August 17, 2018

**PPS265s Benefit Projects: Spring 2018**

**The City Doc: Marketing**

The City Doc is a brand-centric company working to improve health knowledge and outcomes through social media outreach, primarily focused on communities adversely affected by health disparities. This project aims to remodel the current social media presence and create a comprehensive business strategy for the company through internal and external audits, strategy sessions, and research endeavors.

Accomplishments:

* New website
* Brand identity, marketing strategy, and Instagram recommendations
* A mission and values statement, change model, and 6-month priorities

**Duke Children’s Hospital (DCH): Duke Student – DCH Engagement**

Collaborate with the DCH Director of External Affairs to discern a way that Duke students can make a significant contribution to the Duke Children’s Hospital.

Accomplishments: Designed and launched new DCH Ambassadors program

* Designed the program. DCH Ambassadors will volunteer at DCH, create their own projects to create connections between Duke’s undergraduate community and DCH, participate in DCH events, and benefit from mentoring and shadowing opportunities.
* Recruited 10 motivated student Ambassadors and drafted recruiting strategy and process memo
* Each student Ambassador volunteered at the Children’s Prom and participated in a separate benefit DCH project (i.e. birthday cards for children in the hospital, color run, etc.)
* End of the year dinner with new ambassadors and DCH Director.
* Duke Children’s Hospital Tours for new Ambassadors members on two dates.

**Durham Technical Community College: Food Security**

Contribute to the amelioration of food insecurity and food desert issues at Durham Tech by identifying the contributing factors, identifying a credible idea, and acting to pilot test the idea for subsequent sustainable launch. Focus on enhancing the ability of the Harvest Food Pantry to serve students’ needs.

Accomplishments:

* Defined, researched, and recommended a practical way to address an important bottleneck- the intake process. Recommended software, equipment, and training. Received approval by the IT department towards Link2Feed
* Presented project findings to a group of community members and played an essential role in engaging 32 new Durham Tech donors and raising $13,000 for the food pantry.
* Also developed a promising proposal to implement meals in the food pantry and mapped out the food insecurity issues at Durham Tech.

**Ethical Tech: Judge AI Training**

Build an Ethical Tech Leader exercise module for judges training at the Duke Law School to help train them how to assess artificial intelligence (AI) in emerging technology cases in the law. Perform general background research to identify the knowledge gaps specific to judicial assessment of technology in legal cases and design the Rubric for Empowering Ethical Tech policy making decisions. Then, build a focused interactive educational exercise to help train judges and clerks in how to assess and apply AI in cases. Partner with Duke and Duke Law to build this initial exercise in spring 2018, before deploying it to train judges at Duke Law this summer, likely during the summer workshops for judges.

Accomplishments: Created important workshop materials

* Lesson plan and scrip
* Visual aids
* “Rubric” takeaway
* Risk assessment algorithm
* Pre/post survey

**Merrick Moore Elementary School: Summer Support for Spanish-Speaking Students**

Merrick Moore Elementary School struggles to effectively engage the parents of many of its students and thereby struggles to foster a cohesive school community. This is largely due to the fact that over one-third of Merrick Moore’s families do not speak English. Frequent updates to parents about student progress has not been implemented in the past due to the lack of translating ability.

Accomplishments: Created summer reading materials for Spanish-speaking students

* Sample Summer Learning Kits targeting rising 3rd graders
* Kit Change Model to provide an intellectual framework for the project.
* Kit Assessment Plan
* Recruitment of the project team to continue carrying out the project in the future

**NC Department of Commerce: New North Carolina Summer Fellows Program**

This new NC Summer Fellows project will connect Triangle college students to organizations making positive change in North Carolina. This program will allow students to contribute to the public benefit, while also offering them career development opportunities and helping them to better understand the state in which they currently live. The project is to design and market communication materials in order to engage three qualified Duke students to register for this summer’s pilot.

Accomplishments: Essential role in successful NCSF summer 2018 pilot test

* Recruited seven Duke student applicants
* Created a logo/brand and one-page marketing sheet to advertise and frame the program.
* Designed PowerPoint deck to communicate the program (16 slides)
* Created and distributed application and targeted prospective Duke students by posting on Duke’s various Facebook pages, and contacting friends and spreading the word in conversations.

**The Sanford School - I&E Connection**

Discern a practical and effective way to increase Sanford School students’ engagement in Duke’s Innovation & Entrepreneurship Initiative (I&E). More specifically, develop a model to define the pool of the most interested students, assess its size, and experiment with different ways of engaging them.

Accomplishments:

* Definition of 3 bucket model and list of 38 students classified in three buckets
* Data from student interviews regarding innovation interests
* List of 7 interested faculty/staff
* Proposal memo
* Interviews protocol
* Fall workshop plan and other ideas