

Scoping a Project with Lead For America: Ideation Stage

Thank you for your time and interest in hosting. We look forward to working with you and serving your community! **Please make a copy of this guide and fill out page 3 to share with LFA.**

In this first stage, consider the projects and general responsibilities your office would like a Fellow to take on. We ask that hosts **identify 1-3 key pressing challenges or opportunities that your community seeks to address but currently lacks the bandwidth to do so.** After you propose a project, we will work closely with you to fine-tune and hone the project scope to ensure that it is optimally suited for your community and Fellow.

Please share the following information about your project(s) with us:

- Project name
- Hosting institution(s)
- Fellow's role title
- Short project scope summary

Consider and answer the following guiding questions when coming up with a project(s) that your Fellow will work on:

- What is the central question that this project seeks to address?
- What are the key goals the project aims to achieve?
- What will the Fellow's contributions to the project encompass?
- What are the expected outcomes, deliverables & key deadlines?
- What is the merit to the Fellow's development and growth in conducting this project?
- What is the broader impact of this project on the community?
- Is there any additional context that you would like to share (i.e. background regarding existing programs and initiatives, budgetary considerations, resources, constraints)?

Project Summary Examples:

The following are project scope summaries from 2019 that can serve as a starting point for creating potential project scopes in your office and community. For full examples click [here](#).

1. The Fellow will aid in the implementation of Spindale's new Downtown Strong Initiative to develop a short-range plan for further enhancements to the Downtown. The Fellow will spearhead the promotion of the new trail system expansion to establish Spindale as a premier "trail city." Concurrent with this initiative, Spindale, developed a Downtown Streetscape Plan and the Fellow will help secure bids for the first phase of the revitalization. These ongoing planning projects are designed to improve the existing facilities and public spaces in downtown Spindale, fostering a greater sense of community and spurring downtown revitalization.
2. The Fellow, under the direction of the Marquette County Manager, supports projects relating to poverty alleviation, infrastructure, and the update of the County master plan. The Fellow works in collaboration with the County Administration Department, Planning Department, Sawyer International Airport Department, and the Finance Department. Specific projects include a wastewater and rail redevelopment plan, supporting the grants

process for a new rocket launch site, and the expansion of landbank and brownfield initiatives.

3. The Fellow will be working as a Community Policy Aide to the Councilmember of District 2. The Fellow will primarily be working on constituent casework to be an advocate for those constituents in navigating through city services. In addition to casework, the Fellow will provide support to the office's Legislative Director and hopes to work specifically on matters regarding education policy.
4. The Fellow will work with the City of Jackson to build a comprehensive economic opportunity program, designed to increase access to meaningful employment for low-income people across the City. The goal of the Fellow's project is to intervene in a variety of ways, including sociological and soft skills development, connecting the many college graduates in the region to stay in the Jackson business community, and attracting corporate relocation to the city.
5. The Fellow is tasked with contributing to a number of Decatur's on-going projects that seek to ensure the city's commitment to sustainability. Among these projects, the Fellow will be assessing the feasibility and how composting can be integrated into Decatur and will be researching what a Nature Center might look like placed on land newly acquired by the city.

Action Items:

1. **Connect with us!** Please schedule a call with Maya Pace, Chief Programs Officer, to discuss your office's ideas for projects. You can schedule a meeting by emailing her at maya.pace@lead4america.org or via [calendly](#). She will be happy to help clarify any questions regarding the hosting process and aide in your process of scoping the project.
2. **Dream up your project!** Please **make a copy** of this guide and fill out the following page to tell us about your project scope idea.
3. **Send your project draft** to maya.pace@lead4america.org (google doc preferred).

Need More Help Getting Creative and Brainstorming?

You can lead a brainstorming session on your own or with your colleagues rooted in Design Thinking methodology to spark initial ideas:

1. Start a [brainstorm](#) grounded in [good practices](#) around the prompt: What are major pain-points or challenges facing our community? You might try breaking these challenges down from the point of view of groups within your constituency.
Ex: For elderly residents, our parks are not wheelchair accessible.
2. Then repeat brainstorming on the prompt: What are the major bright spots (positive aspects, successful programs, or resources) in our community that we want to emulate?
Ex: Our community theatre productions are very popular with families.
3. Pick your favorite challenges and reframe them with "[How Might We](#)" Questions. Consider combining the components of a bright spot to address the challenges.
Ex: How might we infuse the arts into our green spaces?

Scoping a Project with Lead For America: [LOCATION, 2020]

Project Name:

Fellow's Role Title:

Hosting institution(s):

Project Scope Summary:

In <100 words, summarize the challenges that the Fellows are being asked to tackle.

Central Question:

Consider framing this as a "[How Might We](#)" question to offer a creative possibility to be explored and articulate the big picture problem to be solved. Strong HMW questions are open-ended, while also focused on a specific capacity-building area.

Key Goals:

What are the key goals the project aims to achieve?

Fellow Contribution:

What will the Fellow's contributions to the project encompass?

Outcomes:

What are the expected outcomes, deliverables & key deadlines?

Merit to Fellow:

What is the merit to the Fellow's development and growth in conducting this project?

Community Impact:

What is the broader impact of this project on the community? Why is the problem worth solving?

Additional Context

In <200 words, is there any additional context that you would like to share (i.e. background regarding existing programs and initiatives, previous initiatives, budgetary considerations, resources, constraints)? What makes it important, and why does your organization care?

The primary host contact for the fellowship:

- Name:
- Contact info:

Fellow Name (for those in the applicant-driven host process):