

mission

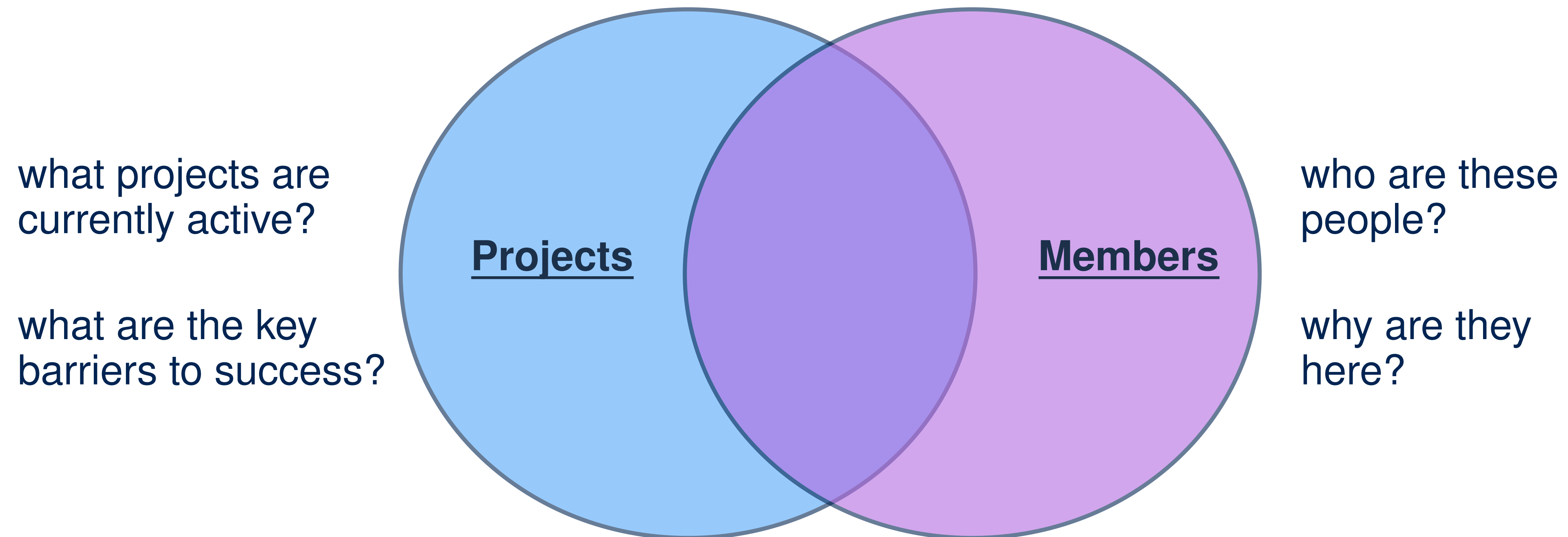
**create an environment that promotes effective
project teams and civic tech solutions**

our principles:

- projects of all sizes can benefit from agile and user-centered design principles
- empower & support rather than instruct
- done is better than perfect

approach

to understand how we can improve projects, we need to work with members and teams on a weekly basis:



what we learned

most teams struggle with maintaining momentum

- lack of shared commitment
- easy to get bogged down taking on too much (“boiling the ocean”)
- don’t know how to ask for help
- don’t have an efficient means of on boarding new volunteers

while some of these difficulties can be addressed through coaching (such as how to define an MVP, or how to articulate project needs) most are the result of churn - getting and keeping people engaged.

key questions: what causes churn? why do people stay?

what we think

we need to create a slippery slope towards
belonging



showing up

guidance around opportunities

some structure, empowerment

a taste of victory, show what's possible

a sense of **belonging**

next steps & opportunities

need to more fully understand the intersection between project & member needs (underway)

STRUCTURE & VISIBILITY

- help teams develop 1-pagers that they can easily share to publicize and recruit for their project. these artifacts should clearly explain why the project is important, what skills are needed, and include a high-level project plan.

WAY-FINDING

- consider expanding the member orientation process, perhaps over a period of weeks, with a series of check-ins and a mentor.

CONNECTING TALENT & TEAMS

- have project teams display color-coded cards next to their team names, so new members can easily see where they're needed as they walk around the room.

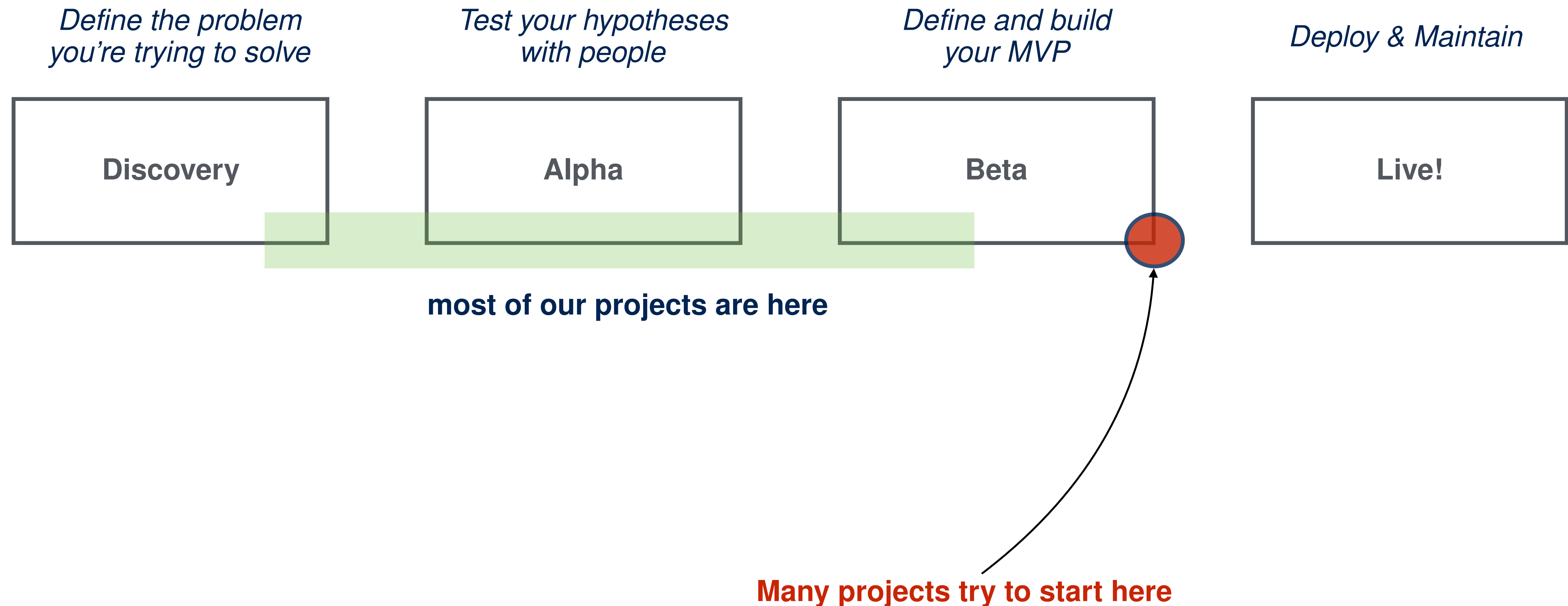
INSPIRE

- host more speakers and demo nights - get people excited by showing them what's possible

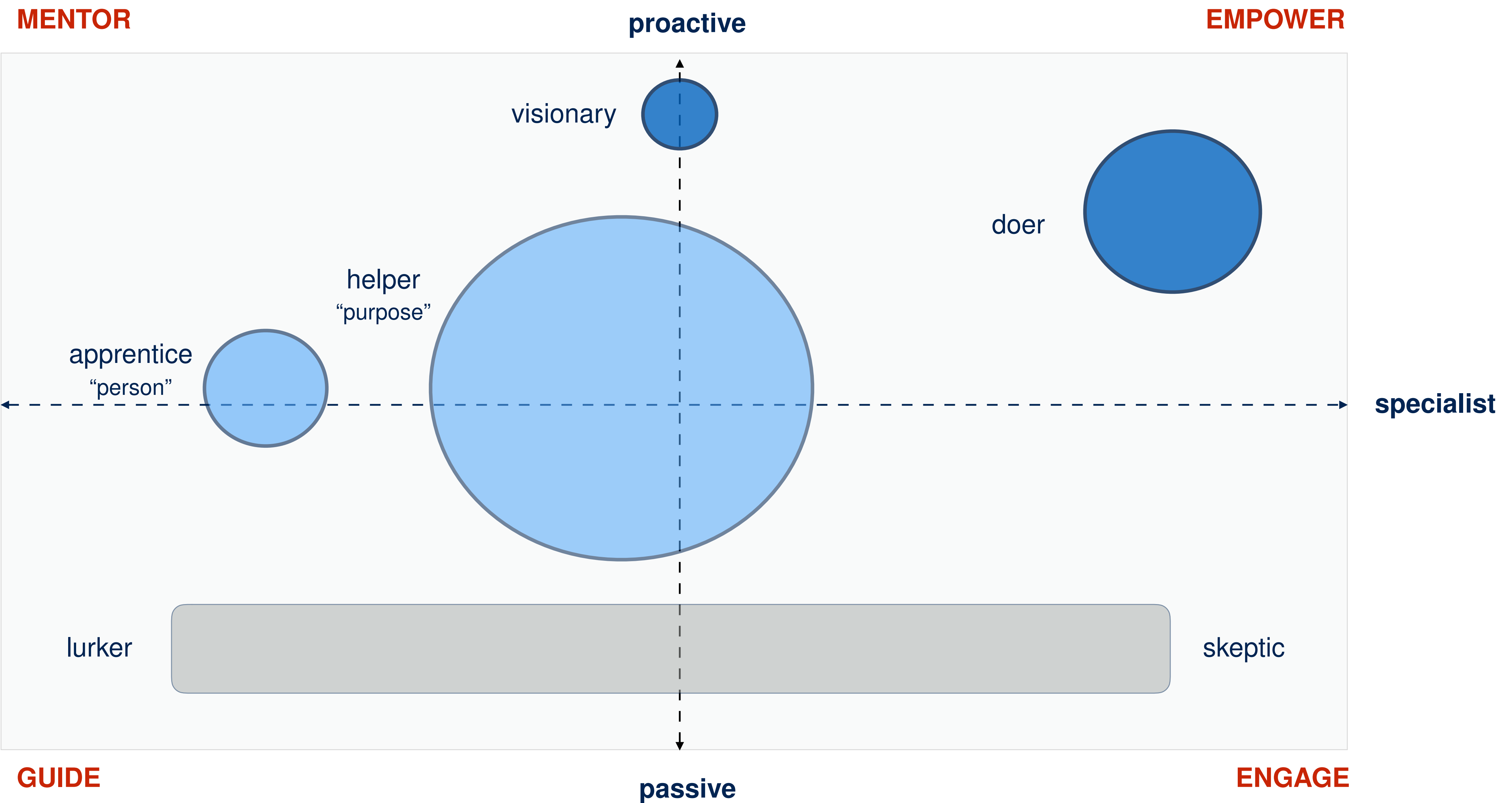
EXPAND OPPORTUNITIES

- develop alternative engagement opportunities for hacknight - encourage new members to run short-lived discovery or prototyping sprints. not all projects need to be long-lived, or development focused.

project lifecycle



persona map



CfSF Brigade Persona Map

