

Speak Out(reach)

DFA Summit 2019

A Guide to Building
Community Partnerships

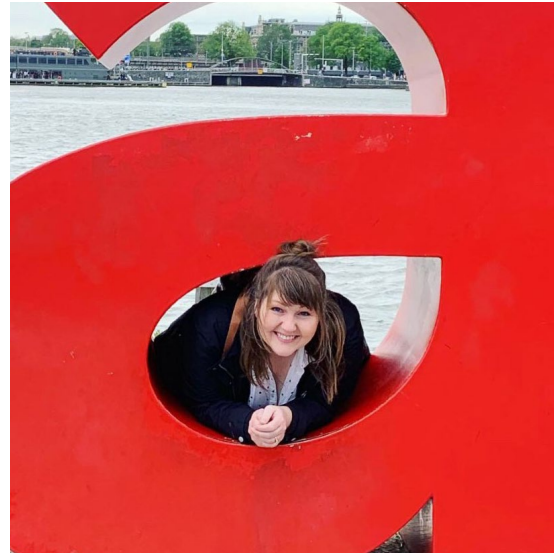
@txstateDFA



Hello!

Mikaela

@mikaelamb



TXST DFA co-lead/founder | previous art director in food service advertising | GTA | Wicked Problem Solver

TXST Inaugural Outreach Team Lead | graphic design student at TXST | Way maker and cheerful vibe giver

@deadbeatdesign



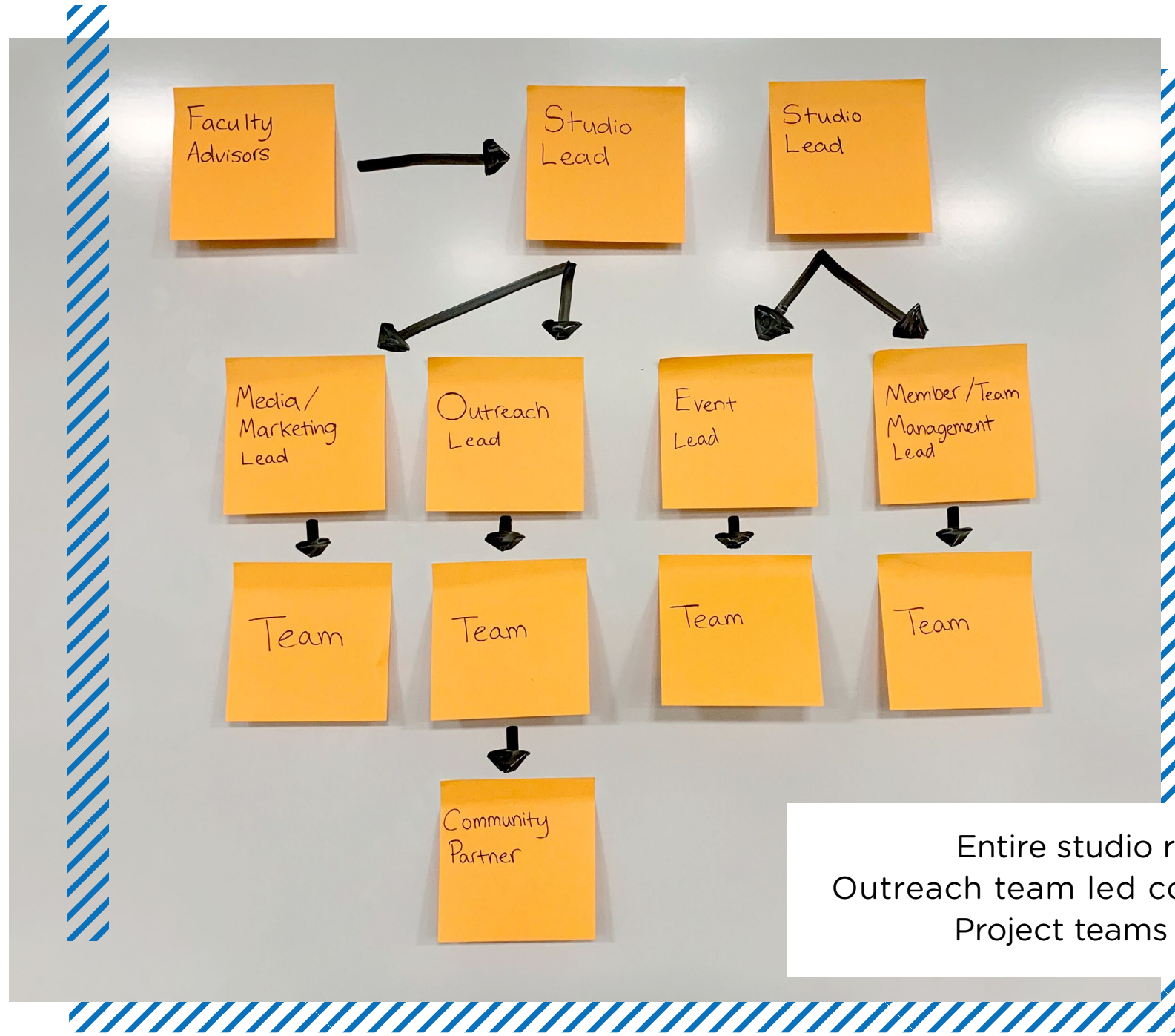
Sam

**With no outreach
there's no partner
and no project.**

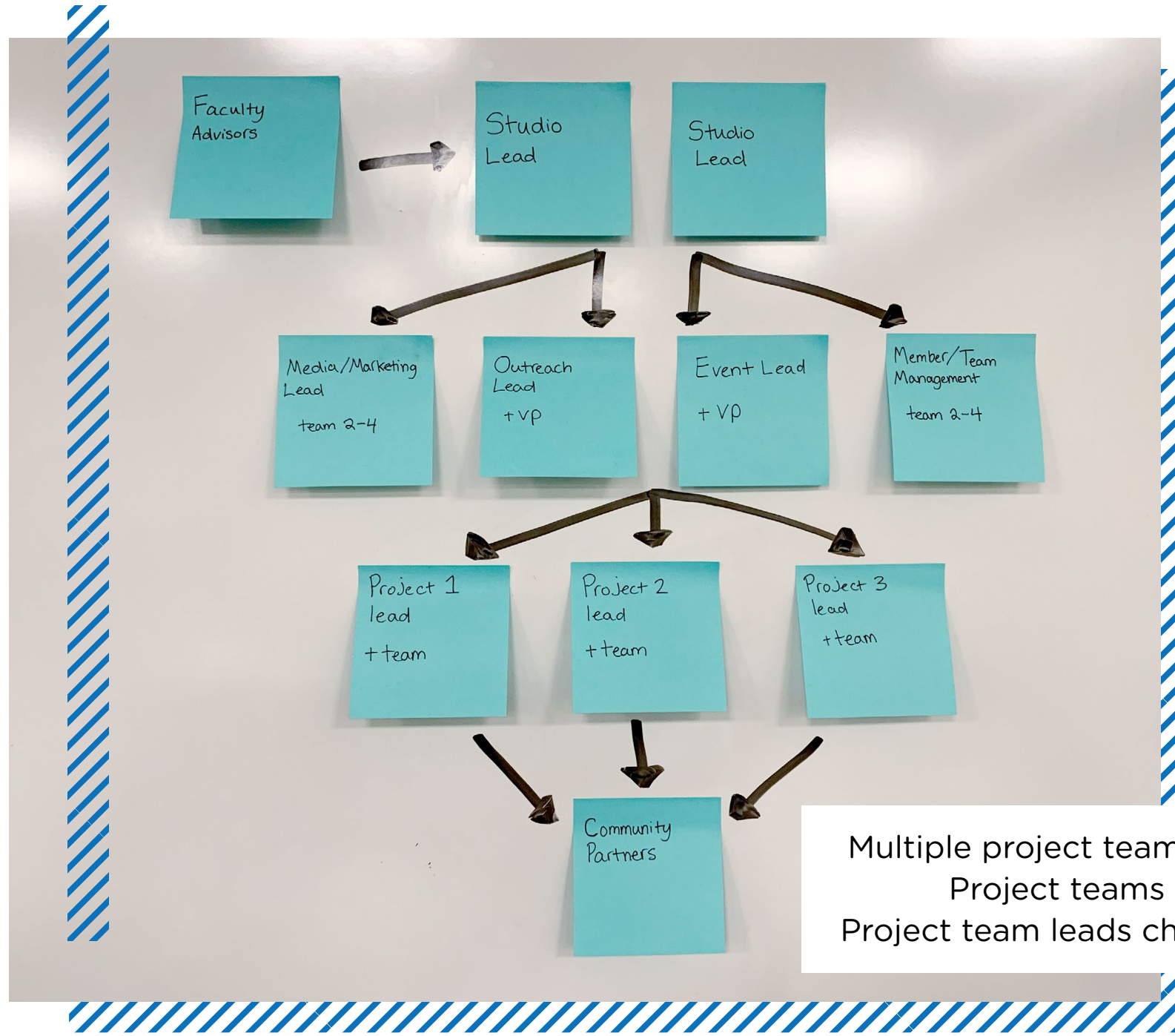
Outreach Field Guide |
Take Notes |
TXST DFA Social |
Sam & Mikaela contact info |




Setup for Success




Setup for Success




Know how to speak about DFA and HCD



Accessible language |
Give Examples |
Anticipate questions |



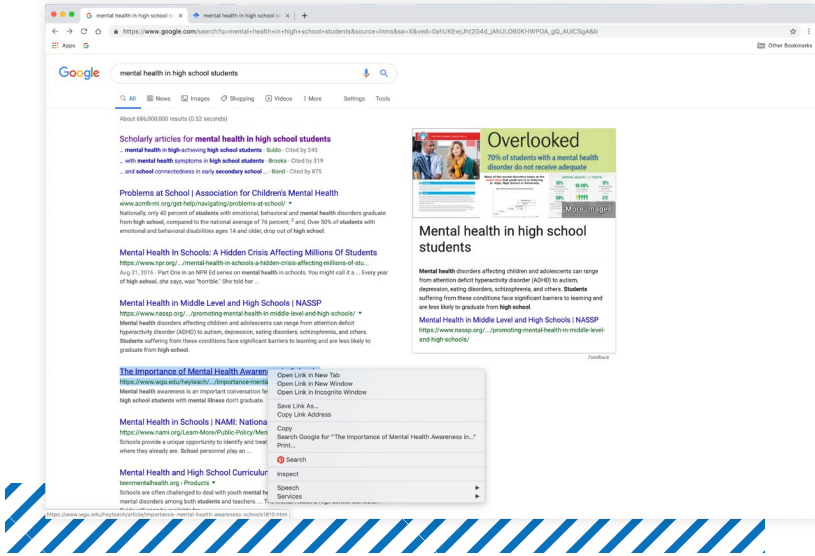
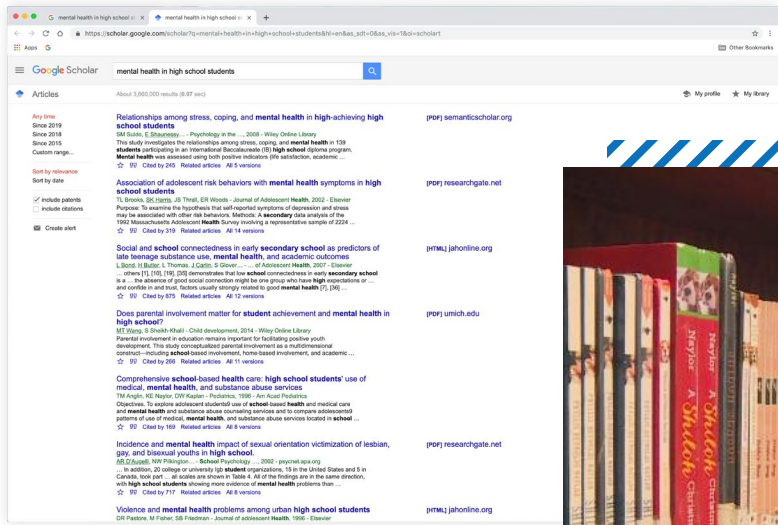
Pitch Perfect

- | Who you are/your school
 - | Your studio's purpose
 - | Explain HCD
 - | Benefit to the community
 - | Empowerment of Students
- 

Pitch | perfect

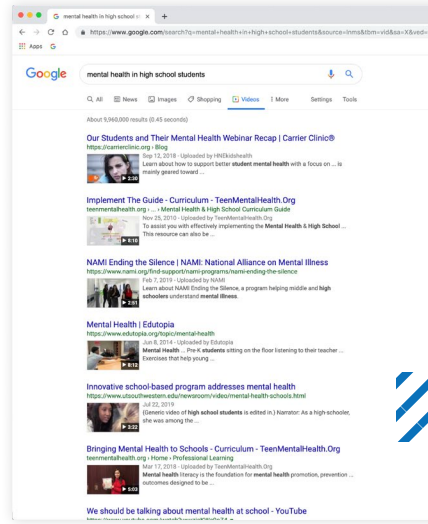
Know Your Stuff

| Read scholarly articles

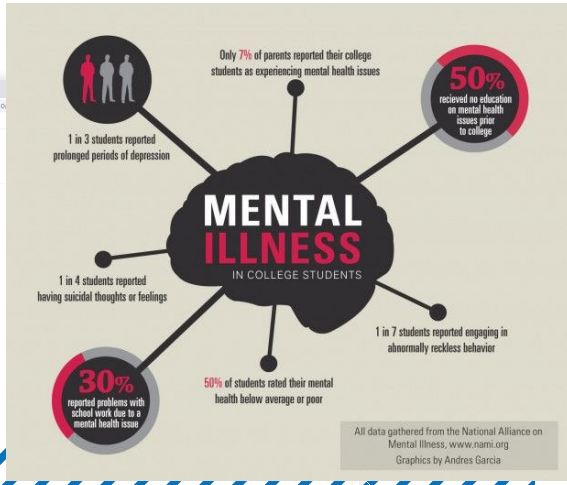


| Read articles & follow trails

| Watch topic videos

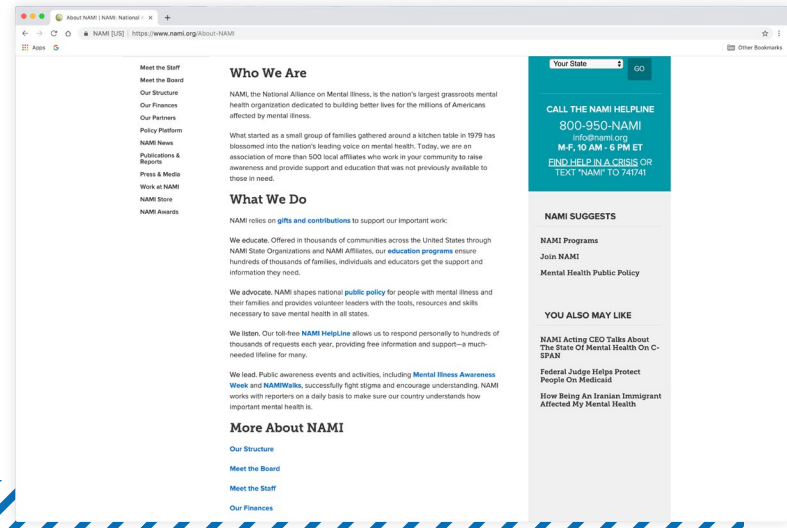


| Visit the library



| Learn topic statistics

| Research partners site & social media



Partnership Benefits

Sample Outreach Spreadsheet

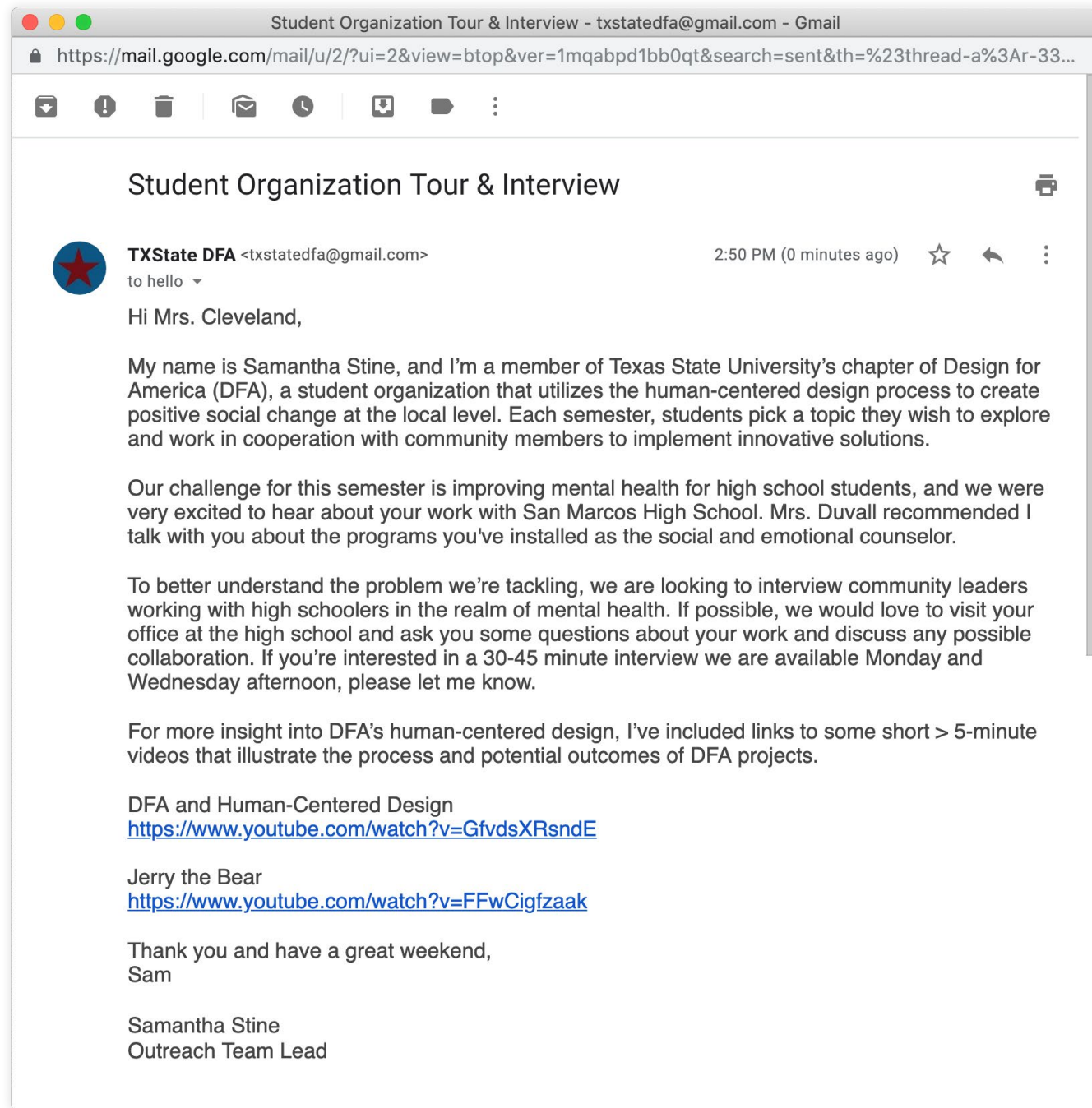
File Edit View Insert Format Data Tools Add-ons Help

100% \$ % .0 .00 123 Helvetica ... 11 B I S A

fx Team Member

	A	B	C	D	E	F
1	Team Member	Organization	Contact Name	Date	Contact Method	Summary
2	Ashley	Southside Community Center	John Doe	8/4	Phone	Scheduled tour of center for 8/9
3	Zach	Habitat for Humanity	Amanda White	8/4	Email	Awaiting Response
4	Rachel	Hays County Food Bank	Linda Miller	8/7	Phone	Phone Interview, discussed potential partnership
5	Ashley	San Marcos Youth Basketball	Felix Lopez	8/7	In-person	Discussed potential partnership, awaiting more info
6	Zach	CASA of Central Texas	George Castilla	8/10	Email	Scheduled interview for 8/14
7						

Setup a group doc for keeping track of contact attempts/results |
See the field guide for a template access link |



via Email

- Introduce yourself/school |
- Introduce DFA/HCD |
- Share topic and how it relates |
- Request interview time |
- Share videos on HCD projects |

via Phone

- Introduce yourself/school |
- Introduce DFA/HCD |
- Share topic and how it relates |
- Request interview time |


Prep Makes Perfect



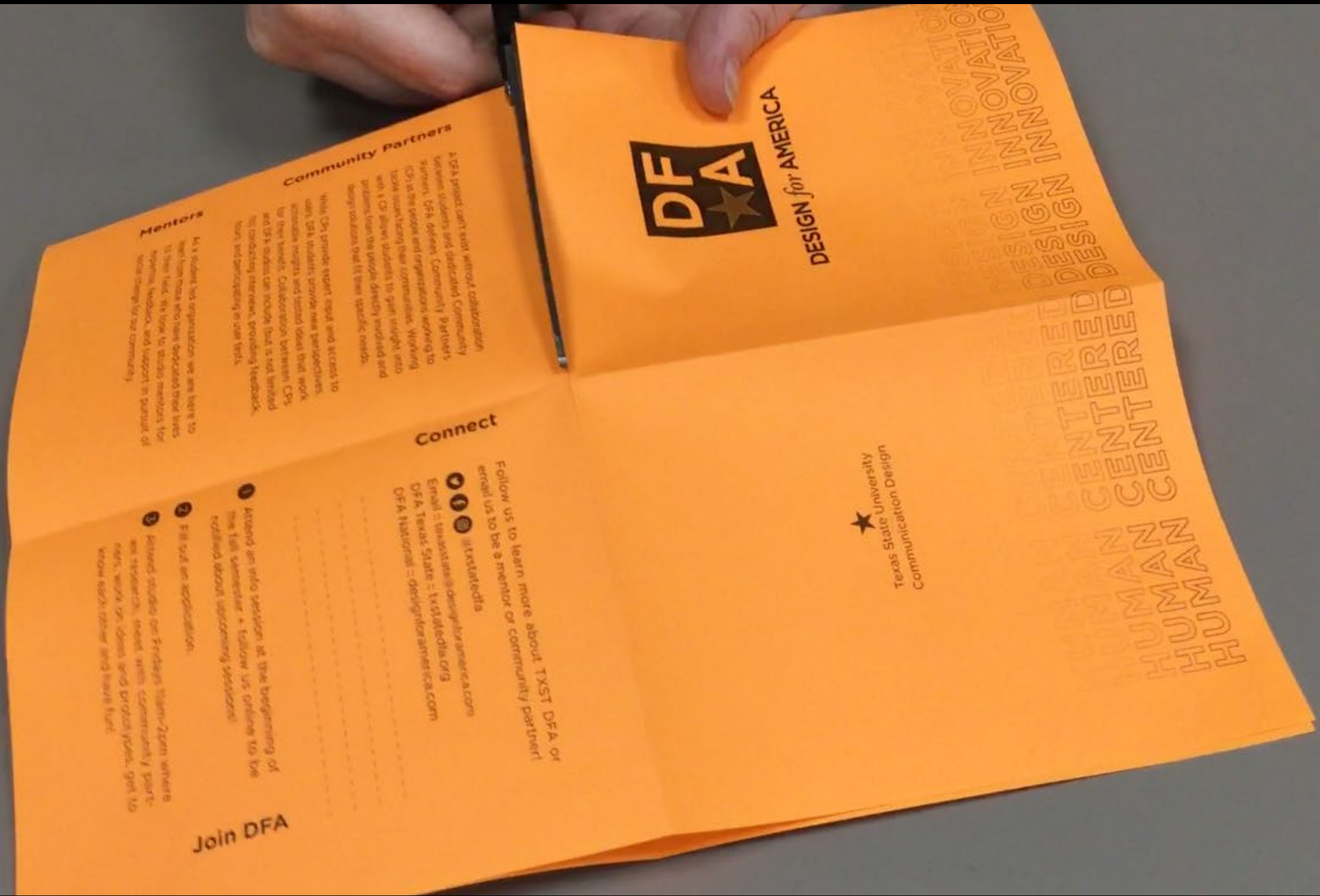
In Person

- Introduce yourself/school |
- Introduce DFA/HCD |
- Share topic and how it relates |
- Request an interview time |
- Have a booklet with DFA/HCD |
- info and a space for contact info

Prep Makes Perfect

- | What is DFA
 - | Your studio mission
 - | DFA projects
 - | HCD process
 - | How to be a CP or mentor
 - | Email/website/social media
 - | Space for personal contact
- 

Prep Makes Perfect



Mentors

As a student-led organization, we are here to learn from those who have dedicated their lives to their field. We hope to create mentors for expertise, feedback, and support in pursuit of your change for our community.

Community Partners

A DFA project can't exist without collaboration between students and dedicated Community Partners. DFA defines Community Partners (CPs) as the people and organizations working to solve issues facing their communities. Working with a CP allows students to gain insight into problems from the inside directly involved and design solutions that fit their specific needs.

Connect

Follow us to learn more about TXST DFA or email us to be a mentor or community partner!

Follow us on Instagram: [@txstatedfa](#)

Email: txststate@designforamerica.com

DFA Texas State: txstatedfa.org

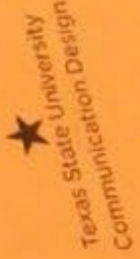
DFA National: designforamerica.com

Join DFA

- 1 Attend an info session at the beginning of the fall semester + follow us online to be notified about upcoming sessions!
- 2 Fill out an application.
- 3 Attend studio on Fridays from 7pm where we research, meet with community partners, write up ideas and project plans. Get to know each other and have fun!



DESIGN for AMERICA



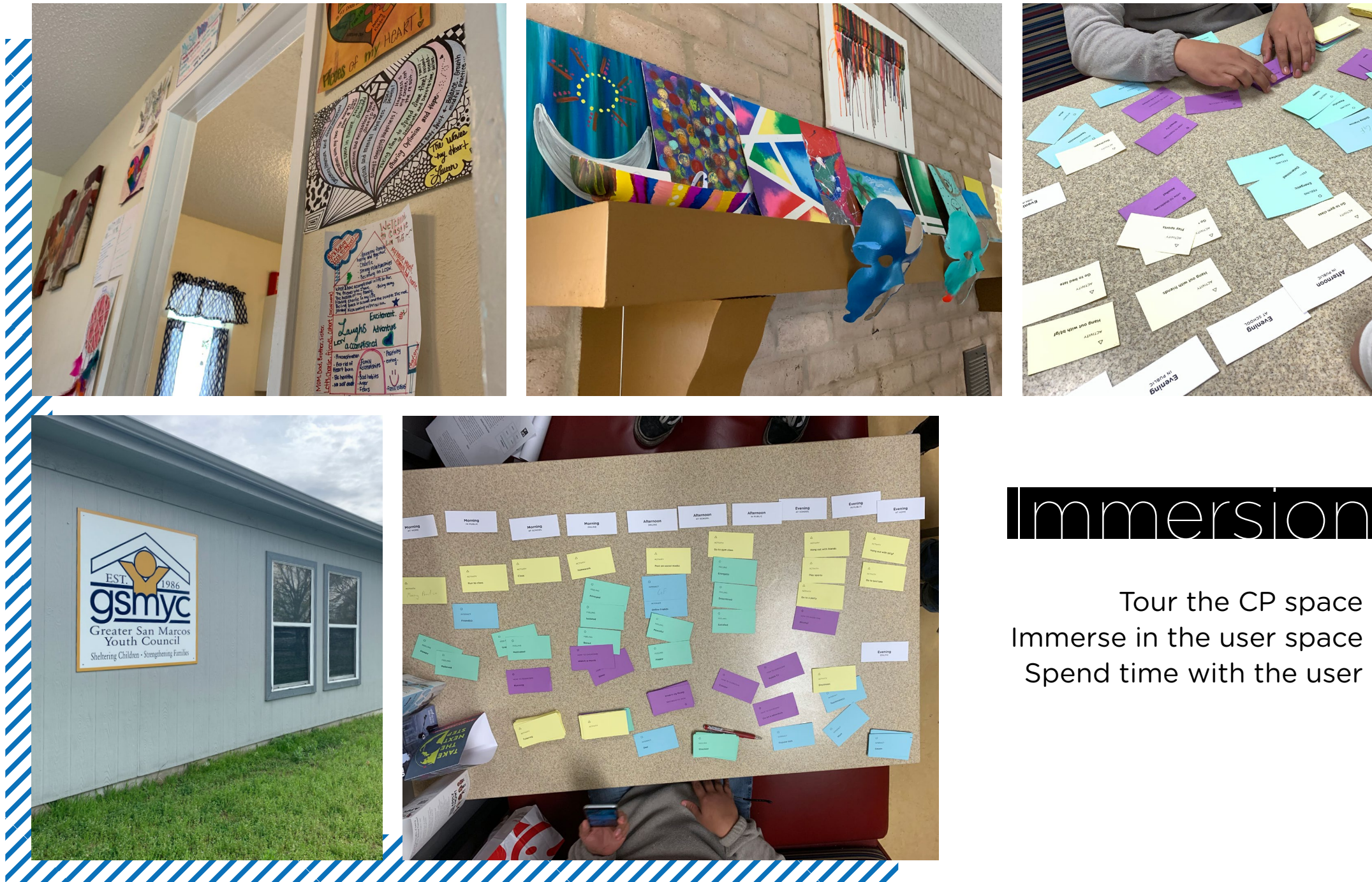
Meeting Up



Gather Info

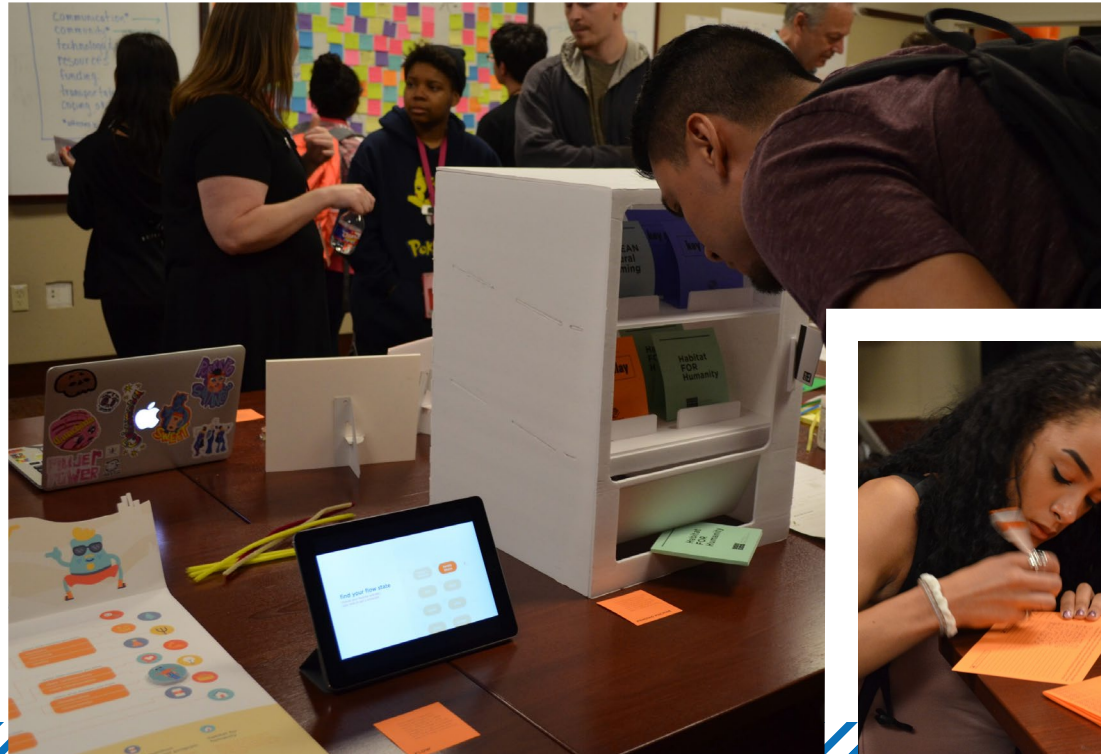
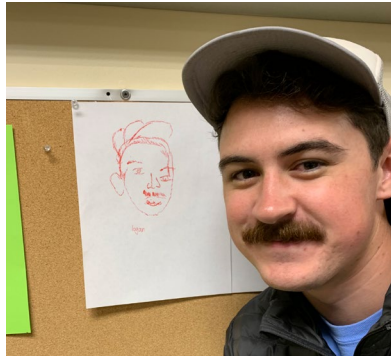
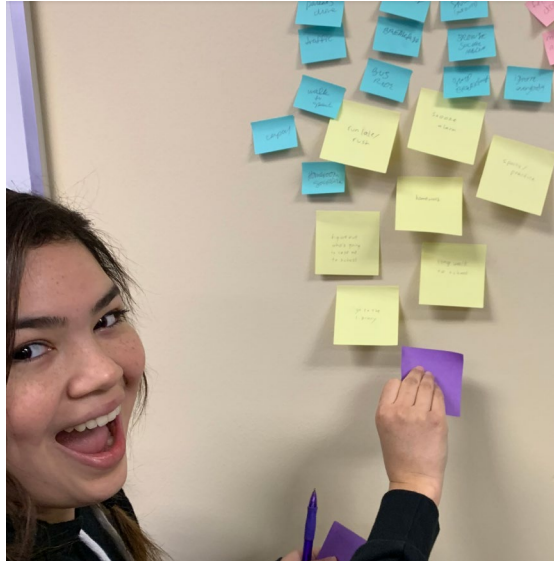
- Information from the CP perspective |
- Set involvement expectations |
- Outline benefits for CP and Students |

Meeting Up



Tour the CP space |
Immerse in the user space |
Spend time with the user |

Meeting Up



Feedback

Listen to their insights |
Take feedback to heart |
Stay flexible |

Be You!



Be flexible!



Professional ≠ Boring |
Embrace the unexpected |
HCD is messy and unpredictable |
Stay optimistic and learn! |

Bye! Keep in Touch :)
ithanks