

## Announcement & Call for Presentation Proposals

- Structures for Inclusion 10 will be a tenth anniversary celebration hosted by Howard University and Design Corps on Saturday and Sunday, March 27 and 28, 2010. Nine speakers will present projects on the theme: "Social Economic Environmental Design: SEED." Presentations are sought that demonstrate the positive impact of design on the most critical issues we face today.

## Background

- The Structures for Inclusion (SFI) conference is a forum to present and discuss current design practices that are intended to reach a more diverse clientele. SFI is a forum to present, discuss, and seek new thoughts, strategies, and ideas for the future of the design professions.
- In 2000, Design Corps first initiated the conference series at Princeton University with a day of panels under the theme "Designing for the 98%." Since then, the National Endowment for the Arts has provided major funding support for this annual conferences held in collaboration with architecture schools and community-based organizations around the country.

## Conference Dates

- The conference will be held on Saturday, March 27. Nine presentations will be grouped in three panels over this main day of the event.
- Participants are also invited to participate in a breakfast and morning discussion on Sunday, March 28. Additional projects will be presented for table discussions
- There will be an optional opening reception on Friday March 26.

## Conference Theme: *SEED: Social Economic Environmental Design*

- SFI 10 will bring together and share the best ideas and practices that are addressing the critical social economic and environmental issues faced by communities all over the world. At this conference we will be exploring the ways in which the positive impact of design is directly related to the choices we make as designers – those we serve, the issues we address, and the roles we play. The contribution we make depends on our ability to adapt, to be flexible in addressing the needs and circumstances of our clientele, and to be sensitive to our changing environmental, political, and cultural landscape. We must recognize that design is not static and fixed but in a constant state of flux and transition.
- This year we will focus on the overarching concept of SEED: Social Economic Environmental Design. SEED is an initiative to better define the nature of design that best serves communities with a valuable positive impact. We will hear from those who are forging a path that increases the value and the potential of design as a tool for improving our communities and the built environment. Presentations will connect design with the following core principles of SEED:
  - *Every person has the right to live in a socially, economically and environmentally healthy community.*
  - *Advocate for those that have a limited voice in public life.*

- *Build structures for inclusion that engage stakeholders and allow communities to make decisions.*
- *Promote social equality through discourse that reflects a range of values and social identities.*
- *Generate ideas that grow from place and build local capacity.*
- *Believe that a community's design should help conserve resources and minimize waste.*
- In the end, conference participants should be challenged to take action by the question: Where are we to go from here? Do we remain as we are now, serving the same small group of wealthy and powerful clients? Or do we find the means of bringing quality design to a greater number? By creating dialogue, cultivating collaboration, and challenging the existing stigma of exclusivity through this conference, we hope to expand our scope of work and increase the positive impact of our efforts.

## Format

- During a full day on Saturday, there will be three theme-based panels consisting of three speakers each. Each presenter will have 15 minutes per presentation to focus on key points. Each panel will be followed by questions and discussion led by a moderator.
- Panel themes are not pre-set as they will be shaped by the applications received. Panels will be grouped thematically around common ideas found in the best submissions.

## Location

- Conference will be located at Howard University in Washington DC.

## Call for Presentation Proposals

- The conference is now accepting proposals for presentations. SFI seeks innovative examples of design processes and products that are breaking away from the rigid limitations of existing limits of design. Presentations should demonstrate the relevancy of the design professions and the value of design in today's society.
- Each proposal should illustrate an intimate understanding of a particular community achieved through a successful process of sharing between that community and the designer(s). It is understandably difficult for an underserved community to envision a prosperous future when it often does not have the means to meet current challenges. By utilizing design as a tool to encourage positive place-making, the evolving needs of a community can be met in a collective effort that can indeed empower, inspire, and challenge both the designer and the larger community.
- Submission form is below. The "Call for Projects" ends on Friday, November 13th at 11h59 PM, Eastern Daylight Time.
- Decisions will be made by December 1, 2009. Candidates will receive the decision privately; decision is final and without appeal.
- Applicants selected will be asked to develop their proposal for the conference using the SEED Evaluator found. Applicants are free to contact conference organizers for assistance in the completion of the questions when using the SEED Evaluator.
- In addition to presenting at the conference, all selected proposals will be featured on the SEED website to be launched prior to the conference; in a future publication.
- The selection committee will review every valid proposal. Selections will be made on those projects that best represent the conference theme and core principles of SEED.

## Speaker's Compensation

- Speakers' travel and hotel costs will be paid. In addition, honorariums are available if requested.

## Audience: A network formed around Social Economic and Environmental Design

- The targeted audience is a growing network that includes both the design sector and the general public. This Network is creating a community of organizations and individuals dedicated to building and supporting a culture of civic responsibility and engagement in the built environment and the public realm. Being called the SEED Network promotes and celebrates the idea that design matters and all people can shape their world. The SEED Network facilitates communication, evaluation, and knowledge building to create inspired and sustainable neighborhoods and spaces, socially, economically and environmentally for all people. By connecting similarly-minded designers from the fields of architecture, industrial design, graphic design and landscape architecture who have an interest in community-based design practice, the Network shares the best ideas.
- Conference participants will have the opportunity to waive the membership fee and join the SEED Network free of charge.  
A SEED Network home page [www.seednetwork.org](http://www.seednetwork.org) will be launched in January 1, 2010

For more information or if you have questions, please contact Bryan Bell, 919-637-2804, [bryan@designcorps.org](mailto:bryan@designcorps.org)

**Section One: Project Identification**

Complete each prompt in the fields below. Narrative responses to questions in italics should be as succinct as possible

**1a. PROJECT DESCRIPTION**

**Describe the project and the design product(s) or service(s) developed.**

Project name:
<i>What is the project scope, including goals, phases of development, and completion?</i>
Summarize your narrative above using 8-10 key words:

**1b. COMMUNITY DESCRIPTION**

**Identify the community where the project takes place (city, state, province, country as appropriate).**

<i>What are the physical and demographic qualities of the community served by this project (upload maps and provide statistics as available)?</i>
Summarize your narrative above using 8-10 key words:
<i>What are the historical and cultural characteristics of the community?</i>
Summarize your narrative above using 8-10 key words:

**1c. PARTNERS AND STAKEHOLDERS**

**Identify project participants, partners, managers and stakeholders.**

<i>Who are the relevant project participants and what role do they or have they played thus far in the project?</i>
Summarize your narrative above using 8-10 key words:

## **Section Two: Intended Project Results**

This section is intended to provide an overview of the project goals and objectives relative to the logic model definition of “outcomes.” Respond to each field providing answers in narrative format, except where noted. Keep narrative responses to 250 words and under

### **2a. OUTCOMES**

**We are interested in learning about your actual, intended or anticipated project outcomes in this subsection. Please refer to the definition of “outcomes” below and provide an overview of the project outcomes for each criterion below. Detail actual or anticipated time frames for all references.**

The W.K. Kellogg Foundation Logic Model Development Guide defines outcomes as:

The specific changes in program participants’ behavior, knowledge, skills, status and level of functioning.

Short-term outcomes should be attainable within 1 to 3

years, while longer-term outcomes should be achievable within a 4 to 6 year timeframe. The logical progression from short-term to long-term outcomes should be reflected in impact occurring within about 7 to 10 years.

<i>SOCIAL: What behavior, knowledge or skill changes have been or will be documented as socially motivated outcomes of this project? Over what period of time?</i>
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Summarize your narrative above using 8-10 key words:
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<i>ECONOMIC: What behavior, knowledge or skill changes have been or will be documented as economically motivated outcomes of this project? Over what period of time?</i>
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Summarize your narrative above using 8-10 key words:
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<i>ENVIRONMENTAL: What behavior, knowledge or skill changes have been or will be documented as environmentally motivated outcomes of this project? Over what period of time?</i>
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Summarize your narrative above using 8-10 key words:
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<i>COMMUNITY PARTICIPATION AND STAKEHOLDER INPUT: In order to gauge behavior, knowledge or skill changes, what community participation or stakeholder input has or will occur during this project? What participatory input or field research has verified the need for this outcome by this community? List meetings, agendas, attendees, etc.</i>
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Summarize your narrative above using 8-10 key words:
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### **2b. OUTPUTS**

**We are interested in learning about your actual, intended or anticipated project outputs in this subsection. Please refer to the definition of “outputs” below and provide an overview of the project outputs or tangible results for the project relative to each criteria below. Please describe types, levels and targets of intended products or services.**

The W.K. Kellogg Foundation Logic Model Development Guide defines outputs as:

The direct products of program activities and may include types, levels and targets of services to be delivered by the program.

*SOCIAL: What products, services or other results of program activities have been or will be documented as socially motivated outputs of this project? Describe types, levels and/or targets of the project outputs.*

Summarize your narrative above using 8-10 key words:

*ECONOMIC: What products, services or other results of program activities have been or will be documented as economically motivated outputs of this project? Describe types, levels and/or targets of the project outputs.*

Summarize your narrative above using 8-10 key words:

*ENVIRONMENTAL: What products, services or other results of program activities have been or will be documented as environmentally motivated outputs of this project? Describe types, levels and/or targets of the project outputs.*

Summarize your narrative above using 8-10 key words:

*COMMUNITY PARTICIPATION AND STAKEHOLDER INPUT: In order to gauge products, services or other results of program activities, what community participation or stakeholder input has or will occur during this project How will this feedback be woven back into the final design outputs?*

Summarize your narrative above using 8-10 key words:

For more information or questions, contact: Bryan Bell, 919-637-2804, [bryan@designcorps.org](mailto:bryan@designcorps.org)