LEVERAGING PARTNERSHIPS TO REMAKE LEARNING

Digital Promise
League of Innovative Schools
Fall Meeting 2015
We equip individuals, teams and organizations to accelerate innovation
Human-Centered Design
The discipline of developing solutions in the service of people.
THE DISCIPLINE OF HUMAN-CENTERED DESIGN IS THE DISCIPLINE OF...

Looking

Understanding

Making
### INNOVATING FOR PEOPLE: METHODS OF HUMAN-CENTERED DESIGN

#### Looking
**Methods for observing human experience:**

**ETHNOGRAPHIC RESEARCH**
- Interviewing
- Fly-on-the-Wall Observation
- Contextual Inquiry
- Walk-a-Mile Immersion

**PARTICIPATORY RESEARCH**
- What’s on Your Radar?
- Buy a Feature
- Build Your Own
- Journaling

**EVALUATIVE RESEARCH**
- Think-Aloud Testing
- Heuristic Review
- Critique
- System Usability Scale

#### Understanding
**Methods for analyzing challenges and opportunities:**

**PEOPLE & SYSTEMS**
- Stakeholder Mapping
- Persona Profile
- Experience Diagramming
- Concept Mapping

**PATTERNS & PRIORITIES**
- Affinity Clustering
- Bull’s-eye Diagramming
- Importance/Difficulty Matrix
- Visualize-the-Vote

**PROBLEM FRAMING**
- Problem Tree Analysis
- Statement Starters
- Abstraction Laddering
- Rose, Thorn, Bud

#### Making
**Methods for envisioning future possibilities:**

**CONCEPT IDEATION**
- Thumbnail Sketching
- Creative Matrix
- Round Robin
- Alternative Worlds

**MODELING & PROTOTYPING**
- Storyboarding
- Schematic Diagramming
- Rough & Ready Prototyping
- Appearance Modeling

**DESIGN RATIONALE**
- Concept Poster
- Video Scenario
- Cover Story Mock-up
- Quick Reference Guide
LUMA SYSTEM: A TAXONOMY OF INNOVATION

Harvard Business Review
JAN / FEB 2014

https://hbr.org/2014/01/a-taxonomy-of-innovation
SAMPLE COMBINATIONS

MOVING FROM EMPATHY TO INSIGHT
- Contextual Inquiry
- Rose, Thorn, Bud
- Affinity Clustering

ENVISIONING FUTURE POSSIBILITIES
- Statement Starters
- Creative Matrix
- Importance/ Difficulty Matrix
- Concept Poster
- Critique

RAPID ITERATION & IMPROVEMENT
- Rough & Ready Prototyping
- Think-Aloud Testing
- Bull’s-eye Diagramming
- Rough & Ready Prototyping
TODAY’S METHOD COMBINATION:

Contextual Inquiry, Stakeholder Mapping, Cover Story Mock-up
TODAY’S METHOD COMBINATION:

Contextual Inquiry ➔ Stakeholder Mapping ➔ Cover Story Mock-up
An approach to interviewing and observing people in their own environment
P.O.E.M.S. is a framework that promotes a more powerful way to observe. As you conduct your visit, observe and engage people to learn and be inspired. Consider:

<table>
<thead>
<tr>
<th>People:</th>
<th>Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; Who is involved in this partnership?</td>
<td></td>
</tr>
<tr>
<td>&lt; What is their role in the work being performed?</td>
<td></td>
</tr>
<tr>
<td>&lt; What is top of mind for these people?</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Objects:</th>
<th>Site Visited:</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; What tools and objects do they use?</td>
<td></td>
</tr>
<tr>
<td>&lt; How do those tools support the partnership/work?</td>
<td></td>
</tr>
<tr>
<td>&lt; Do they support all stakeholders or only specific ones?</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Environments:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; Where does the activity occur?</td>
<td></td>
</tr>
<tr>
<td>&lt; What requirements are needed for the space?</td>
<td></td>
</tr>
<tr>
<td>&lt; What is unique about this environment?</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Messages:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; What are the key messages?</td>
<td></td>
</tr>
<tr>
<td>&lt; What language/argot is used?</td>
<td></td>
</tr>
<tr>
<td>&lt; What form does the communication take (face to face, email, signage)?</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Services:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; What does the partnership provide?</td>
<td></td>
</tr>
<tr>
<td>&lt; How often are those services offered/used?</td>
<td></td>
</tr>
<tr>
<td>&lt; Are there different ways in which the services are provided?</td>
<td></td>
</tr>
</tbody>
</table>
People:
- Shell games / local business
- Partner in higher Ed.

People: Conrad Colaric

Objects:
- 3-D printer, robotics, sand table, smart floor
- Innovation launch kit - HS music

Environments:
- Small Lab
- HS Video Studio - 2 teams do morning announcements - Photoshop
- Leopard Chair for Fireside chat
- Media Center Internship

Messages:
- Hands on, color, fun, movement, create
- ePhibot.org / TinkerBot

Services:
- Elementary (music)
- Virtual field trip
- E-BackPack
- Brain Rush (ELA)
- Grade 1
- Storytelling app
- Neopod
- Fade In CLiFics
- Game Maker Studio

Objects:
- Movable furniture, personal phones ok
- Multiple device types for use: screens, graph bowl, whiteboard, tables
- Using downloadable Scratch to control drones
-entrée spheres - programing apps

Messages:
- 4 to use News: to create site for Pr. 2023, then reduce cost
- hoax sheet

Services:
- Robert's Club - middle school level
- Child River Conservation
- Grobble/Children Museum
- Rain - workshops, events, workshops online
TODAY’S METHOD COMBINATION:

Contextual Inquiry ➔ Stakeholder Mapping ➔ Cover Story Mock-up
A way of diagramming the network of people who have a stake in a given system
Leveraging what you were inspired by from your site visits experiences today, develop a list of potential partners where you could create new and unusual connections. Consider:

<table>
<thead>
<tr>
<th>School Districts:</th>
<th>Higher Ed Institutions:</th>
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</thead>
<tbody>
<tr>
<td></td>
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<table>
<thead>
<tr>
<th>Museums:</th>
<th>Libraries:</th>
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<tbody>
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<td></td>
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<table>
<thead>
<tr>
<th>Workforce Development Agencies:</th>
<th>After School Programs:</th>
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<tbody>
<tr>
<td></td>
<td></td>
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<table>
<thead>
<tr>
<th>Ed Tech Companies:</th>
<th>Businesses:</th>
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<td></td>
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</table>

<table>
<thead>
<tr>
<th>Philanthropic Organizations:</th>
<th>Other Entities:</th>
</tr>
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</tbody>
</table>
Leveraging what you were inspired by from your site visit experiences today, develop a list of potential partners where you could create new and unusual connections. Consider:

### School Districts:
- Spartanburg 1-4
- Union
- Cherokee
- Laurens District 54

### Museums:
- Chapman Cultural Center
- Spartanburg History Museum
- South Carolina State Museum

### Workforce Development Agencies:
- Spartanburg Works
- SC Works
- SC Ready

### Libraries:
- Spartanburg Library
- Library of Congress

### Higher Ed Institutions:
- Wofford
- VCU
- West Point
- Converse
- SC
- Clemson
- Anderson

### After School Programs:
- Spartanburg Boys & Girls Club
- ACE at West Point
- YMCA

### Businesses:
- Denny's Corporation
- Unum Development
- Northside Development

### Philanthropic Organizations:
- Holy Family Foundation
- Spartanburg Community Foundation
- United Way
- Spartanburg Regional Foundation
- Barnett

### Other Entities:
- Spartanburg Academic Momentum Studies
- First Community
- Spartanburg Housing Authority
- Rotary
- Lewis Club
- Purpose Bent Foundation
- DLI

### School Districts:
- York Hill Schools

### Museums:
- Children's Museum
- York City Museum
- Phone Museum (Comporium)

### Workforce Development Agencies:
- Lisa Robinson
- Stephen Turner / David Lawrence

### Ed Tech Companies:
- Hive Incubator
- 3D Systems
- Lab-Physician's Choice

### Businesses:
- Chamber - local
- Trans Road
- Comporium
- Honeybaked Hams
- Williams & Fudge
- Sams

### Philanthropic Organizations:
- Springs Close
- Education Foundation

### Other Entities:
- City of Rock Hill
- Head Start
- Kiwanis
**Leveraging what you were inspired by from your site visit experiences today, develop a list of potential partners where you could create new and unusual connections. Consider:**

<table>
<thead>
<tr>
<th>School Districts:</th>
<th>Higher Ed Institutions:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Santa Clara Co. Office</td>
<td>Stanford</td>
</tr>
<tr>
<td>Napa Co. Office</td>
<td>Touro Univ.</td>
</tr>
<tr>
<td>Napa Unified School District</td>
<td>UC Berkeley</td>
</tr>
<tr>
<td>Oakland Unified</td>
<td>USF</td>
</tr>
<tr>
<td>Napa Unified School District</td>
<td>SF State</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Museums:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian Arts</td>
</tr>
<tr>
<td>De Young Museum</td>
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<tr>
<td>Academy of Sciences</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Libraries:</th>
</tr>
</thead>
<tbody>
<tr>
<td>SF Public</td>
</tr>
<tr>
<td>SF State</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Workforce Development Agencies:</th>
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</thead>
<tbody>
<tr>
<td>WEB</td>
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<tr>
<td>BridgE &amp; Success</td>
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<tr>
<td>Hope SF</td>
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<table>
<thead>
<tr>
<th>Ed Tech Companies:</th>
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<tbody>
<tr>
<td>Salesforce</td>
</tr>
<tr>
<td>Google</td>
</tr>
<tr>
<td>Clever</td>
</tr>
<tr>
<td>Apple</td>
</tr>
<tr>
<td>Twitter</td>
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<tr>
<td>Coursera</td>
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<tr>
<td>Visible Learning</td>
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<tr>
<td>Zoom</td>
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<table>
<thead>
<tr>
<th>After School Programs:</th>
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<tbody>
<tr>
<td>ACES</td>
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<tr>
<td>Ynova</td>
</tr>
<tr>
<td>Boys &amp; Girls Clubs</td>
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<tr>
<td>Playworks</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Businesses:</th>
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<tbody>
<tr>
<td>SF Chamber of Commerce</td>
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<table>
<thead>
<tr>
<th>Other Entities:</th>
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</thead>
<tbody>
<tr>
<td>California Advocates</td>
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<tr>
<td>Chinese for Alternative Action</td>
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<tr>
<td>PAC</td>
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<tr>
<td>DELAC</td>
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<tr>
<td>AAPAC</td>
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<tr>
<td>USF, USF, SEIU</td>
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<table>
<thead>
<tr>
<th>Workforce Development Agencies:</th>
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</thead>
<tbody>
<tr>
<td>MN Workforce Center</td>
</tr>
<tr>
<td>(WFC)</td>
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<table>
<thead>
<tr>
<th>Ed Tech Companies:</th>
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<tbody>
<tr>
<td>Jools</td>
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<tr>
<td>Hubbell</td>
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<tr>
<td>1N6</td>
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<tr>
<td>IBM</td>
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<table>
<thead>
<tr>
<th>Businesses:</th>
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<tr>
<td>3M</td>
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<td>IDX</td>
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<tbody>
<tr>
<td>Stone Family Foundation</td>
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<tr>
<td>Gates</td>
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<tr>
<td>Salesforce.com Foundation</td>
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<tr>
<td>Endeavor</td>
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<td>sf. citi</td>
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<tr>
<th>Philanthropic Organizations:</th>
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<td>TIES</td>
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<tr>
<td>ISTE</td>
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</tbody>
</table>
Leveraging what you were inspired by from your site visit experiences today, develop a list of potential partners where you could create new and unusual connections. Consider:

### School Districts:
- Oceanside
- Escondido
- San Marcos
- Encinitas
- Carlsbad
- San Dieguito

### Higher Ed Institutions:
- Cal State San Marcos
-Palomar
- Mt. San Jacinto College
- CSUSD

### Museums:
- Balboa Park
- Oceanside -

### Libraries:
- Vista - Oceanside - etc.

### Workforce Development Agencies:
- City of Vista
- Chamber of Commerce

### After School Programs:
- Ymca

### Businesses:
- PARC - Founders
- Zoro - City of S.D.
- Qualcomm

### Philanthropic Organizations:
- Artes
- Solutions for Change

### Other Entities:
- San Diego County Office

---

Leveraging what you were inspired by from your site visit experiences today, develop a list of potential partners where you could create new and unusual connections. Consider:

### School Districts:
- MUSD
- RS
- CUSD
- ISS

### Museums:
- JRENEU
- CHARLOTTE
- WINSTON
- HICKORY

### Libraries:
- PUBLICS
- COLLEGES

### Workforce Development Agencies:
- STATESVILLE & MORGERSVILLE CHAMBERS
- JRENEU WORKFORCE DEC

### Ed Tech Companies:
- NAVATION
- EDENTITIES

### Businesses:
- LOWES

### Philanthropic Organizations:
- GOLDEN LEAF
- MEKON FOUNDATION
- GOROOS FAMILY
- IUDELL FOUNDATION

### Other Entities:
- NASCAR TECH
Innovating for People | Activity Templates | Stakeholder Mapping – Part 2

Using your stakeholder listing in Part 1, identify between two and six partners that you could leverage to remake learning. Using different colors, populate the key and the ovals to create a visual of those partnerships.

Name of this initiative: __________________________________________________________

KEY:
- School Districts
- Museums
- Workforce Dev. Agencies
- Ed Tech Co.
- Philanthropic Orgs.
- Higher Ed Institutions
- Libraries
- After School Programs
- Businesses
- Other: ____________________

Learn more: www.luma-institute.com
Using your stakeholder listing in Part 1, identify between two and six partners that you could leverage to remake learning. Using different colors, populate the key and the ovals to create a visual of those partnerships.

Name of this Initiative: **Choice/Magnet - STEAM**

**KEY:**
- School Districts
- Museums
- Workforce Dev. Agencies
- Ed Tech Co.
- Philanthropic Orgs.
- Higher Ed Institutions
- Libraries
- After School Programs
- Businesses
- Other:

Name of this Initiative: **Remote Learning Initiatives R LN**
Using your stakeholder listing in Part 1, identify between two and six partners that you could leverage to remake learning. Using different colors, populate the key and the ovals to create a visual of those partnerships.

Name of this initiative: **K-5 Mobile FabLab**

---

Using your stakeholder listing in Part 1, identify between two and six partners that you could leverage to remake learning. Using different colors, populate the key and the ovals to create a visual of those partnerships.

Name of this initiative: **Fracking: Affect on ARK?**

---

**KEY:**

- School Districts
- Museums
- Workforce Dev. Agencies
- Ed Tech Co.
- Philanthropic Orgs.
- Higher Ed Institutions
- Libraries
- After School Programs
- Business

---

**KEY:**

- School Districts
- Museums
- Workforce Dev. Agencies
- Ed Tech Co.
- Philanthropic Orgs.
- Higher Ed Institutions
- Libraries
- After School Programs
- Business
Using your stakeholder listing in Part 1, identify between two and six partners that you could leverage to remake learning. Using different colors, populate the key and the ovals to create a visual of those partnerships.

Name of this Initiative: **Powered by students**

Diagram:

- SDPS
- Hubbard
- Pioneer Center
- SDPL

Diagram:

- LPS Students
- Tech Ship
- Design Firm
- Architect

Diagram:

- Libraries
- New Space @ Each School
- New Elements
- City Library

KEY:

- School Districts
- Museums
- Workforce Dev. Agencies
- Ed Tech Co.
- Philanthropic Orgs.
- Higher Ed Institutions
- Libraries
- After School Programs
- Businesses
- Other:

© LUMA Institute
TODAY’S METHOD COMBINATION:

1. Contextual Inquiry
2. Stakeholder Mapping
3. Cover Story Mock-up
A mock news article describing the successful future of a new idea
Innovating for People | Activity Templates | Future Twitter Post: October 2016

Name of this initiative:

Draw Twitter Icon Here

<Your Org Name> <Your Org Twitter Account Name>

Oct, 2016

<Your Tweet-140 character limit>

Illustration/Picture/Video in support of your Twitter post…

Digital Promise @DigitalPromise Oct, 2016

Thanks to #USPlt conference 1 year ago League members are remakinglearning through creative partnerships that bring new experiences into the classroom [link to a story about your partnerships here!]

Remake Learning @remakelearning Oct, 2016

Look how far our schools have come thanks to the #usplt Fall 2015 meeting in Pittsburgh, PA @digitalpromise @EF_MS @SFHighSch @avonworthschool
Name of this Initiative:

**EFSO**

@ **EFELEMENTARY**

Oct, 2016

3rd graders @ EFELEMENTARY MANUFACTURE creative prosthetics for local veterans.

Full story @ www.efso.net/veterans

<Your Org Name> <Your Org Twitter Account Name>

<Your Tweet-140 character limit>

Illustration/Picture/Video in support of your Twitter post...

Digital Promise @DigitalPromise Oct, 2016

Thanks to #LISPitt conference 1 year ago League members are remakinglearning through creative partnerships that bring new experiences into the classroom [link to a story about your partnerships here!]

Remake Learning @remakelearning Oct, 2016

Look how far our schools have come thanks to the #LISPitt Fall 2015 meeting in Pittsburgh, PA @digitalpromise @EF_MG @SFHighSch @avonworthschool

Name of this Initiative:

**Digital Promise**

@ **DigitalPromise**

Oct, 2016

Thanks to #LISPitt conference 1 year ago League members are remakinglearning through creative partnerships that bring new experiences into the classroom [link to a story about your partnerships here!]

Remake Learning @remakelarning Oct, 2016

Look how far our schools have come thanks to the #LISPitt Fall 2015 meeting in Pittsburgh, PA @digitalpromise @EF_MG @SFHighSch @avonworthschool

@LUMAInstitute
RHSD announces confirmed student partnerships with Clemson and national and international businesses, providing college credit and internships.

Digital Promise @DigitalPromise Oct, 2016
Thanks to #LISPitt conference 1 year ago League members are remakinglearning through creative partnerships that bring new experiences into the classroom [link to a story about your partnerships here!]

Remake Learning @remakelearning Oct, 2016
Look how far our schools have come thanks to the #lispitt Fall 2015 meeting in Pittsburgh, PA @digitalpromise @EF_MS @SFHighSch @avonworthschool

Digital Promise @DigitalPromise Oct, 2016
Thanks to #LISPitt conference 1 year ago League members are remakinglearning through creative partnerships that bring new experiences into the classroom [link to a story about your partnerships here!]

Remake Learning @remakelearning Oct, 2016
Look how far our schools have come thanks to the #lispitt Fall 2015 meeting in Pittsburgh, PA @digitalpromise @EF_MS @SFHighSch @avonworthschool
Lakeville Pubic Schools @ Oct, 2016

Lakeville Students Partner with Cambro to develop innovative medical solutions! [Link to story]

#transforminglearning

Illustration/Picture/Video in support of your Twitter post...

Digital Promise @DigitalPromise Oct, 2016

Thanks to #LISPitt conference 1 year ago League members are remakinglearning through creative partnerships that bring new experiences into the classroom [link to a story about your partnerships here!]

Remake Learning @remakelearning Oct, 2016

Look how far our schools have come thanks to the #lispitt Fall 2015 meeting in Pittsburgh, PA @digitalpromise @EF_MS @SFHighSch @avonworthschool

PBS Oct, 2016

Students stream to 10k people in 8th century music world weekly

@CMSchools @app45 @education

Illustration/Picture/Video in support of your Twitter post...

Digital Promise @DigitalPromise Oct, 2016

Thanks to #LISPitt conference 1 year ago League members are remakinglearning through creative partnerships that bring new experiences into the classroom [link to a story about your partnerships here!]

Remake Learning @remakelearning Oct, 2016

Look how far our schools have come thanks to the #lispitt Fall 2015 meeting in Pittsburgh, PA @digitalpromise @EF_MS @SFHighSch @avonworthschool
Innovating for People | Activity Templates | Action Plan

Name of this initiative: ____________________________

Use the Action Plan template to envision the steps you will take from now until the
beginning of the next school year to see your October 2016 Twitter post come to life.

Oct 2015

October

thru

December

Jan 2016

January

thru

March

Apr 2016

April

thru

June

Jul 2016

July

thru

September

Oct 2016
Name of this Initiative: "Smart, Smarter, Smartest"

Use the Action Plan template to envision the steps you will take from now until the beginning of the next school year to see your October 2016 Twitter post come to life.

**October 2015**
- Write grant application - description, need, budget, partners
- Research Kaiser Foundation as potential funders, St. Joseph Hospitals
- Develop committee to determine SmartLab location

**January thru March**
- Send application to identified funders
- Investigate Mobile Van
- Convene committee meetings

**April thru June**
- Identify location for Smart-Lab
- Install

**July thru September**
- Implement, measure, publicize

---

Name of this Initiative: "This City Propenent Play Center"

Use the Action Plan template to envision the steps you will take from now until the beginning of the next school year to see your October 2016 Twitter post come to life.

**October thru December**
- Visit Greenville Children’s Museum
- Visit EdVenture
- Meet w/ Jennifer Ennis - Chapewin Cultural Center
- Meet w/ Jost Stephens - Spartanburg Library
- Share idea w/ Preschool Providers - District 7 Head Start - etc...

**January thru March**
- Focus on a plan of Action to Create Space and develop programming
- Gauge public interest in the project
- Reach out to potential partners

**April thru June**
- Develop Awareness (Community-Wide)
- Develop Campaign Strategy

**July thru September**
- Hold Ribbon Cutting Ceremony in Early August of 2016 as we kick off 2016-2017 School term!
- Children / Community begin utilizing space
K-5 EF Mobile FabLab

Use the Action Plan template to envision the steps you will take from now until the beginning of the next school year to see your October 2016 Twitter post come to life.

Oct 2015

October thru December

- Complete EF’s Mobile FabLab
- Connect w/ Community
- Search for K-5 software
- Identity
- Professional Development for Teachers

January thru March

- Identify projects/activities
  - Holiday Projects
  - Curriculum enhancements
- Real-world Projects - To help Community! K-5 students improving community!!!

April thru June

- Family Maker Nights - A parent/child making

July thru September

- Summer Sessions - Enrichment
- Community Events - Teaching Community about the mobile FabLab

Oct 2016

Nov. 2016 - Present Vets to Vet Day

Food Desert No More

Use the Action Plan template to envision the steps you will take from now until the beginning of the next school year to see your October 2016 Twitter post come to life.

Oct 2015

October thru December

- Reconnect w/ Atlanta Int’l School
- Find a Partner.

January thru March

- Gather materials needed for growing plants, veggies, seeds, lights, etc.
- Make plans for type of growth who grows what, etc.

April thru June

- Plant, monitor
- Collect data
- Compare in-house

July thru September

- Harvest plants.
- Celebration
- Feast via video

Oct 2016

- Plan next steps for solving food deserts or providing a solution.
“Everyone designs who devises courses of action aimed at changing existing situations into preferred ones.”

HERB SIMON
Nobel Laureate in Economics
Thank you!

Bill Lucas  
thank you! bill@luma-institute.com

Steve Potter  
Steve Potter steve@luma-institute.com