What’s Next for Nonprofits?
Using Value Webs and Activity Systems to Innovate Early Childhood Education in Detroit

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Philanthropy is full of ambiguous problems.
‘It is better to be roughly right than precisely wrong.’

**Ambiguous problem:** traditional, efficiency based approach

![Diagram of Big/Ambiguous Problem](attachment:diagram.png)

**Ambiguous problem:** approach using design thinking tools

![Diagram of Big/Ambiguous Problem](attachment:diagram.png)
Goal: have children born in Detroit in 2012 graduate from high school college ready in 2030.
Early Learning Centers
‘Super User’ Moms
Future Early Learning Value Web
Future Early Learning Value Web

United Way

ELC Center Super Users*

Incentives, $, Employment, scholarships
Framework, $, Messaging
Service, Info

Caregivers & Children

Time, Passion, Pride
Skills, Self-Esteem, Job Training

Early Learning Centers

Time, Service
Participation, Dedication

Info, Support Mentorship Role Model Motivation

New childcare providers, trained teachers

Education for ELC children, jobs

Detroit Childcare Centers and Schools

Incentives, Employment, Job Training

Future Early Learning Value Web
Future Early Learning Activity System
Using 'Super users' to engage new mothers into ELC network

Offering classes for new mothers

Providing mothers with stable, supportive community network

Preparing children for kindergarten

THE FUTURE OF ELC
Using ‘Super users’ to engage new mothers into ELC network

Offering classes for new mothers

Providing mothers with transportation to get to ELC

Connecting mothers with other educational resources

Providing mothers with stable, supportive community network

Creating new job opportunities for moms

Establishing long-term engagement with ELC

Offering job training classes for mothers

Providing information on quality Pre-k

Providing information on quality kindergarten and elementary schools

Teaching importance and techniques of reading to a child

Preparing children for kindergarten

Engaging expecting mothers with the ELC network

Making ELC into 3D space for mothers to connect

Providing other resources they need

Future Early Learning Activity System
3 Concepts & 6 Pilots

'SUPER USER'
3 Concepts & 6 Pilots

Pilot 1: Job Creation
Pilot 2: ‘ELC in a Box’
3 Concepts & 6 Pilots

- BETTER FORMS
  - Pilot 1: Streamline the Paperwork
  - Pilot 2: Pediatricians

- SUPER USER
  - Pilot 1: Job Creation
  - Pilot 2: ‘ELC in a Box’

- INCUBATOR
  - Pilot 1: Corporate
  - Pilot 2: Convincing
Road Map: Educated Detroit

**Phase 1**
3-6 months (MM/YY - MM/YY)

- Organize networking events for social entrepreneurs
- Recruit corporations for 1:1:1 program
- Launch social venture competition
- Launch Collaboration Day

**INCUBATOR**

**EDUCATED DETROIT**

**SUPER USER**

- Provide help with filling out Pre-k enrollment forms
- Weekend design challenge
- Design & Prototype Simplified forms
- Doctors to schools for one stop registration
- Incentivize super users to recruit & mentor new mothers

**BEFTER FORMS**

- Launch digital Pre-k enrollment
- Provide coworking space
- Connect entrepreneurs with technical/design/business experts
- Offer business development services
- Scale initiatives, making them self-sustainable

**INCENTIVIZE SUPER USERS TO RECRUIT & MENTOR NEW MOTHERS**

- More kids in quality Pre-K
- Stable network
- More parent volunteers
- More $/Jobs into system
- More children finish high school
Road Map: Educated Detroit

**Phase 1**
3-6 months (MM/YYYY - MM/YYYY)
- Organize networking events for social entrepreneurs
- Recruit corporations for 1:1:1 program

**Phase 2**
6-18 months (MM/YYYY - MM/YYYY)
- Launch social venture competition
- Launch Collaboration Day
- Showcase results from venture competition to the funders to get buy-in
- Provide coworking space
- Connect entrepreneurs with technical/design/business experts
- Offer business development services

**Phase 3**
18-36 months (MM/YYYY - MM/YYYY)
- Provide help with filling out Pre-k enrollment forms
- Weekend design challenge
- Design & prototype simplified forms
- Doctors to schools for one stop registration
- Approach State & National authorities to approve redesigned forms
- Launch digital Pre-k enrollment

**INCUBATOR**
- More parent volunteers
- More kids in quality Pre-K
- Stable network
- More $/Jobs into system

**EDUCATED DETROIT**
- More kids in quality Pre-K
- Stable network
- More $/Jobs into system
- Launch social venture competition
- Launch Collaboration Day
- Organize networking events for social entrepreneurs
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**BETTER FORMS**
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**SUPER USER**
- Incentivize super users to recruit & mentor new mothers
- ELC develops satellite programs (ELC in a Box) to bring ELC education to other agencies where moms can be readily engaged
- ELC hires Super Users to recruit & mentor new moms
- Train new Super Users

**Phase 1 Timeline**
- Incentivize super users to recruit & mentor new mothers
- Launch collaboration day
- Launch digital pre-k enrollment

**Phase 2 Timeline**
- More parent volunteers
- More kids in quality pre-k
- Stable network
- More $/jobs into system

**Phase 3 Timeline**
- More parent volunteers
- More kids in quality pre-k
- Stable network
- More $/jobs into system

**Impact**
- More children finish high school
- More $/Jobs into system
- More parent volunteers
- More kids in quality Pre-K
- Stable network
Road Map: Educated Detroit

**Phase 1**
3-6 months (MM/YY - MM/YY)
- Organize networking events for social entrepreneurs
- Recruit corporations for 1-1-1 program

**INCUBATOR**
- Launch social venture competition
- Launch Collaboration Day

**Phase 2**
6-18 months (MM/YY - MM/YY)
- Showcase results from venture competition to the funders to get buy-in
- Provide coworking space
- Connect entrepreneurs with technical/design/business experts
- Offer business development services

**EDUCATED DETROIT**
- More parent volunteers
- More kids in quality Pre-K
- Stable network

**Phase 3**
18-36 months (MM/YY - MM/YY)
- Scale initiatives, making them self-sustainable
- Children become responsible citizens, giving back to community
- More children finish high school

**Better Forms**
- Approach State & National authorities to approve redesigned forms
- Launch digital Pre-K enrollment

**Super User**
- Incentivize super users to recruit & mentor new mothers
- ELC develops satellite programs (ELC in a Box) to bring ELC education to other agencies where moms can be readily engaged
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**Launch social venture competition**
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**Launch social venture competition**
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**Launch social venture competition**
- Provide coworkers space
- Connect entrepreneurs with technical/design/business experts

**Launch social venture competition**
- Offer business development services
- Launch social venture competition
Road Map: Educated Detroit

Social incubator provides sustainable ‘fixes’, mentorship, and new opportunities

Parent-led communities at all schools

ELC Moms are educational leaders and recruiters

More kids in quality Pre-K
More parent volunteers
Stable network
More $/jobs into system
Children become responsible citizens, giving back to community
More children finish high school
Thank you

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