research, determine the hardware necessary to offer the courses and upgrade their photography lab, and create a financial needs assessment based on the new program offerings and hardware needs.

Durham Community Land Trustees:

Sector: Community Development

Project Type: Fundraising

Organization Mission:

To provide permanently affordable housing for low to moderate income people and promoting community revitalization in the neighborhoods in which it operates.

What they want from DISI:

Create presentations and reports directed towards prospective investors, partners, organizations, and volunteers to encourage them to donate. Create a software wizard/process to generate information needed to find and apply for grants in a user-friendly manner. Create a detailed report with contact info for applicable grants and funding opportunities.

Krishi Star:

Sector: Environment

Project Type: Finance and IT

Organization Mission:

To lift small farmers out poverty by transforming rural economies.

What they want from DISI:

Create a "dashboard" that provides a single point of reference for one particular crop, for example, "all things tomato." This reference document would include information about import/export price tracking, weather information, historical pricing, etc. The second goal of this project is to create a custom finance system that keeps track of all financial transactions.

NC Sierra Club:

Sector: Environment

Project Type: Marketing & Outreach

Organization Mission:

To explore, enjoy, and protect the environment.

What they want from DISI:

Develop research and engagement tools for the public to understand current solar energy policies. Help raise awareness to protect solar policies in NC.

Note in the Pocket:

Sector: Community Development

Project Type: Impact Evaluation

Organization Mission:

To provide clothing to impoverished and homeless children in Wake County. Note in the Pocket believes it is unacceptable that children are limited in their educational and social development because they do not have appropriate clothes for school.

What they want from DISI:

Design tools to evaluate the impact of the organization in terms of social, emotional, and academic metrics. Social and emotional aspects include measurements of self-esteem, positive social interactions, and emotional health. Figure out ways to measure impact on school attendance without violating privacy. Finally develop methods to show impact on health issues such as reduced sickness and/or increased hygiene.

RAFI:

Sector: Agriculture

Project Type: Design

Organization Mission:

To cultivate markets, policies and communities that support thriving, socially just, and environmentally sound family farms.

What they want from DISI:

Design and implement a survey of NC farmers for a new project called the Farmer Leadership Network, established to serve family farmers in NC. RAFI will help collect data from the surveys but the second part of the project would be to analyze the data received and create summary reports.

SEEDS:

Sector: Environment

Project Type: Marketing & Outreach

Organization Mission:

To teach respect for life, for the earth and for each other through gardening & growing food.

What they want from DISI:

Identify specific ways to re-engage community members by interacting with the members of the neighborhood, identify 5-10 organizations that would benefit from the missions of SEEDS, and as a summary, create an elegant and precise presentation on what SEEDS is and does.

Together for Resilient Youth:

Sector: Community Development

Project Type: Capacity Building

Organization Mission:

To prevent substance abuse among youth and over time adults by addressing community risk factors through advocacy, education, mobilization and action.

What they want from DISI:

Help the org increase capacity by reviewing/modifying the employee handbook, advertising to attract new staff members, developing a plan to increase the board membership, and plan an annual fundraiser.

Vaccine Ambassadors:

Sector: Healthcare

Project Type: Strategy

Organization Mission:

To increase access to life-saving vaccines to children residing in areas of the world where this basic healthcare measure is not easily available. Vaccine Ambassadors is a partnerships between parents, healthcare providers, and the Pan American Health Organization/World Health Organization. Its second goal is to increase uptake of immunization services in the local communities where vaccines are plentiful.

What they want from DISI:

Create a comprehensive overview of the state of immunizations in NC (data driven), compile and analyze the data to look at potential solutions and areas where the org may have an impact, potentially present the information at the NC immunization coalition meeting and/or publish the information.

You Call This Yoga:

Sector: Healthcare

Project Type: Strategy

Organization Mission:

To help the physically challenged and under-served improve their life with yoga.

What they want from DISI:

Develop a workable framework for the organization that includes a) building an effective Board of Directors that attracts new members b) construction of documents to outline “how we intend to do things” c) recommendations from DISI on concepts and practices that are effective Strategy for a semi-sustainable organization within 2 years. Create a marketing plan to a) reach our constituents and new members who seek our services b) develop partnerships to support our organization c) foster raving fans and missionaries to share our message.
