BSA FOUNDATION

BSA Foundation
290 Congress Street Ste. 200
Boston, MA 02210-1038

P: 617-391-4011
F: 617-951-0845
architects.org/foundation

To: BSA Foundation Executive Committee
From: Laura Wernick
Re: May BSA Foundation Board Agenda
Date: May 23, 2018

Our next meeting of the BSA Foundation Board is on Wednesday, May 23 from 12:00 noon to 2:00 pm at BSA Space, 290 Congress Street, Boston. Lunch will be provided

AGENDA

12:00 PM Call to order
- Approval of the April meeting minutes [VOTE]

12:05 PM Q1 Financial Report & Treasurers update

12:10 PM Update on work from the BSA (Rick Dimino & Eric White)

12:20 PM Strategic Conversation: Development & Fundraising

1:50 PM Other Business
- Language on goal 3
- Exhibitions Committee
- Policy Committee & Work
- Community Design Committee
- Education Committee

2:00 PM Adjourn

ENCLOSURES

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Minutes from the April 11th Meeting of the Board of Trustees

Present: *Trustees:* Meera Deean, Rick Dimino, Nadine Gerdts, Bennet Heart, Eric Krauss, Peter Kuttner FAIA, Anne-Marie Lubenau FAIA, Patrick McCafferty PE, Kelly Sherman, David Silverman AIA, Ted Touloukian AIA

BSA Board: Jean Carroon FAIA, Dan Perruzzi AIA, Jay Wickersham FAIA

Staff: Polly Carpenter FAIA, Ben Cohen, Billy Craig, Michela Davola, Jenny Effron, Vaughn Horn, Victoria McKay, Eric White

Absent: Rickie Golden, Haril Pandya AIA, Laura Wernick FAIA, Ken Willis

Notes: The April 11th Board meeting was a Strategic Planning meeting that included members from the BSA Executive Committee. Due to the agenda, there was no call to order and minutes were neither approved, nor taken.

Adjourn:

Respectfully submitted,

Michela Davola
(on behalf of Ted Touloukian, Secretary)

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2018 BSA Foundation Board Meetings (proposed schedule 12/6/2017)

Tuesday, January 9 – BSA & BSA Boards Social Reception	6pm to 7:30 pm
Wednesday, January 10 – Board Orientation	Noon to 2pm
Thursday, March 1 – Joint BSA & BSA Foundation Board Meeting	Noon to 2pm
Wednesday, March 21 – Board Meeting	Noon to 4pm
Wednesday, April 11 - Board Strategic Planning Workshop	10 am to 2pm
Wednesday, May 23 – Board Meeting	Noon to 2pm
Wednesday, June 27 – Board Meeting	Noon to 2pm
Wednesday, September 5 – Board Meeting	Noon to 2pm
Wednesday, October 10 – Annual Board & Budget Meeting	Noon to 2pm
Wednesday, December 5 – Board Meeting	Noon to 2pm

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To: BSA Foundation Board of Trustees

From: Eric White, Executive Director

Re: Executive Director's Report

Date: May 23, 2018

Administrative

New Policy Director, Jenny Effron, and Community Design Director, Vaughn Horn are on board and working to balance immediate returns with longer-term planning to reach goals. They have been meeting with many people in our circles to get up to speed on the work. Operationally we are building a work plan to map our path to reaching the goals.

Financials

Annual audit is in wrapped up and the finance committee will review the audit and report back at the June Board Meeting. Q1 report is in. In general, expenses and revenue are tracking lower as we are gearing up the program areas and we anticipate these each increasing to budget in Q2. Investments in Q1 were poor with significant market fluctuations.

Exhibitions

This summer's major exhibition, NatureStructure, will open May 17 and the minor show, Design for Diversity: The Aga Khan Award for Architecture will open May 23. Also on view are *ArchitectureBoston's* "Now Docking" boards with young design firms re-imagining great public spaces for the undeveloped Dry Dock Four; and the Rotch Travelling Scholarship in the Salt Gallery.

Programs & Community

Highlights from the Programs team include the screening of *Citizen Jane: Battle for the City* which filled the Pearl Street room to capacity on what would have been Jane's 102nd birthday. Youth programming highlights include feedback from BPS Kindergarten teachers who participated in the *We Design Together* pilot project: "My students loved the activity so much that we took it a step further by adding labels, vehicles, people, etc. the finished product is hanging outside our classroom, and the kids could not be more proud."

Upcoming programs include Family Design Days in May and June, and a book talk in Paul Rudolph's First Church of Boston sanctuary of The Watergate: Insides America's most Infamous Address.

Community:

Work is underway to:

- Create a "call for projects" for nonprofits and other organizations to utilize the BSA Foundation network as a clearinghouse for those who seek technical assistance in the planning and implementation of community-oriented projects.
- Create internal assessment criteria for readers of applications submitted to the BSA Foundation for community projects

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- Create a "call for volunteers" to compile a catalog of Boston-based architecture firms and allied design firms who are most able to complete community-oriented projects.
- Develop a long-term strategy to achieve the Community Design Goal.

Policy:
Planning is underway for a three-part Resiliency Forum series in the fall in partnership with the Green Ribbon Commission and other Boston area organizations that will focus on design implications of recent resiliency reports and likely culminate in a design workshop that produces visuals to continue discussing resiliency in the community. Work is also underway to bring back the Designing ("Greater"?) Boston series and planning for an Urban Design Workshop this fall. Jenny has reached out to continue partnerships with the City's Housing Innovation Lab, Boston Harbor Now and the Boston Chamber of Commerce for events they hosted (or are hosting) at BSA Space.

Communications
The summer issue of *ArchitectureBoston* magazine, "Food," is in development. Communications promoting the upcoming exhibition *NatureStructure* (opening May 17) have resulted in early press. In celebration of Preservation Month, the May editor of the *Boston Architecture Diary* is Greg Galer, Executive Director of the Boston Preservation Alliance. Ted Touloukian AIA, BSA member and BSA Foundation Trustee, was interviewed about the Foundation for Comcast Newsmakers, an episode that will air in late May. Also on Comcast, a 30 second PSA focusing on BSA Space was developed and will play on air at a schedule to be determined. In a guest column for the May issue of ENR New England, President Jay Wickersham wrote about how the city will be planned, designed, and rebuilt in coming decades.

BSA Update
Professional Programs—May 2018
In April, BSA staff and Board representatives held the first 2018 *Now Practice Now* workshop, "CASH." With about 75 attendees, the panel-led town hall discussion successfully began the conversation about how architecture is (or isn't) financed and supported. Based on interest and participation, this is a topic that can be addressed further. The next workshop, "STUFF," will be held on May 24. The BSA has been awarded a small grant from The AIA Trust to support the *Now Practice Now* series.
On May 1, BSA staff and the BSA Design Excellence Committee convened an Alphabet Summit. About 35 representatives from governmental and similar agencies shared and brainstormed best practices for pursuing and promoting design excellence.

The Emerging Professionals Network (EPNet) continued the popular Bootcamp Series, which focuses on "finding job number two"—what to do and how to market oneself when one has some professional experience, but one's portfolio is still relatively small. The month began with a presentation and mock networking session led by Judith Nitsch PE. Later in May, representatives of varied Boston firms will volunteer for a speed portfolio review session.
The 2018 BSA Design Awards season continues. In April, submissions for Interior Architecture and Design and Campus and Urban Planning were due. Submissions to the Interior Architecture and Design category exceeded expectations. All other categories remain on track, with Sustainable Design and Healthcare Facilities Design due in May.

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Recent press (May, 2018)

- From the Community: BSA Space to premier NatureStructure (northendwaterfront.com)
- Elle Gerdeman wins 2018 Rotch Travelling Scholarship (archinect.com)
- Elle Gerdeman wins 2018 Rotch Travelling Scholarship (bustler.net)
- Elle Gerdeman wins 2018 Rotch Travelling Scholarship (archinect.com)
- "NatureStructure" highlights innovative projects working in harmony with nature (archinect.com)
- "NatureStructure" highlights innovative projects working in harmony with nature (bustler.net)
- Boston will survive if it can prevent the effects of climate change (salon.com)
- BSA Space premiers NatureStructure Showcase (csengineermag.com)
- Fight or Flight: Will Boston Be Prepared for Sea Level Rise? (ecowatch.com)
- Equitable Boston (nerej.com)

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To: BSA Foundation Trustees
From: Victoria McKay, Managing Director, Advancement
Re: Development Report
Date: May, 2018

IAC 2018 Members

Cultivation Team
Laura Wernick FAIA, Vice-Chair
Mike Davis FAIA, Trustee
Peter Kuttner FAIA, Trustee
Ted Touloukian AIA, Trustee

Pipeline Team
Jeanne Lukenda ASLA, LEED
Patrick McCafferty PE
David Silverman AIA, Trustee
Nedith Wikina
Jess Garnitz AIA
Milly Baker AIA
Vernon Woodworth FAIA
Jon Pate ASLA

Staff members

Eric White (executive director)
Victoria McKay (managing director of advancement)
Michela Davola (development manager)
Polly Carpenter FAIA (director of public prog.)
Pamela de Oliveira-Smith (managing dir. of comm.)
Vaugh Horn (community design director)

2018 Benchmarks:

1. Pipeline – BSA Foundation Conversations

Future FC ambassadors in active planning:

- Jon Buhl, Foley Buhl
- Michelle Crowley, Michelle Crowley Landscape Architects
- Lynne Deninger and Craig Mutter, Cannon Design
- Al Gogolin, Skanska
- Nadine Gerdts, RISD
- Bennet Heart, Noble, Wickersham & Heart LLP
- David Odeh, Odeh Engineers and ASCE
- Haril Pandya and Devanshi Purohit, CBT

2. Cultivation

61 Legacy Circle firms are up for renewal in 2019. A number will receive proposals for increased levels of support. Target is two new Provoking Change ($10K/year) and five new Inspiring Vision ($5K/ year) firms starting in 2019.

3. Legacy Circle Members: 131 Total
    a. Target for new LC Members for 2018: 25.
    b. New LC members in 2018:
        i. CBIZ Tofias: joined in March at the $5,000 level.

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PAST EVENTS

- Architecture Trivia Night: Thursday March 8, 2018. 7-9 pm. 73 attendees. Sponsors for beer, wine and pizza secured. Total net $1,800.

UPCOMING EVENTS

- June 28: Summer Party – Friendraising and Awareness Raising; *not a fundraiser*.
- July 26: Architecture Trivia night.

FOUNDATION CONVERSATIONS SCHEDULED/ COMPLETED:

- HDR via Chad Reilly: May 2. 25 attendees
- NADAAA via Gretchen Neely and Katie Faulkner: May 9. 25 attendees
- Commodore via Joe Albanese and Lauren Larson: May 31. 100 attendees expected

GRANTS AND GIFTS

Grants applied for:

- MCC: Gateway Grant. Amount requested: $3,000. *Site visit on June 4.*
- Orville Forte Foundation: $4,200 for Architecture and Design Thinking Day. *Awaiting site visit spring/ summer 2018. Decision made in fall.*
- MCC: Project Grant: $2,500 for KidsBuild! *Awaiting decision summer 2018.*
- AIA Learning by design: $5,000 for Summer STEAM. *Awaiting decision summer 2018.*
- The Boston Foundation Open Doors Grant: Community Design Resources: Current Status, Landscape & Opportunities. Amount requested: $14,000. *Declined; potential timeline of project longer than scope of grant; evaluation criteria unclear.*
- Amelia Peabody Charitable Trust: Digital Signage and content at BSA Space. Amount requested: $38,313. *Declined: Need based social and youth organizations prioritized in this round. Suggestion to make stronger case for need in competitive market, when lots of professional support.*

Grants and gifts received:

- BCC: Operating Support. Amount received: $2,000.
- AIA Trust: Now Practice Now: $3,000.
- Comcast Foundation – IN KIND support – PSA on all cable channels; est. value: $800,000.
- Acentech - IN KIND support – acoustic audit of BSA Space; est. value: $4,000.
- Boston Properties – IN KIND support – waived fee for summer party; est. value: $1,000.

ANNUAL APPEAL

Annual appeal – email and hard copy - will be launched in May. Target through 2018 is $25,000.

BSA Foundation	2017 Actual	2018 Budget	2018 Budget Q1	2018 Q1 Actual	Variance Actual vs Budget	
Income Statement						
Revenues						
Investment & Fundraising Events	$ 758,471	$ 620,935	$ 155,234	$ 120,256	(34,978)	includes BSA Support, Gingerbread, Annual Appeal
Marketing & Communications	$ -				0	
Exhibitions	$ 53,847	$ -	$ -	$ 50	50	2017 revenue Autodesk sponsorship/exhibit for Salt Gallery
Programs	$ 94,291	$ 98,000	$ 24,500	$ 11,197	(13,303)	
Human Resources	$ -				0	
Accounting & Finance	$ -				0	
Governance	$ -				0	
Technology	$ -				0	
Supplies & Operations	$ -				0	
Total Revenues	**$ 906,609**	**$ 718,935**	**$ 179,734**	**$ 131,503**	**(48,231)**	
Expenses						
Investment & Fundraising	$ 62,866	$ 105,000	$ 26,250	$ 31,610	(5,360)	
Marketing & Communications	$ 6,684	$ 12,000	$ 3,000	$ 750	2,250	
Exhibitions	$ 109,972	$ 125,000	$ 31,250	$ 1,851	29,399	
Programs	$ 67,151	$ 62,600	$ 15,650	$ 1,395	14,255	includes grants given out by Foundation and in 2018 awarded to Foundation
Human Resources	$ 350,789	$ 486,556	$ 121,639	$ 97,903	23,736	
Accounting & Finance	$ 24,438	$ 26,100	$ 6,525	$ 3,057	3,468	
Governance	$ 7,747	$ 2,000	$ 500	$ 3,032	(2,532)	
Technology	$ 132	$ -	$ -	$ -	0	
Supplies & Operations	$ 38,207	$ 16,750	$ 4,188	$ 1,516	2,672	
Total Expenses	**$ 667,986**	**$ 836,006**	**$ 209,002**	**$ 141,113**	**67,888**	
Net Operating	**$ 238,623**	**$ (117,071)**	**$ (29,268)**	**$ (9,610)**	**(116,119)**	
Investment Expenses	$ 10,611	$ 8,000	$ 2,000	$ 2,947	(947)	Management fee at Fidelity
Investment Income	$ 20,500	$ 75,000	$ 18,750	$ (10,364)	(29,114)	balance left after 5% value of portfolio
Endowment Donations	$ 454,653	$ 230,000	$ 57,500	$ -	(57,500)	
Grant to upgrade 1st floor space	$ 5,000	$ -	$ 1	$ -	(1)	
Grants awared to Foundation Expense	$ 23,421				0	Numerous grants are submitted and being written, expenses-Chleck
Depreciation Expense				$ 81	(81)	
Operating Surplus/Deficit Total	**$ 684,744**	**$ 179,929**	**$ 44,983**	**$ (23,003)**	**$ (201,706)**	

BSA Foundation
Pledge Receivables Due
as of March 31, 2018

Year	Amount
2015	$ 550
2016	$ 2,650
2017	$ 45,310
2018	$ 167,925
2019	$ 141,625
2020	$ 68,175
2021	$ 42,415
2022	$ 1,250
2023	$ 250
2024	$ 250
Total	**$ 470,400**

Endowment Activity as of March 31, 2018

Year	Amount deposited	Amount withdrawn	Net deposits
2014	39,150	85,000	(45,850)
2015	121,275	95,000	26,275
2016	147,661	80,000	67,661
2017	129,625	80,000	49,625
2018	225,221		
Total	**662,932**	**340,000**	**97,711**

BSA Foundation Endowment Fundraising

Acct#	2014	2015	2016	2017
4135	287,600	440,470	154,186	454,653

BSA FOUNDATION

www.architects.org/foundation

Strategic Planning Process Map 2017 DRAFT

VISION:

By 2030, Boston is a model of a resilient, equitable and architecturally vibrant city and region.

MISSION:

To build a better Boston by:

1. Engaging the public in the importance and power of design.
2. Inspiring vibrant neighborhoods & a more resilient & equitable city through design explorations with community-based audiences.
3. Provoking change through strong collaborative efforts and strategic use of our resources, including BSA Space.

BACKGROUND:

About the BSA Foundation, the Boston Society of Architects/ AIA (BSA), and BSA Space.

The BSA Foundation, created by the BSA in 1971, is committed to engaging the public in appreciating design excellence and helping solve our community's challenges through design. In 2014, the Foundation expanded our focus to "build a better Boston by engaging communities, inspiring vision, and provoking positive change" through design. We deliver the mission through exhibitions at BSA Space, youth and family design education programs, cultural programming, community, and civic work.

The BSA is committed to professional development for our members, advocacy on behalf of great design, and sharing an appreciation for the built environment with the public at large. Established in 1867, the BSA today has nearly 4,000 members and produces a diverse array of programs and publications, including ABX, and ArchitectureBoston the design ideas magazine. A chapter of the American Institute of Architects, the BSA is a nonprofit, professional-service organization for the design and building industry profession.

BSA Space is Boston's center for architecture and design and is home to the BSA and BSA Foundation. We host exhibitions, public and professional. Visitors are invited to view their world differently, imagine new possibilities for improving their community, and learn achievable and remarkable ways to do it. The BSA Space opened in 2012 and is free and open to the public.

STRATEGIC GOAL 1:

Ensuring access for every child in Boston to design education.

1. Expand design education programs to more neighborhoods.
2. Offer family design programs on more weekends.
3. Engage potential partner design education groups, local universities, state and local education leaders in a roundtable to facilitate expansion of design education.
4. Develop design education coalition to meet with leading city and state education administrators to explore and develop design curriculum for schools.
5. Develop and regularly offer design education training programs for educators and architects.
6. Tie exhibitions (when appropriate) to youth design education goals.
7. Mobilize foundation and corporate support for education initiatives.
8. Align BSA Foundation grants to support design education.

MEASURES OF SUCCESS:

Annually
- # Boston children who have access
- Level of understanding
- City and media recognition

Long-term
- Boston students entering architecture/ design profession
- Level of community engagement using design thinking
- Quality of Boston design

STRATEGIC GOAL 2:

Providing access to design resources for every neighborhood in Boston.

1. Expand community design programs to more communities in need by developing a project selection process.
2. Engage public figures, community leaders, key institutions, architecture firms, and design schools to deepen our understanding of community needs and opportunities and explore how to build the infrastructure.
3. Engage related organizations to build a coalition focused on providing design, planning, and building resources in communities.
4. Tie appropriate exhibitions to addressing neighborhood design challenges.
5. Partner with local universities and others to develop assessment tools.
6. Mobilize foundation and corporate support for community initiatives.
7. Align BSA Foundation grants to support community resources projects.

MEASURES OF SUCCESS:

Annually
- # Boston neighbors using design resources to solve challenges
- Quality of design projects
- City and media recognition

Long-term
- Access of design resources for all neighborhoods
- Quality and affordability of housing, resiliency, etc. for every neighborhood

STRATEGIC GOAL 3:

Effecting changes in policies that result in socially and environmentally excellent design for everyone in Greater Boston.

1. Build structure to organize and grow design workshop/charrette programming.
2. Deepen the impact of the Designing Boston (and related) programs.
3. Coordinate policy and growth agenda with the BSA advocacy agenda.
4. Build a coalition of like-minded organizations to advance policies and growth that support equity, resiliency and design excellence.
5. Develop and implement coordinated communication strategies around policy and growth.
6. Provide high quality public programs that increase awareness of excellent design policies and growth.
7. Mobilize foundation and corporate support for the design policy and growth agenda.

MEASURES OF SUCCESS:

- Quality of design in Boston
- Impact of policies on the urban core
- Recognition of policies in media and other cities
- Level of city leadership support for policies

DELIVERY TOOLS:

YOUTH & FAMILY PROGRAMS:
Learning by Design
KidsBuild!
Family Design Days

COMMUNITY DESIGN:
CDRC
Workshops & charrettes
Designing Boston & forums

EXHIBITIONS:
6,500 square feet of gallery space

GRANTS:
Distributed more than $1million supporting community based design education.

CULTURAL PROGRAMMING:
Common Boston
AIA Guide to boston App
Tours, Films

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BSA Foundation Education Programs Committee Notes, April 18, 2018

Attendees: Justin Crane AIA, Ken Fischer FAIA, Pat McCafferty, Peter Kuttner FAIA, Theresa Lee, Anne-Marie Lubenau FAIA, Amy Ohman, Eileen Shakespear, Kelly Sherman, David Silverman AIA, Polly Carpenter FAIA, Invited BSA staff: Billy Craig, Jenny Effron, Vaughn Horn AIA

Attachments: Design Ed-ProjectReport-March27_2018-Short Summary_v2 Pages 9-12

Agenda

1. Intros
2. Status Update on Strategic Goal #1
3. Review of Guiding Principles (page 9) and Success Criteria (page 10)
4. Brainstorm Opportunities Areas
5. Next Steps

GENERAL THOUGHTS:

- The word 'architecture' does not appear in the guiding principles
    - Implied by the vision 'By 2030, Boston is a model of a resilient, equitable and architecturally vibrant city and region."?
    - External vs internal distinction
    - BSA Space was specifically chosen to be open to other design disciplines
    - Architecture has a specific skillset
    - Is the word 'built environment' more appropriate?

BRAINSTORM OPPORTUNITIES AREAS NOTES:

Group 1: Authentic, Experiential Learning - HOW MIGHT WE deliver authentic problem-solving experiences through immersive learning in real contexts outside the classroom?

- Internships
    - 1 week intro – city wide
    - Something is 'left behind'
- Shadowing grad students
    - Same day every year – city wide 'opt-in'
    - Studios
- Problem solving exercises in a school
    - 'expo' type – school-wide
    - Hands-on
    - At BSA Space
- City Planning exercise
    - Tackling an environmental problem eg. Deal with water – kids doing work that professionals do
    - Urban setting – help kids understand their own neighborhoods or the neighborhoods of their schools (often not the same thing)

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Group 2: Authentic, Experiential Learning II

Success Criteria:

- Replicable
- Open-ended
- Inclusive
- Outreach
- Harnesses volunteers

- Internships
- Shadow grad students
- Architects in the classroom
- Bring kids to job sites
- Architectural torus of community where they live – MYTOWN, Postcards (Gretchen and Erika Zekos project called Postcards from Our Boston)
- Invite kids to crits at BSA Space
- Outreach to techy kids – doorway to many areas of design
- Office tours – monthly date; peer mentorship, youth ambassadors
- Mobile unit could be a field trip bus

Group 3: Space for Design & Community - HOW MIGHT WE create a unique physical space for the hands-on making and learning of design, where kids can be themselves and create community?

- Maker space with equipment
- Pop – up spaces
- BSA Space
  - although 'BSA Space is not an equitable location'
  - using BSA Space as a gallery to show kids work
- The *Archi-truck*
  - meet at spaces where educators are
  - located in neighborhoods
  - open to the public
  - made from – shipping containers? Airstream? Mobil carts? Make your own?
  - Partner with an existing truck (Spark Arts, UPtruck
- Kids shaping their own environment – designing a space of their own
- What training do volunteers need to be successful with this model?

Group 4: Youth Programs That Already Exist - HOW MIGHT WE powerfully support existing youth programs with our unique strengths and resources?

Success Criteria:

- Define partnerships explicitly MOU
- Clarity of competencies
  - Continue to define our competencies

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Potential Partners:

- ACE
- Designery
- Outside of the industry eg. Life sciences, Tech

NEXT STEPS for Opportunities identified above:

- Map these ideas against our Guiding principles, Foundation and key stakeholders' success criteria
- Identify potential areas to test
- Identify potential partners to connect with
- Begin development of Foundation criteria MOU for partnerships
- Continue to define our competencies

NEXT STEPS EDUCATION GOALS (IN PROCESS by staff)

- Map all current programming against what we have learned, our success criteria and our guiding principles
- Map Pilot/Test programs against same
- Define success criteria using input from key stakeholders (Board/Staff/Funders)
- Define Key Metrics for Education Work
    - Key Outputs
    - Key Outcomes
    - Key Impacts
    - Tools for Measurement
- Refine Our Goals & Strategies to Reflect Our Learnings

FRAMING | Guiding Principles

These principles guide our work. They help define what we find desirable.

The Youth Are The Future
Engage and educate youth K-12, so they are empowered by the possibilities they see in themselves and the world.

Collaboration Is Critical
Collaborate with organizations, individuals, and within project work, as working together is fundamental to the design process and critical for delivering the greatest impact.

Awareness Precedes Action
Teach observation and close-looking skills that are sensitive to place, people, systems, and processes; awareness is required for meaningful action to take place.

Civic Engagement Is Vital
Empower people to participate in their civic life, and act as stewards and designers of their natural and built environments.

Impact Is Important
Strive to impact those we serve in ways that are meaningful and sustainable.

The Real World Is Most Relevant
Draw on real world problems, processes, constraints, expertise, and solutions to make our work as relevant and authentic as possible.

Experts Know How To Do Things
Leverage the skills of design professionals, including those in the broader BSA network, who apply knowledge to solve real world challenges.

Design Skills Are Invaluable
Teach design skills—observing, analyzing, brainstorming, visioning, collaboration, prototyping, and iteration—through hands-on learning.

Design Impacts Everyone
Strive for equity and a more just world; engage those who are under-served and under-represented in Boston.

Designing Is Fun
Ignite the joy, delight, and play that is inherent in the work of designing.

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FRAMING | Success Criteria*

To succeed in the BOSTON EDUCATION LANDSCAPE, our solution...

MUST

Align with Our Organizational Reality
- Focus on our core competencies
- Align business model with our values
- Respect our limitations (e.g. to successfully deliver and fund over time)
- Be able to be delivered over many years

Engage Partners Who Will Benefit
- Ensure mutual work and benefit
- Explicitly articulate terms of partnership
- Include funding partners, if scale is important

Build on the Work of Others
- Leverage existing work, resources, and inroads, as relevant
- Be sensitive to the parallel efforts of others

Allow for Experimentation
- Low-stakes experimentation to TEST program, funding, and assessment ideas
- Demonstration projects to SHOW
- Approach from multiple channels, entry points, etc.

Plan for Measurement
- Determine assessment approach and metrics at the start
- Create a regular approach for ongoing measurement

SHOULD

Address Issues of Equity
- Focus on those who are underserved
- Avoid exacerbating the equity challenges in Boston

Be Replicable & Scalable
- Can be used or recreated by others, including artifacts that can be used elsewhere
- Can be scaled to achieve greater impact

Be Sensitive to BPS District Interests
- Partner at the district level
- Avoid programs that don't address equity
- Avoid programs that are "one-offs" that can't scale

* Success Criteria summarize the specific criteria that any idea or solution must or should meet in order to succeed. These are distinctly different from Opportunity Areas. A good test to gut-check whether something is a Success Criteria is to use it in the following sentence: "The idea must be ___ in order to succeed with our target user."

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FRAMING | Positive Program Attributes

Some positive program attributes can be applied across many different opportunities.

Develop Career Pathways
- Foster relationships with professionals
- Deliver experiences in real work settings
- Teach skills that directly relate to careers
- Help create a pipeline of diverse, local talent for professions

Foster Authentic, Experiential Learning ("City as a Classroom")
- Deliver immersive experiences in real contexts outside the classroom
- Support authentic problem-solving
- Foster relationships with professionals to help grow social capital

Foster STEM Learning
- Teach STEM skills in a fun, compelling, and effective way
- Focus on middle schoolers unique STEM learning needs and preferences

Foster Adult Engagement
- Engage the adults in kids' lives in the learning experience
- Leverage adults' function as role models
- Respect adults role as gatekeepers to children

Leverage a Cohort
- Develop a cohort among participating kids
- Support a group of peers in getting to know one another over time

Leverage a Space / Clubhouse
- Create a unique physical space that is intrinsically related to its purpose as a place for making and learning
- Create a space that kids feel is theirs

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OPPORTUNITIES | Opportunity Areas

An opportunity area is not a solution but a stepping stone to idea generation and the creation of many solutions.

1. Authentic, Experiential Learning

*HOW MIGHT WE deliver authentic problem-solving experiences through immersive learning in real contexts outside the classroom?

2. Youth Programs That Already Exist

HOW MIGHT WE powerfully support existing youth programs with our unique strengths and resources?

- Experts and professionals
- Real world problems
- City cites and contexts
- Solutions in process

3. STEAM Learning That's Fun

HOW MIGHT WE leverage the joy, delight, and play that is inherent in the work of designing to teach STEM skills in a way that is fun, compelling, and effective?

4. Skills for Success in Life & Work

HOW MIGHT WE develop skills for success in life and work through teaching design skills and/or leveraging our unique resources?

- Empower youth by the possibilities they see in themselves and the world
- Foster relationships with professionals
- Deliver experiences in real work settings
- Teach skills that directly relate to careers

5. Space for Design & Community

HOW MIGHT WE create a unique physical space for the hands-on making and learning of design, where kids can be themselves and create community?

*"HOW MIGHT WE" challenge statements re-articulate problems or needs in a generative, future-facing way. They capture needs, values, and opportunities in a single sentence.

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Policy Committee
Meeting Notes
May 10, 2018
5pm-6:30pm

Attendees:

- Jay Wickersham, Laura Wernick, Anne-Marie Lubenau, Jean Caroon, Rick Dimino, Devanshi Purohit, Blake Jackson, Josh Fiala
- Staff: Jenny Effron, Eric White, Billy Craig, Victoria McKay, Polly Carpenter, Vaughn Horn

Resiliency Forum Series Proposal

Jenny proposed a 3-part Resiliency Forum for the fall based on conversations with and reports from the Green Ribbon Commission.

1. Review of some of the GRC reports with an eye towards the design implications, opportunities and challenges (most relevant reports likely would be the South Boston/Seaport district plan and the harbor barrier feasibility study)
2. Discuss the implications for zoning, building code, cost, environmental and public realm considerations that resiliency planning brings about
3. Discuss/design innovative and impactful architecture in the district resilience plans (South Boston/Seaport, East Boston, Charlestown)
    a. This could be a professional working session or sessions out in the communities where district resilience plans have been completed.

The group then discussed some overarching questions of 1) who is the audience 2) what is the focus of these discussions/workshops and 3) what is the outcome

The Audience:

- Professionals
- General Public
- Gather City officials together like in the Alphabet Summit
- Community engagement: have people create postcards to themselves about what it is like to live in Boston in 2070

The Focus: the discussion around this was also varied

- Be bold, be inspiring, be provocative
- Don't just report on the GRC reports
- Precedent studies are already being presented and discussed
- East Boston and other community members have already been educated on flooding and resiliency issues
- The focus shouldn't just be about the harbor or just about sea level rise, but should also include discussions of heat islands and other resiliency issues
- Could we discuss the barriers – zoning, building code, etc- to creating resilient communities
    - What has to happen policy-wise to implement resilient design and development
- Can we visualize how the harbor, open space and the built environment all work together

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Outcomes:

- Can we identify policy issues that come out of the Forums that result in white papers to change actual policies
- Have a Charette at ABX
- Create visuals that serve as talking points for resiliency with the public
- Ensure that all relevant City departments are looking at resiliency in their own permitting and projects

The idea was also discussed that this should be a longer undertaking than three forums in September

Jenny will take all of these ideas and rework the Forum ideas taking all feedback into consideration

Designing Boston Ideas

A number of ideas for bringing back Designing Boston were discussed and it was decided that the first one would be around Accessory Dwelling Units as a tool for Affordable Housing. Jenny has created a google sheet of ideas so that the Committee can add to them as ideas come up. The Committee will help to identify topics, speakers and moderators for this series.