

IDEATE

INNOVATE - DESIGN - ENGAGE AT TACOMA.EDU

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PHILANTHROPY AND DESIGN THINKING: PARTNERS IN SOCIAL INNOVATION

AMY NEWCOMB, COMMUNITY RELATIONS LIAISON

Design thinking principles inspire us to ask better questions, increase our agility in finding solutions, and urge us to act collaboratively. In many ways this process is similar to new trends in philanthropy for the 21st century where charitable giving seeks to propel social causes and inspires cultural transformation through better understanding of communities. We might ask then, *are design thinking and philanthropy good companions on the journey to social innovation?*

Philanthropy as a major contributor to the world economy, has redefined ethical citizenship and corporate social responsibility. According to the most recent Annual Report on Philanthropy, approximately \$470 billion was given in the US in 2020 by foundations and corporations. Giving has been spurred by the pandemic, the economic crisis, and the advancement of racial justice movements, which has put 2020 as the highest year of charitable giving on record. Education remains the second largest recipient of this giving. Other areas that received the greatest growth in giving are public-society benefit organizations, environment and animals, and human services.

WHAT'S INSIDE

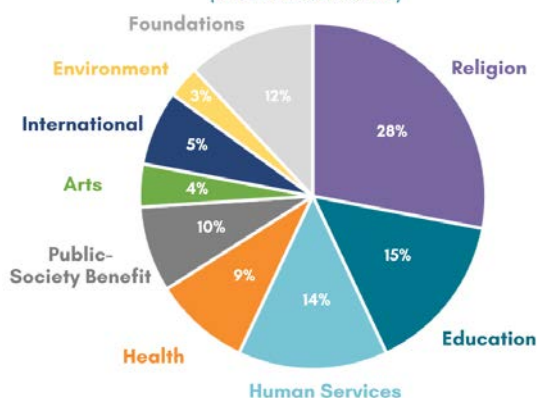
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2020 Total Charitable Giving
\$471.44 Billion by Subsector
(in billions of dollars)



Source: Giving USA Foundation/Giving USA 2021
All figures are reported in current dollars.

MARK YOUR CALENDAR!

Global Engagement Conference Call for Proposals!

We welcome submissions from undergrad and grad students that offer hope, innovation, and inspiration on our global themes! More information can be found on our [website](#).

Proposal deadline:
Feb. 22, 2022

Submit at:
bit.ly/IIGE-GEC-22



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PHILANTHROPY AND DESIGN THINKING CONTD.

With this increase of influence on markets and social systems, philanthropy needs design thinking. Progress comes by listening to a variety of perspectives and engaging intersectional and interdisciplinary approaches to global problems. Design thinking can bring together unlikely groups of people who collaborate and build trust using different experiences, ideas, talents, and skills in ways that can bring shared value. In 2015, the Raikes Foundation utilized this approach to consider strategic behavior among high net worth donors. It found that active relationships between donors and recipients deepened understanding of both needs, and created a more effective and impactful match. However, the Foundation reported little evidence of organizations willing to set aside the resources to implement this critical empathy-driven method of engagement.

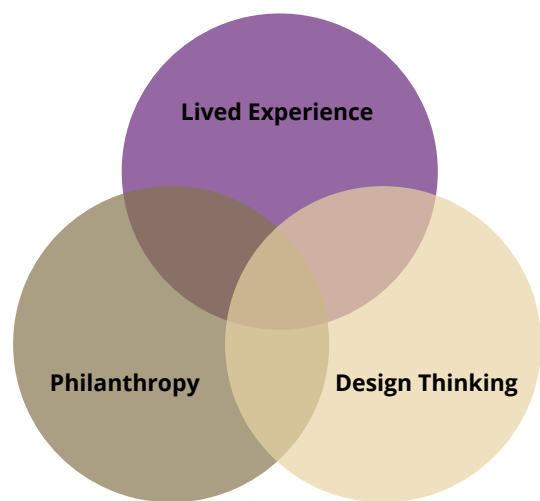
I witnessed effective philanthropy and creative design through the **Hot Shop Heroes™** Program at the Museum of Glass in Tacoma. The program is a collaboration with the Warrior Transition Unit at Joint Base Lewis-McChord, American Lake Veterans Administration, Museum of Glass, and Chihuly Family Foundation. It brings together individuals who have experienced trauma from military service, with artists and collectors, to create glass art together. Participants report the experience gives them coping skills for anxiety and healing. With a high success rate, the program is now



Students in the Hot Shop at the Museum of Glass.

10 years old and is being scaled for a nation-wide model to help combat veterans return to civilian life. Programs like Hot Shop Heroes that center the collaborative approach to problem-solving are seeing greater impact.

Yet some may argue that philanthropy and design thinking strategies are over simplistic and they prioritize the donor and designer who can be too far removed from problems. Indeed, if there is lack of collaboration, philanthropy on a large scale can undercut a community's values in place of the donor's desires. In academia, government support of higher education has been declining for the last two decades, and universities increasingly must rely on private giving. If spending agendas are single-minded, they can undermine the public purpose of universities, and eventually neglect communities and their voices.



Deeper understanding is at the intersection of practice and experience

Hearing community voices is essential to effective philanthropy and design thinking. Much like the glass-blowing Hot Shop, the GID Lab provides the space for transformative education where students can learn to problem-solve through understanding themselves and their communities.

PHILANTHROPY AND DESIGN THINKING CONTD.

As you read on, you'll see examples of effective philanthropy and design at the GID Lab this year. Recently, in September 2021, the team conducted community workshops with the residents of Salishan, wrapping up a two-year collaboration with United Way of Pierce County. The sessions brought forth community-driven pathways to health and human services. Participants shared their prototypes to meet the need for affordable childcare, food accessibility, and mental health resources for youth. The results from these workshops will inform United Way's work locally and Governor Inslee's 10-year Plan to Dismantle Poverty at the state level.



Salishan residents discuss their top innovations and prototype solutions for mental health resources.

We invite you to be part of the GID Lab. Students from all disciplines are welcome. Donations from the community are a vital part of the work and we welcome your support! To learn more about how to participate and give to the GID Lab, please email globalid@uw.edu

INTRODUCING THE WINTER QUARTER GID AWARDEE!

The GID Lab team is excited to welcome winter 2022 GID awardee, **Aaliya Jones**. Aaliya will lead student research for a project in collaboration with the Office of the Chancellor. The aim is to co-design solutions for **better student connection and communication with faculty on and off campus**. In addition, she will assist with social media promotion and workshop facilitation. Congratulations, Aaliya!



Aaliya Jones
Urban Design Major
Class of 2024

"Under the guidance of the Global Innovation and Design Lab team this quarter, I am looking forward to learning how to create long term equitable solutions. I want to satisfy the desires of the people who recognize there is a problem and those who are in a position to create change."

AUTUMN QUARTER RECAP:

REIMAGINING THE ECONOMIC DEVELOPMENT BOARD'S 2021-25 WORK PROGRAM

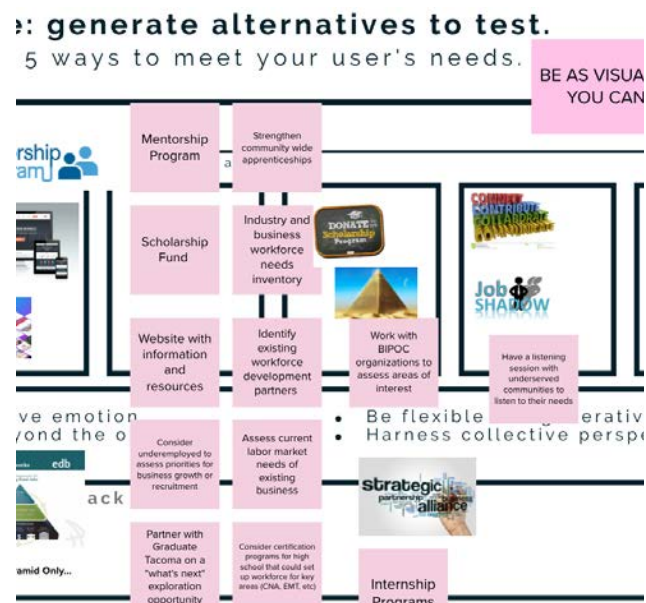
The Tacoma-Pierce County Economic Development Board (EDB) embarked on an exciting design sprint led by Dr. Divya McMillin, and facilitated by Krissy Kimura and Lan Allison of the GID Lab team, to revise its 2021-25 Work Program through human centered design. Through user research that included focus groups, individual interviews and a survey of EDB members, as well as two design thinking workshops, the EDB created **23 prototypes** to elevate the role of the EDB as a bridge to an inclusive business community.

User research was instrumental in defining two points of entry:

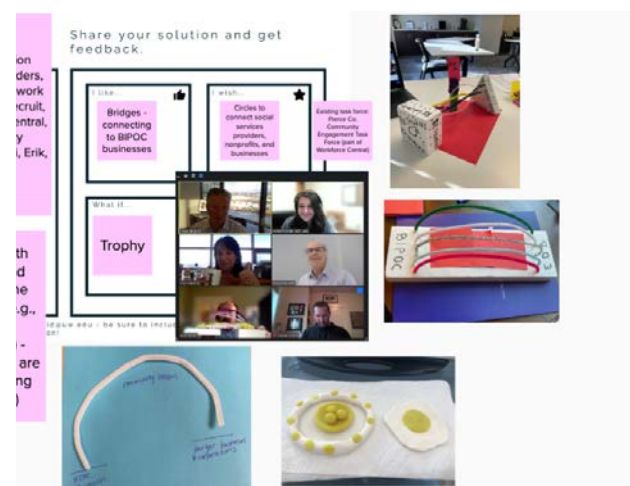
- How might we elevate a more diverse workforce or talent pipeline to support businesses coming out of the pandemic?
- How might we learn more about the communities we serve?

The EDB Annual Mini Retreat in December brought over **50 members** who worked together in seven teams to brainstorm more than 50 ideas. Participants created 23 prototypes from these, using materials from the GID Lan design kit (such as Styrofoam blocks, moldable clay, and pipe cleaners).

Prototypes demonstrated the **value of inclusivity** across three levels: business community membership, talent pipeline, and EDB outreach strategy. Examples included: a bridge to connect businesses and diverse community talent pools, a youth-to-workforce pipeline, and an affinity-based mentorship and role model program. The enthusiasm, empathy, and desire to make Tacoma-Pierce County a better community for all was apparent throughout the design sprint! We thank the EDB for inviting the GID Lab to partner in this project and remain ready to support the work forward.



Mural ideation board from November 11 core EDB design team workshop.



Mural prototyping board from December 8 EDB Annual Mini Retreat.

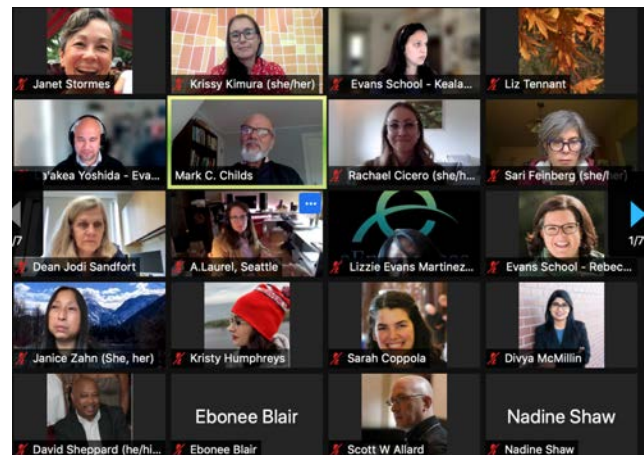


A full Zoom house at the Mini Retreat!

THEORY TO PRACTICE

[October 2021] GID Lab Assistant Director Krissy Kimura served as a panelist for the UW Evans School's fall 2021 Theory to Practice event. The three-person panel discussed various topics related to human centered design (HCD), including the **intersection of HCD and public policy**, with a focus on applying design thinking principles to solve **complex public challenges**.

In March, the GID Lab will sponsor the Evans School Art of Hosting training -- one of many future collaborations!



Krissy alongside panelists Dr. Mark Childs and Rachel Cicero.

SIAS DEAN'S OFFICE MINI RETREAT

[November 2021] Interim Dean Dr. Divya McMillin led the School for Interdisciplinary Arts and Sciences Leadership Mini Retreat in the GID Lab. The senior staff utilized **whiteboards** and **prototyping materials** such as clay, pipe cleaners, and styrofoam blocks to engage in several brainstorming and problem-solving design activities to create a framework and operating system that centered wellness for the SIAS community.



The SIAS Dean Team

IDEA HIGH SCHOOL MINI-TERM

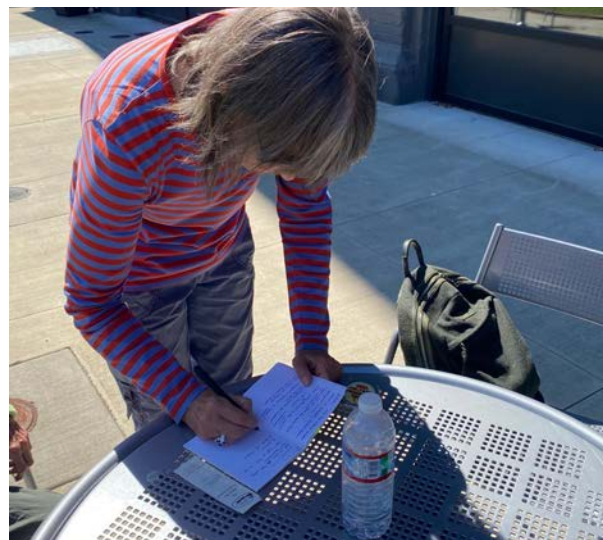
[January 2022] The GID Lab team welcomed 25 students from the STEAM Social Innovation Lab, a collaboration led by iDEA High School teachers with students from iDEA, SOTA, and SAMi. To prepare for their mini-term presentations, the students met with the GID Lab virtually to discuss human centered design, learn about the Lab's work with campus and community partners, and hear from GID staff and UWT alumnae Lan Allison and Autumn Diaz. Stay tuned for more collaborations in the future!



JANEIL ENGELSTAD, COMMUNITY PARTNER IN RESIDENCE

Janeil Engelstad is serving as the IIGE's community-partner-in-residence for the 2021-22 academic year. As part of her residency, she is assisting the GID Lab in telling **its story to campus and community**. She has spent multiple days in the Lab and around campus working with a variety of media, both **physical and digital**.

In addition to her residency, Engelstad is teaching TGID 320: Innovation and Design Studio this quarter. TGID 320 is a studio-based course where students work in interdisciplinary teams to undertake design projects to solve complex challenges. Read more about her art and social advocacy work [here](#).



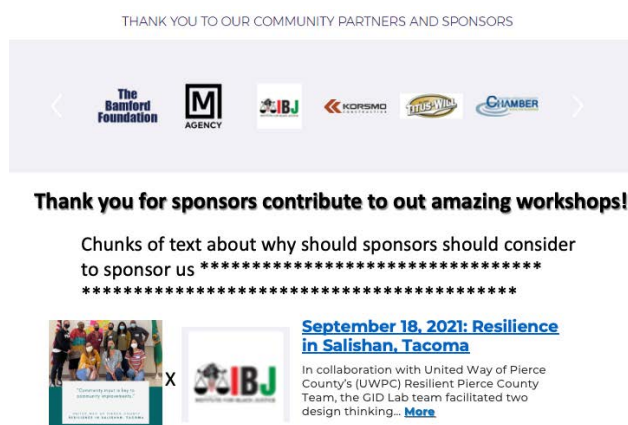
Janeil jots down notes at one of her visits to the Lab as she designs and plans her art installation.

STUDENT ENGAGEMENT

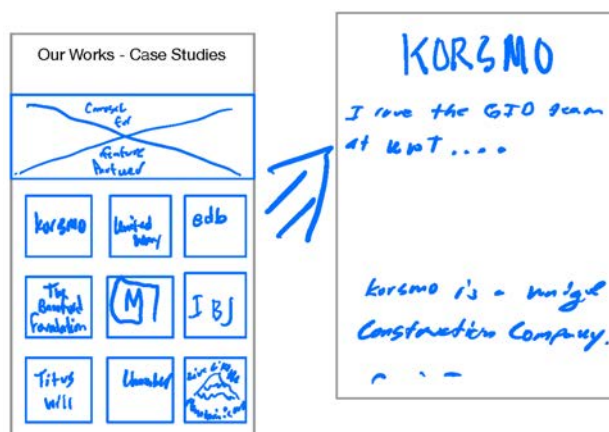
GID LAB WEBSITE UPDATES

Over autumn quarter, GID awardees, Yingchong Zhen and LJ Norman, conducted user research and created wireframes to revamp the GID Lab website. They redesigned existing pages and outlined new ones, including an Our Work page to showcase collaborations and workshops across campus and community. They integrated social media feeds and an events calendar, and a new design for the IDEATE bulletin landing page.

Their user research process included a stakeholder interview with Dr. Divya McMillin, user testing with students, and low-fidelity wireframes that were presented at the autumn 2021 Community Advisory Board (CAB) meeting. Although the awardees faced technology and platform challenges, their wireframes will serve as a blueprint for implementation in winter quarter!



Yingchong's low-fi wireframe



LJ's low-fi wireframes

AUTUMN QUARTER OPEN HOUSE

[October 2021] To celebrate the return to campus after 18 months away, the GID Lab team hosted its first in-person event: an IIGE Open House! An engaging **three-day event**, the GID Lab opened its doors to students campus-wide for a chance to **meet** IIGE faculty and staff, **learn** about student programs, pick up GID **swag**, and **network** with peers.

Visitors also had a chance to flex their creative thinking skills by participating in a **design challenge**.



Dr. Divya McMillin welcomes participants to the Tacoma Hub SIGDOC 2021 event!

I&D MINOR CAREER TALK SERIES

[November 2021] Dr. Huatong Sun, Associate Director for the GID Lab, launched the **Innovation and Design Career Talk Series** to increase recruitment and promotion for the Minor in Innovation and Design. The lunchtime talks give students the opportunity to **meet industry professionals working in UX, design, or research**.

The first career talk kicked off with UWT alumnus Jonathan Bergeron and UWT senior Lore Zent. They spoke about their experiences in **designing games, negotiating salary**, and **creating a portfolio**.

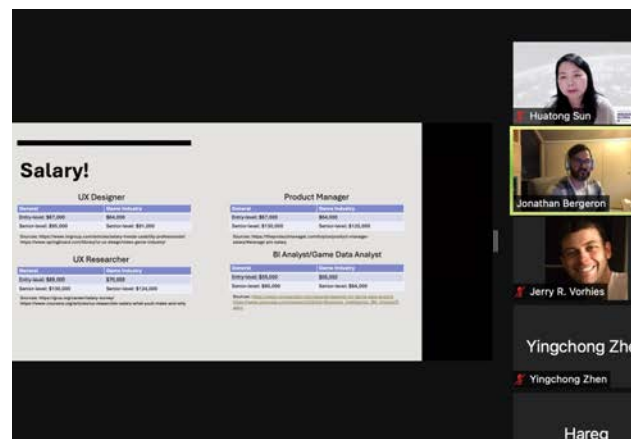


Students brainstorm their design challenge solutions on sticky notes.

ACM SIGDOC

[October 2021] The Association for Computing Machinery Special Interest Group for Design of Communication (**ACM SIGDOC**) is a forum for design of information and hosts an annual international conference. This year, the GID Lab team **hosted and sponsored the Tacoma Hub** location. The Tacoma Hub, one of eight sites globally, was organized and led by Associate Professor of Writing Studies Dr. Emma Rose and UW Bothell Assistant Teaching Professor Dr. Enrique Reynoso.

The day started in the GID Lab with a broadcast of the main event, then moved to the Tacoma Hub site with lightning talks from local scholars. The day wrapped up with an industry panel for students.



Alumnus Jonathan Bergeron explains how to navigate salary discussions in industry.



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