



createMPLS



TEAM



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 **MISSION**

We are dedicated to preparing students in underserved communities for rewarding careers, by removing barriers and providing accessible STEM learning programs at no cost to the students or families.

A hand-drawn project plan on a whiteboard. The word "PROJECT" is written at the top left. Below it, there's a diagram with a pie chart showing "30%". To the right, a sticky note says "DIRECTION" and another says "What is... NEXT". Further right, a sticky note says "DESIGN" with sub-items "WEB." and "APP/URL". Below that, a sticky note lists "Q1", "Q2", "Q3", and "Q4" with horizontal bars. At the bottom, a sticky note says "TIME LINE" with a clock icon. Other sticky notes include "2 YEAR PLAN", "DIGITAL MEDIA", "INNOVATION", and "SEO".

Challenge

The current BRAND, STRUCTURE, and METRICS of createMPLS do not allow it to operate at its fullest potential.

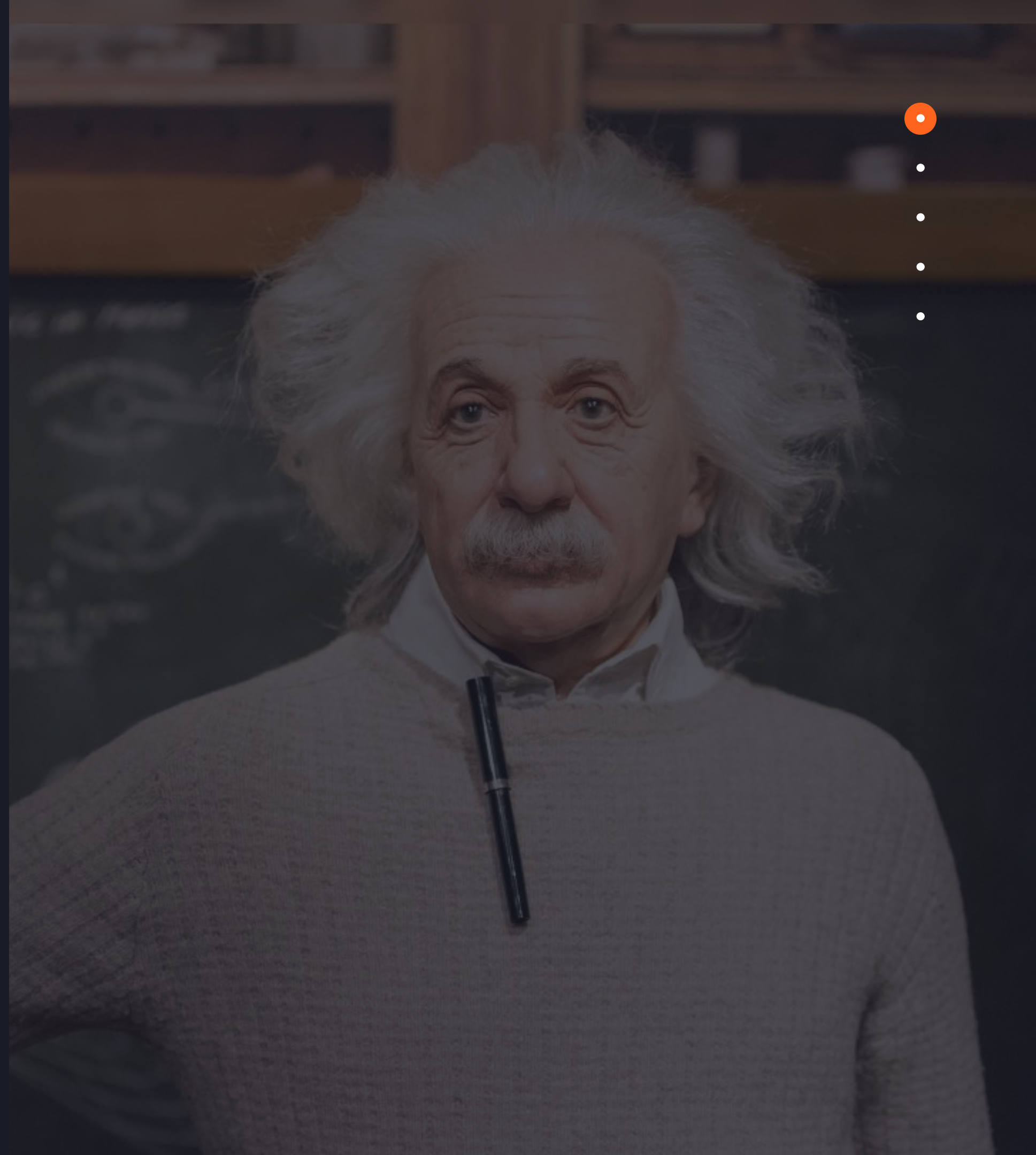
In order to address this issue, the organization must define a clear, concise strategy.



Approach

"Everything should be made as simple as possible.
But not simpler"

FOUNDATIONAL FOCUS



Key Noticings

We recommend organization optimization in these 3 areas first.

BRAND CLARITY

HUMAN CAPITAL

COMPELLING METRICS



Brand Clarity

- **STEM As-A-Service**
- **HOPE Academy Case Study**
- **At-A-Glance Metrics**

● **At-A-Glance Metrics**

234

STUDENTS SERVED 2019

525

STUDENTS SERVED 2020

850

EST: STUDENTS SERVED 2021

Human Capital

- **Board of Directors**
- **Sustainable Staffing**
- **Relationship Management**

Compelling Metrics

- Obtain Baselines
- Process to Gather Data
- Utilize Metric Dashboard

Potential KPIs

STUDENTS SERVED

GRANTS APPLIED

PROGRAMS OFFERED

STUDENT RETENTION

GRANTS RECEIVED

TOTAL PROGRAM HOURS

START/END FEEDBACK

NON GRANT REVENUE

ACTIVE PARTNERS

Call to Action

PHASE 1

PHASE 2

PHASE 3

PHASE 4

PHASE 5

PHASE 6

BRAND
IDENTITY

METRIC
CLARITY

BOARD
FOCUS

STEM
AS-A-SERVICE

FUNDRAISING
FOCUS

SUPPORT
STAFF

-- above phases are examples | not official recommendations --

A dark, semi-transparent overlay covers a photograph of two women in an office. One woman is seated at a desk, typing on a keyboard, while the other stands beside her, looking at the screen. The background shows office equipment and a window.

CUSTOMER VS CLIENT

FINAL THOUGHTS