



TLG and LMC 2016 Case Study Application
Future Ready Communities



DUE: September 4, 2015

Email to: Ryan Spillers at rspillers@transformgov.org

COVER PAGE

1. **Case Study Title:** US2020: Creating Opportunities for STEM Mentoring within Municipal Government

2. **Case Study Category (Select only one, selection identified by highlighting your choice):**

Planning for Your Future

Creating an Inclusive Community

Reinventing Local Government

Community Networks

Blinders

3. **Jurisdiction Name:** City of Philadelphia

4. **Jurisdiction Population (US Census):** 1.553 million as of 2013 American Community Survey

5. **Would you like the application to be considered for our Rapid Fire Session? (Rapid Fire presentations are fast-paced, entertaining, interactive presentations. Each jurisdiction will have five minutes to make their presentations using 15 PPT slides set on auto-forward primarily containing photos/graphics. Participants will be seated at round tables to facilitate an energetic idea exchange. A cash bar will be available.)**

YES

NO

6. **Project Leader (Primary Contact for case study notification):**

Name: Andrew Buss

Title: Director of Innovation Management

Department: Office of Innovation & Technology

Phone Number: 215-327-9101

eMail: andrew.buss@phila.gov

US Mail Address, including zip code: 1234 Market Street, 18th Floor, Philadelphia, Pennsylvania 19107

Twitter Account: @PHLIInnovation

List additional presenters contact information below:

Eliza Pollack - eliza.pollack@phila.gov

1. **Presentation title and description of the innovation. 100 word maximum.**
US2020: Creating Opportunities for STEM Mentoring within Municipal Government
During the spring of 2015, Philadelphia's Office of Innovation & Technology's
2. **When and how was the program, policy or initiative originally conceived in your jurisdiction? 100 word maximum.**
In 2014, the Mayor's Office of Education and the City's Grants Office submitted an application for Philadelphia to be considered a host city for US2020's STEM mentoring initiative; the Office of Innovation & Technology agreed to pilot the program if the city was chosen. Because of our proven record of success
3. **How exactly is the program or policy innovative? How has your innovation changed previous processes, products or services? 100 word maximum.**
Our STEM mentoring initiative was innovative due to three main factors. First, we developed a program, not just an event. We immersed the students in an 8-week long "course" and collectively worked towards a common goal – designing a "real school of the future." Second, our mentors remained interested
4. **Explain how the program or initiative substantially stretched or improved the boundaries of ordinary governmental operations. 200 word maximum.**
While STEM mentoring programs are relatively common in the non-profit sector and private sectors, it is rare that city government is the driving force behind this type of initiative. We challenged ourselves and our colleagues to think about how we could truly engage with and best serve our clients – the citizens of
5. **What individuals or groups are considered the primary initiators of your program? How does the innovation engage stakeholders or demonstrate high performance teaming? Were strategic partnerships and/or community networks developed as a result of the innovation? 200 word maximum.**
The Office of Innovation and Technology's Innovation Management unit is the primary initiator and driver of this initiative, although the original grant was submitted by the Mayor's Office of Education in tandem with the City's Grants Office. Two of our unit's most important goals are to expand the City's internal
6. **If a private consultant was used please describe their involvement, identify the consultant and/or firm and provide contact information. 100 word maximum.**
No private consultant was used.
7. **To what extent do you believe your program or policy initiative is potentially replicable within other jurisdictions and why? To your knowledge, have any other jurisdictions or organizations established programs or implemented policies modeled specifically on this project? Please provide verification of the replication. 200 word maximum.**
To our knowledge, no other jurisdictions have implemented programs modeled after the one described here. However, we believe that our mentoring program is highly replicable for a number of reasons. The program was very low cost; developing the program outline and lesson plans required no financial investment
8. **What were the costs? What were the savings? 100 word maximum.**
Our mentoring program had minimal costs. We wrote and facilitated the program using our own staff members and staff time, and did not require any goods or services to be purchased or procured. If the mentors chose to use materials in their sessions, they were purchased with personal funds and the employees were not reimbursed.

9. Please describe the most significant obstacle(s) encountered thus far by your program. How have they been dealt with? Which ones remain? *200 word maximum.*

The most significant obstacles that we encountered over the course of implementing these initiatives were finding an appropriate “framing project” for the pilot and ensuring that our colleagues had enough time in their work

10. What outcomes did this program or policy have? What baseline data did you collect? How did you measure the change based on the intervention, and why do you believe in the credibility of this assessment? *200 word maximum.*

Our program had two key groups of stakeholders – the students and the mentors – and US2020 collected limited, but helpful, information from all program

11. Has the program received any press or other media coverage to date? If yes, please list the sources and briefly describe relevant coverage. *100 word maximum.*

Technical.ly Philly:

<http://technical.ly/philly/2014/05/28/us-2020-philadelphia-stem/> - An article about Philadelphia winning the US2020 federal award

12. Please provide web links where the innovation can be seen/tested (in the case of something that is web-based) *100 word maximum.*

Not a web-based program.

13. Please provide any key references and their contact information who can be interviewed/called to discuss the innovation and its impact. *100 word maximum.*

Claire Healy, US2020 Program Coordinator – healyc@freelibrary.org
Megan Brigaman, School Counselor – mrbrigaman@philasd.org

14. You’ve been to a lot of conferences. TLG should be a unique experience for everyone. Describe how your case study presentation will be different than other conference presentations. *200 word maximum.*

- How will you make the session creative and unique?
- How do you plan to be both entertaining and educational?
- Include a description of how your session will facilitate group activities and/or interaction.

Our session will open with a casual presentation that gives an overview of our unit and the US2020 initiative itself. We will walk participants through our planning and implementation process, taking care to focus on areas that are

15. Anything else you would like to add? *200 word maximum.*

A key contributing factor to Philadelphia’s success in not just this US2020 program, but in a number of other unique projects, is the fact that the City has an Innovation Management unit that is responsible for sourcing, implementing and overseeing initiatives of this sort. Although other jurisdictions are clearly beginning to recognize the importance of embracing municipal innovation, few, if any, appear to have dedicated innovation “teams” like Philadelphia. With eight full time staff members, we have the capacity to experiment with new ideas and embrace unique opportunities whole heartedly, as opposed to trying to find time and resources to do this work within the scope of another, already full, workload. The Innovation Management unit is a testament to the value that Philadelphia places on innovation and developing new ways to address municipal challenges.