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Save the Date! CCT Year-End Wrap-Up Celebration

We will be returning to The NonProfit Center to celebrate the conclusion of our 2018 projects with an event for both volunteers and clients on Wednesday, June 13. The evening will feature food, fun, and final remarks from our clients. The NonProfit Center is located at 89 South Street, Boston. Invitations will be sent closer to the date.



CCT Impact - 18 Months Later

"Did our CCT project have a big impact for our client?" This is the most important question when we follow up eighteen months after the completion of each project.

Just-A-Start (JAS), a 2016 client, reported that we certainly did: they recently received a \$500,000 grant from ECMC Foundation to fund the programming recommended by their CCT team.



JAS, a community development corporation in Cambridge, launched their successful Biomedical Careers Program in 1992 to prepare low- and moderate- income adults for careers in biotechnology. When JAS asked CCT to identify a new target industry where they could apply their model, the CCT team analyzed Greater Boston employment data and conducted extensive interviews before recommending information technology as the next opportunity. JAS accepted the CCT recommendation and completed detailed planning for the new program in 2017 which included recruitment of partners, curriculum design, "booster" education and solicitation of internships.

The ECMC grant supports the first two years of Just-A-Start's new Information Technology Careers Program, a tuition-free, nine-month program that trains under-resourced adults for the skills necessary to begin a sustaining career in the information technology industry. The IT Careers Program, launched in January 2018, blends classroom learning of technical skills with on-the-job training. Through the program, students earn college credits, become certified in CompTIA+ and benefit from comprehensive career counseling that includes post-program support.

Congratulations to the 2016 CCT Just-A-Start project team on the positive impact you have made on the under-served in Cambridge and surrounding communities!

Reports from the Field

CCT teams are now well into their projects, presenting interim reports to clients and developing final recommendations. Here are some updates shared by Project Managers:

Threads of Resistance and More: Expanding the Appeal and Relevance of Craft

Fuller Craft Museum, located in Brockton, has unique expertise in aligning contemporary craft exhibitions - showcasing works in glass, fiber, metal, wood or clay - with topical, political, and social issues. A focus of their recently completed five-year strategic plan is to expand the museum's audience to new geographies and to engage more deeply with the local community. The CCT team is interviewing 15+ arts and culture museums, including comparable and aspirational organizations, to identify best practices and tactics for audience expansion and engagement. The team is also interviewing Fuller staff and board members for insights, conducting financial analyses, and completing digital marketing assessments of the target institutions. Once the CCT team has synthesized the findings, they will hold a work session with Fuller to review the initial recommendations.

Remember that Middle School Science Experiment?

The Museum Institute for Teaching Science (MITS) focuses on helping teachers more effectively teach science with hands-on, inquiry-based approaches. CCT is helping to articulate value propositions for marketing MITS services to four target constituencies: school administrators, teachers, informal educators and corporate funders. The first phase of the project included surveys and interviews with these constituencies, as well as interviews with board members and staff to understand key needs and MITS differentiators. Following the interim report, the team is focused on developing constituent personas and value propositions, as well as testing.

Financial Indigestion

The Eliot School's mission is to inspire lifelong learning and craftsmanship for all by offering in-house courses in woodworking, upholstery and other disciplines. They also provide courses with Boston Public School partners. CCT was asked to help measure individual program profitability, enable what-if evaluation of initiatives, and develop reporting to the board that is digestible rather than a "tsunami of statistics." The CCT team is conducting a peer analysis, working on a financial model, and designing a key performance indicator dashboard for use by the school and for reporting to their board.

Improving the Lives of Court-Involved Children

Adolescent Consultation Services (ACS) of Middlesex County works to support and empower court-involved children and families by providing no cost mental health prevention and intervention services to help them envision and work toward a better future. As input to developing a new five-year strategic plan, ACS asked CCT to complete a SWOT (strengths, weaknesses, opportunities and threats) assessment. In the first phase of the project, the CCT team is using interviews, surveys, and research to gather input from key stakeholders to inform the analysis. Following the interim presentation, the team will focus on analyzing and synthesizing the data, completing the SWOT assessment and developing recommendations.

This Homework is Lots of Fun!

Boston Arts Academy's (BAA) is the only public arts school in Boston. The CCT team is helping BAA assess whether their mission statement appropriately reflects their plans for the future. The CCT team has been interviewing all stakeholders, including the boards (there is a school board and a foundation board), teachers, students, alumni, families and caregivers.

The team conducted one-on-one interviews, ran a dynamic workshop with all the teachers and staff, and is using an online survey to reach students, alumni and families.

Increasing Awareness of Eating Disorders

The mission of the *Multi-Service Eating Disorder Association (MEDA)* is to "Heal, Educate, and Empower" the community to support those impacted by eating disorders. MEDA asked CCT to help evaluate their current Education and Awareness (E&A) programs and develop recommendations to increase their impact. The CCT team has been interviewing key stakeholders and evaluating peer nonprofit organizations to develop a set of learnings and recommendations for the MEDA team. The findings will be used by the CCT team to assist MEDA in honing and and prioritizing their E&A efforts.

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