2019 Emerging Opportunities Program Application

Submit Application to: HYPERLINK
"mailto:EOPapplications@cityofmadison.com" EOPapplications@cityofmadison.com

Deadline: 12:00 pm CST (noon) on October 16, 2018

Late applications will not be accepted

Please limit your proposal and responses spaces provided in this form. Any materials submitted in addition to this application form will not be considered in the evaluation of the proposal. *Do not attempt to unlock or alter this form.*

If you need assistance with this proposal or are unclear about how to respond to any questions listed below, please contact CDD staff at 266-6520.

Agency or Group:	Maydm	Amount Requested:	$	25,000
Title of Proposal:	Development Manager			
Project Type	Capacity Building			
Project Description:	Support of $25,000 will help us fund a full-time Development Manager at Maydm. The Development Manager (a new role for the organization) will ensure Maydm acquires the resources to advance programming and grow our presence in the community. We anticipate the Development Manager will increase overall support by 40% in 2019. This increase will allow us to develop 3 five-week and 5 one-week long programs as well as 10 day-long workshops in 2019. Moving forward, the Development Manager will help Maydm increase its capacity from three full-time employees in 2019 to four in 2020 to support our growing programming. Following the five-year plan developed by the Board of Directors, the Development Manager will support programming by providing strategic donor engagement, coordinating fundraising, and facilitating campaigns.			
Contact Person:	Winnie Karanja	Email	winnie@maydm.org	
Address:	14 W Mifflin St. Suite 306	Telephone:	608-421-2425	
Is this Group a 501 (C) (3)?	Yes or No Yes	If no, applicant will need to secure a fiscal agent with 501 (C) (3) status		
Applicant Organization founded (Year):	2015			
Name of Fiscal Agent (if Applicable):		Fiscal Agent Phone:		
Fiscal Agent Contact Person:		Fiscal Agent Email:		

1. Project Description

a. What is the goal of your project? *(500 characters)*

- The Development Manager will increase donations by 40% in 2019
- Maydm will increase its capacity and programs according to a five year development strategy
    - From three full time employees in 2019 to four in 2020
    - We will double the yearly average of students we reach to 500 students in 2019.
    - Summer programs will increase in length from two or three weeks to five weeks (full day) in 2019. We will also host 10 workshops in 2019 to maximize student outreach and STEM engagement.

b. Intended Service Population: *(500 characters)* Describe the intended service population that will be impacted by this project (e.g., location, ages, ethnicities, income ranges, English language proficiency etc.).
Our staff will be directly impacted with the addition of a Development Manager as the staff's responsibilities will be shifted to focus on program development and quality. As a direct result of increased capacity, Maydm will be able to reach 500 girls, students of color, and students with low income status in underserved neighborhoods in Madison, such as Sherman, Emerson, and Greentree in 2019-- nearly double than previous years.

c. Project Design: *(5000 characters)* Describe your proposed project activities. How will these activities help you accomplish your stated goals? Include information about key parts of your project that help us understand how you will accomplish your goals and how these funds would be used.

The Development Manager will:
- Utilize a Customer Relationship Management (CRM) system to track donations and engagements with donors moving from our current use of G Suite and Microsoft Excel
- Research and Identify grant prospects on a local and national level and maintain a database of such opportunities
- Support to the Community and Program Liaison so they may focus their efforts on program development, outreach, community involvement.
- Communicate and promote the impact of our work in the community at large
- Identifying other community organizations to partner with to enhance programing and outreach
- Inviting community members to student showcases, increasing event attendances, and inviting guests to become donors.

Many of these responsibilities are either dispersed among Maydm's staff or are not yet fully developed within the organization. A Development Manager will accomplish all of these tasks, relieving the rest of staff and enabling them to focus time and energy on programming (development and execution), community engagement, and outreach.

As part of the recruitment process, the Development Manager will undergo a series of interviews with Maydm's Executive Director, Board of Directors, and a third-party committee. Once hired, the Development Manager will also undergo a cultural competency training to best support our diverse organization. Maydm will provide a througough onboarding process to ensure they are acquainted with the tools and information they need to successfully promote the organization. The Executive Director will assist with this effort by co-working with the Development Manager in the early stages. At the end of each quarter, the Executive Director will check in with the progress of the Development Manager and together modify development strategy to align with the organization's five-year plan..

d. Proposed Timeline for Implementation

Activity	Estimated Start and Completion Dates
Job application goes live / series of interviews	January 1st - March 1st
Cultural competency training and onboarding process	Upon Hire / March 1st
Completion of 5 year Development Strategy	April 30th
Quarterly check ins with Executive Director	March 30th, June 30th, September 30th, December 30th

2. <u>Applicant Organization or Group</u>: *(2500 characters)* Briefly describe the structure of your organization. Include information about your board and/or volunteers. Please describe any successes you have had that relate to the proposed project. (10 Pts)

Our organization has two full-time staff and several part-time staff to support marketing, curriculum development, and program delivery. Our board of directors includes Winnie Karanja (Executive Director), Damini Dhawal (MG&E), Desmond Webster (communications), and Amy Carrick (Mindful HR LLC). Maydm is uniquely qualified to design and deliver its comprehensive programming. Collectively, our team has backgrounds in early education, STEM education, labor/workforce development, management, equity and inclusion work, research and assessment, and professional STEM/tech sector experience. Our pool of 100 industry professional mentors are eager to engage bright young women in STEM and technology. Do date, Maydm has held over 30 programs and has worked with over 700 students, preparing them for a future in STEM.

Maydm prepars middle and high school students for STEM opportunities in Madison by
- Offering out-of-school programs and workshops where students learn the fundamentals of computer programming. A distinct feature of these programs and workshops is the integration of innovation, problem solving, and teamwork to gain skills that lead to high performance in personal, academic, and professional settings.
- Exposing students to the technology sector through interactive learning experiences (building a website or programming a robot) as well as direct interactions with tech professionals and organizations.
- Supporting student development through a mentor program that pairs professional technologists with students, guiding them through their academic career.
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Survey responses from Maydm's "Adventures in Programming" exemplifies our successes exciting girls and youth of color about technology:
- By the end of the program 92% of participants believed they could contribute great things to STEM
- The number of students that indicated they wanted to work in STEM more than doubled

Our recent program at Badger Rock Middle School had more students interested than we had the capacity for. This growing interest in Maydm has prompted us to explore ways of expanding our programming so we may serve the increasing number of interested students.

3. <u>Alignment</u>: *(2500 characters)* Briefly describe how your proposed project aligns with City, neighborhood or community based planning processes, data, or reports. (10 Pts)

Profound and persistent racial disparities in education, employment, and income are common across Wisconsin. At the same time, the state's technology industry is in need of qualified programmers. This presents both a challenge and an amazing opportunity: the average tech sector salary in Wisconsin is $75,912 (code.org) and offers long-term career options. Supporting girls and students of color to be successful in tech sector jobs is one of the most powerful ways we can address the racial and ethnic disparities we now see in Dane County and across Wisconsin.

The 2013 Race to Equity report shows that Dane County has among the worst Black/White disparities in well-being in the country. In fact, Wisconsin was ranked the worst state for Black Americans in various quality of life metrics (24/7 Wall St). The report showed that the median income for black families in was $20,664 and that Black women are 5.6 times as likely to be unemployed as white women in Dane County. Simultaneously, Dane County's tech industry has experienced rapid growth over the past 10 years but faces a shortage of qualified people to fill each new position. Wisconsin had only 918 computer science graduates to fill 7,992 open computing jobs in 2015 (code.org). Although technology-related positions will continue to account for a growing number of good-paying jobs, according to the U.S. Census only 26% of such jobs are currently held by women, and only 5.3% by African-Americans and Latinos.

Only 13% of high schools in Wisconsin offer AP Computer Science. Of AP Computer Science test takers, only 17% were female and less than 1% were Hispanic, Black, and Native Students. Lastly, Wisconsin had only 15% female computer science graduates in 2015 (Code.org). Maydm is currently working with MMSD to investigate accessibility of computer science education locally.

The Wisconsin Department of Instruction has made a push for technology learning, becoming the 9th state in the US to adopt computer science standards. Locally, MMSD IT Pathways and a collaboration with Madison College aims to engage Dane County students through work-based learning and post-secondary experiences that enable the students achieve success after leaving high school. Maydm is preparing middle and high school students for these opportunities so that girls and students of color may benefit from these exciting developments.

4. Community Engagement: *(2500 characters)* Briefly describe how residents and the community who may benefit from this project have been involved in the development of this proposal. (10 Pts)

Maydm collects pre- and post-program surveys from participants to measure impact and student feedback. Parents and school partners, such as Mendota Elementary, consistently express that Maydm programs expand their children's vision of what they can accomplish and give them the confidence that they can pursue tech-related careers. For example, a parent from our "RoboSmarts: AI and the World" program expressed great appreciation for the program: "Thank you for this program! Zoe comes home and says 'this was the best day yet' every day! She really needed the positive experience.... She has loved the [Maydm] STEM program!." Such positive student feedback from current programs, in addition to participant requests for further engagement in post-program survey responses, prompted Maydm to consider the impact of longer immersive programs, which we aim to launch in 2019 with the help of greater organizational capacity.

With our increased capacity, Maydm will generate a Student Advisory Board. This will enable students who have participated in our programs to directly offer feedback regarding our programming through in-person conversation. This communication pipeline will help Maydm consider ways we may better address the needs of the population we serve. With their feedback, Maydm will be able to more finely tune our programs so that our students gain the most from them. Whether suggesting an area where students need more help or proposing an area of the tech field they feel students would be interested in learning about further, the Student Advisory Board will help Maydm remain focused on student improvement.

5. Collaboration: *(2500 characters)* Briefly describe any collaboration or coordination with other organizations or service providers in the development of this proposal. (5 Pts)

We look to grow existing relationships with partners, corporate sponsors, and individual donors to further advance our programs. In 2019 our goal is to impact 500 students, nearly double than previous years. We can accomplish this through our new program schedule which will include three new 5-week and five new 1-week day long immersion camps as well as 10 workshops throughout Madison. This is an expansion of our previous summer programs, which were 2-3 weeks long.

This extended program schedule will make it easier for working families to participate, many of whom live in underserved areas of Madison like the Sherman neighborhood. For the majority of the students we've worked with, Maydm has been their first in-depth STEM experience. We are looking to host each of the three programs at the local higher educationinstitutions, familiarizing students with higher education opportunities and making those spaces a part of their vision for success. These immersive and holistic programs that teach machine learning, programing, and mobile and web development will provide students with the technical skills, mentorship, and industry exposure they need to identify as innovators and creators of technology and to pursue opportunities in STEM. Moreover, we are partnering with local companies to offer our students internship opportunities to make STEM careers accessible, reduce intimidation of higher education, and further prepare them for the Dane County workforce. Through our partnerships with institutions of higher education, we hope to soon offer opportunities for our students to earn college credit in select Maydm programs.

While Maydm has been working in tandem with local colleges and universities and community organizations. With the addition of a Development Director, Maydm will have the opportunity to expand its voice in the community by increasing our collaboration efforts with organizations that share similar missions, such as Centro Hispano, Big Brothers Big Sisters, and the Boys and Girls Club, partners we have worked with in the past to provide programming. In addition, Maydm has worked with the Elver Park, Theresa Terrace and Meadowood Neighborhood Centers, in addition to the public library, Wisconsin Youth Company and several schools, such as Sennett Middle School. As was the case when Maydm collaborated with Badger Rock Middle School, when Maydm establishes synergistic relationships with other organizations, all parties involved are better able to provide much needed services.

6. Funding: *(5 points)*

a) Has your organization received funding from the City of Madison Community Development Division, City of Madison CDBG office, Community Resources, or the Emerging Opportunities Program in the last 5 years? (Please note: Amount and frequency of funding will be considered in scoring this criteria)

☑ Yes   ☐ N o

b) What other funding do you anticipate pursuing if the project is expected to continue? *(500 characters)*

Funds awarded to Maydm from EOP would be matched through pledges by Zendesk, a corporate and family foundation. The project will continue to be funded after EOP expiration through the additional grants and donations the Development Manager will acquire for Maydm.

7. Budget (5 points):

a. Summarize your project budget by estimated costs, revenue, and fund sources.

BUDGET EXPENDITURES	TOTAL PROJECT COSTS	AMOUNT OF CITY $ REQUESTED	AMOUNT OF NON-CITY REVENUES	SOURCE OF NON-City FUNDED PORTION
A. Personnel Costs (Complete Personnel chart below)				
1. Salaries/Wages (show detail below)	54,942	25,000	15,500.00	Corporate sponsorship and an individual donor
2. Fringe Benefits and Payroll Taxes	4,590	0	0	0
B. Program/Project Costs				
1. Program/Project supplies and equipment	1,000	0	0	0
2. Office Supplies	0	0	0	0
3. Transportation	0	0	0	0
4. Insurance	0	0	0	0
5. Other (explain) Workers Compensation ($15 month) and Payroll System Fee ($24 per month)	468	0	0	0
C. Space Costs				
6. Rent/Utilities/Telephone	0	0	0	0
7. Other (explain):	0	0	0	0
D. TOTAL (A + B + C)	61,000	25,000	15,500	-

Explanation of "Other" expenses: *(500 characters)*

b. Personnel Chart: List all paid staff that will be working on the proposed program/project.

Title of Staff Position	F.T.E.*	Proposed Hourly Wage*
Development Manager	1.00	$ 26.41
		$
		$
		$
		$
TOTAL	1.00	26.41

*FTE = Full Time Equivalent (1.00, .75, .50, etc.) 2080 hours = 1.00 FTE Please identify FTE that will be spent in this project.

City of Madison Contracts:

The following information is provided in order to outline city requirements that will apply <u>if your proposal is funded.</u> All allocated funds will be administered through contracts with the City of Madison, Community Development Division. If funded, the City of Madison reserves the right to negotiate the final terms of a contract with the selected organization. If funded, applicants will be required to attend a **mandatory meeting** on contracting requirements. City purchase of service contracts include requirements regarding non-discrimination, consideration of vulnerable populations along with specific requirements in the following three areas:

1. <u>Affirmative Action</u>:

If funded, applicant hereby agrees to comply with City of Madison Ordinance 39.02, an Affirmative Action Plan with the City Department of Civil Rights (DCR) or an exemption if allowed by City DCR. For more information on these requirements, please visit the Department of Civil Rights website: http://www.cityofmadison.com/dcr/programsCCP.cfm.

2. <u>Insurance</u>

If funded, applicant agrees to secure insurance coverage in the following areas to the extent required by the City Office of Risk Management:
- Commercial General Liability
- Automobile Liability
- Worker's Comp
- Professional Liability

The cost of this coverage can be considered in the request for funding. The Certificate of Insurance that will be required at the time of contracting is available on the City of Madison Risk Management website.

 A sample contract that includes standard provisions may be obtained by contacting the Community Development Division at (608) 266-6520.

3. <u>Signature</u>:

(*Any applications submitted without a signature will be considered incomplete and will not be considered for funding.*)

Applicant Signature:

Enter Name: Winnie Karanja

Date:

By entering your initials in the box, | WK | You are electronically signing your name and agreeing to the terms above.