Design For America

Kickoff Meeting

WEDNESDAY SEPT 4
Agenda

1. Introductions!
2. What is DFA?
3. The DFA Design Process
4. What does a DFA member do?
5. DFA Member Structure
6. Projects
7. Leadership
8. Conclusion
INTROS

Ben Goldin
Siddarth Sharma
Nick Stankus
Tanner Shioshita
WHAT IS DFA?

National organization with 40+ studios using the Human-Centered Design Process

Students work in interdisciplinary teams

Work with community partners to solve local social challenges
OUR VALUES

Humans First
Connect with our community
Improve problem solving
Find common ground
Room to fail
The DFA Design Process

UNDERSTAND
IDENTIFY
IMMERSE
REFRAME

CREATE
IDEATE
BUILD
TEST
What does a member do?

- **Participate in team projects**
  - Work with a community partner on to improve an issue that you’re passionate about
  - Get real-world experience and apply the skills you learn in class
  - Real projects with internship/job opportunities

- **Become a leader!**
  - Get experience managing teams and projects
  - Influence DFA, CU, and the Boulder community
  - Work closely with industry professionals and a diverse student body
The DFA Membership Structure

- **DFA Leadership Team**
  - Get involved with strategy & communicate with National

- **Project Manager**
  - Guide a project team & communicate with DFA Leadership

- **Project Members**
  - Directly impact & improve projects

- **Non-Project Members**
  - Learn & socialize at workshops & events

*by level of involvement*
Projects

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EqNN7

YMCA
OIT
EDUCATION
SUSTAINABILITY
HEALTH
SAFETY
THE META
YMCA

- **Project Description:**
  - How can we increase retention rates of lifeguards and help the YMCA hire new ones?
  - National Project with a grant of $50k

- **Community Partner:**
  - YMCA of Boulder

- **Project Lead:**
  - Siddarth Sharma
● **Project Description:**
  ○ How can we better connect students with their advisers?
  ○ MyCUHub and BuffPortal

● **Community Partner:**
  ○ CU Boulder Office of Information Technology

● **Project Lead:**
  ○ TBD
Project Description:
- How can we make BuffPortal more customizable?
- What aspects of the portal do students want to personalize and how could personalization be implemented?
  - Dark mode

Community Partner:
- CU Boulder Office of Information Technology

Project Lead:
- TBD
Project Description:
○ How can we make the information presented on a degree audit easier to read and more visually appealing?

Community Partner:
○ CU Boulder Office of Information Technology

Project Lead:
○ TBD
OIT

- **Project Description:**
  - How can we create a website layout that more clearly represents required coursework for the online Education Leadership Program?

- **Community Partner:**
  - CU Boulder Office of Information Technology

- **Project Lead:**
  - TBD
EDUCATION

- **Project Description:**
  - How can we give high school students more agency in navigating their own career paths?

- **Community Partner:**
  - TBD

- **Project Lead:**
  - TBD
SUSTAINABILITY

● Project Description:
  ○ How can we leverage connections between community center educators and their audience to teach reducing first, reusing second, and recycling as a last resort in neighborhoods?
  ○ How can we help citizens recycle plastic film more responsibly in their local communities?

● Community Partner:
  ○ TBD

● Project Lead:
  ○ TBD
HEALTH

● Project Description:
  ○ How can we increase access to fresh produce in food deserts?

● Community Partner:
  ○ TBD

● Project Lead:
  ○ TBD
SAFETY

- Project Description:
  - How can we promote safety on CU Boulder’s campus?

- Community Partner:
  - TBD

- Project Lead:
  - TBD
THE META

- **Project Description:**
  - How can we use design-thinking to design a better design-thinking design workshop?

- **Community Partner:**
  - TBD

- **Project Lead:**
  - TBD
Project Expectations

https://forms.gle/fnXGDZgeYVnDEqNN7

Attend bimonthly studio meetings

Meet with project teams outside of studio meetings (1~3 hrs/wk)

Teams will set up their own expectations as well
Leadership Positions

https://forms.gle/L3k6owRozRe7mGxL9

Outreach Coordinator
Project Managers
Treasurer
Conclusion

- **Project Application Link**
  - [https://forms.gle/fnXGDZgeYVnDEqN7](https://forms.gle/fnXGDZgeYVnDEqN7)

- **Leadership Application Link**
  - [https://forms.gle/sC1zQCHCZoEjsXHdA](https://forms.gle/sC1zQCHCZoEjsXHdA)

- **Reminder:**
  - Design Sprint next Tuesday!

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