

Children's Museum of Winston-Salem

"Improving Attendance, Quality of Experience, and Income at The Children's Museum:"

After reviewing other children's museums' marketing approaches, the Action Learning team determined that information was the key – the Museum needed to know more about its customers so that it would be better able to determine its future needs. The Team developed a survey that was sent out in conjunction with the Museum's monthly e-newsletter and a paper "exit survey" to be given to all Museum visitors. The Museum implemented both survey approaches and immediately received information that would aid in future decision-making.

Brief: Development and implementation of a customer survey gave the Children's Museum what it needed to better know its customers and determine future needs.

City of Winston-Salem

"Maximizing Efficiencies of Neighborhood Watch Groups and Neighborhood Associations"

Two entities of the City of Winston-Salem - Neighborhood Watch Groups and Neighborhood Associations - share the objective of ensuring safe, crime-free communities. The Action Learning Team identified the issues facing the two organizations, recommended improvements to make the organizations more effective and efficient, while minimizing duplication, and gave concrete suggestions as to how these improvements could be made.

Brief: Recommendations and guidelines from the project team provided the framework for increased effectiveness of neighborhood watch groups and neighborhood associations in ensuring safe neighborhoods.

Forsyth Industrial Systems (FIS) a division of Monarch

"Identifying and Overcoming Barriers"

The purpose of this project was to evaluate the process by which local employers identify and recruit individuals with disabilities to join their workforce and to develop recommendations for FIS to improve their communications and outreach efforts. After researching best practices on engaging employers to hire individuals with disabilities, the Action Learning Team developed a survey to understand the current environment among area employers. Several surveys were developed and conducted, which included contacting twenty local employers. The results were used to develop recommendations for improvement and a new promotional brochure for FIS.

Brief: Recommendations for improvement and a new promotional brochure to encourage local employers to recruit individuals with disabilities were created for Forsyth Industrial Systems.

National Black Theatre Festival

"Develop Strategies for Increasing Non-Minority Participation in The National Black Theatre Festival"

The National Black Theatre Festival, a production of The North Carolina Black Repertory Company, asked the Action Learning Team to develop ideas and suggestions for increasing non-minority participation at the Festival. The Team approached the project by interviewing and surveying a number of individuals and organizations to get a wide variety of input. From this information, the Team was able to determine three main areas of suggestions that might help in increasing non-minority participation, including reaching out to new and unrelated groups for event volunteers.

Brief: The National Black Theatre Festival wanted ideas and suggestions for increasing non-minority participation at the Festival and the Action Learning Team delivered.

Southside United Health Center

“Development of Promotional Presentation”

The Southside United Health Center (SUHC) is a group interested in establishing a health center in the southeast ward of the city. The goal of the Action Learning Team was to develop a promotional presentation for use by SUHC. The Team produced a presentation that promotes SUHC as a health center which will provide a variety of services to the community and introduces the center to the community. The Team also intends to revise this presentation so that it will serve as a fundraiser presentation to prospective partners.

Brief: The Action Learning Team produced a presentation to promote the Southside United Health Center.

SciWorks

“Hands On Discovery 2008”

The family science center, SciWorks, asked the Action Learning Team to help in determining the reasons why memberships to the center have decreased over the past few years. After going to SciWorks themselves, the Team decided to broaden its focus to include how SciWorks' programs and experiences are received by the public. The Team developed and implemented a survey and the results were presented to SciWorks.

Brief: SciWorks wondered why its memberships has been declining and the Action Learning Team surveyed the public to find out.

Habitat for Humanity ReStore

ReStore re-sells donated household goods, with the proceeds used to support Habitat for Humanity of Forsyth County's mission to reduce substandard housing. Habitat asked the Action Learning Team for assistance in developing a plan to increase awareness of ReStore. After researching the issue, the Team developed a list of suggested marketing and programmatic strategies to enhance community awareness of ReStore.

Brief: Habitat for Humanity was struggling to increase awareness of its ReStore. The Action Learning Team developed marketing and programmatic strategies to help.

Big Brothers Big Sisters

“Volunteer Engagement”

The LWS Action Learning Team was asked to review the current Big Brothers Big Sisters Action Plan and suggest ways to increase volunteer recruitment for big brothers and sisters. The Team looked at BBBS's recruitment methods and proposed new ways to engage new volunteers, including ideas for identifying new corporate and athletic volunteers and production of the recruitment video.

Brief: Big Brothers Big Sisters was looking for ways to recruit new BIGS and the Action Learning Team went into action resulting in recommendations and a new recruitment video.

Winston-Salem Industries for the Blind

Winston-Salem Industries for the Blind is attempting to increase its income from charitable contributions. The Action Learning Team provided ideas and recommendations for Winston-Salem Industries for the Blind to improve its fundraising efforts by, among other suggestions, better communicating the stories of their employees and the individuals in the community they are have been able to help.

Brief: Winston-Salem Industries for the Blind wanted new ideas and recommendations to increase its income from charitable contributions and the Action Learning Team identified ways to leverage its fundraising efforts.