Joint Education Committee with Awards Committee Meeting:
Thursday February 8th, 2018
Millennium Library – Dr. Smigel Board Room

Present: Marcella Poirier, Janet Hunt, Ken Shachtay, Colleen Waters, Louis Gaudry, Sandy Popham, Liz Mitchell, Maggie Lee Grant, Chris Sobkowicz

Regrets: Judy Redmond, Tim Johnson, Doug Gordon

The committee coordinator gave a quick debrief of the Access Awards held in November and announced that the Management Committee recommendation to revise the Awards to be every second year, with subsequent years being held for a grant program/ sponsorship/ educational opportunity/ or the like to foster accessibility projects in the community. Therefore it was incumbent of the AAC to have the Education Committee and the Awards Committee join forces in discussing the different options.

It was decided that the next awards program will be carried out in the fall of 2019.

The purpose of the meeting was to initiate the brainstorming session on determining the details and criteria of carrying forward with a strategy and program consistent with the AAC's mandate as well as targeting a broad demographic outreach.

The coordinator outlined some of the items that were discussed at the last Awards meeting bringing this forward for discussion and consideration. These included and not limited to:

1. Funding an Educational Class:

    a. $10,000 is about what you would pay for a sessional instructor in a studio.
    b. So we could if we had enough lead time, partner with an educational institution.
    c. Shop it out to UofM, UofW, Red River College, etc.
    d. Put together a curriculum based studio focused on Universal Design. It would have to be a one term studio so it would be paid out to the

Educational Institution. The in-turn the institution will pay the instructor.

e. The boards and project reviews will be used as part of the Access Awards in 2019.
f. It would put a big onus on the educational institution to hire a person and develop the curriculum and measurable outcomes.
g. We can support this, but the big question is whether there is any interest.

2. Hold a Design Charette Styled Event similar to "ADAPT" in addition to the regular courses:
    a. Hello Educational Institution…..we would like to organize a small event such as a three day event.
    b. Students (team of 2-3) get a design brief which includes the design challenges or problems,
    c. register their own teams,
    d. here is how we recommend a design team,
    e. be held downtown, or on campus.
    f. Each team could have access to a person who has personal experience in the barriers limiting their participation, a design professional to assist in leading the group discussions.
    g. In the end, we would adjudicate and award the winners, with a presentation of the projects again at the Awards event in 2019.
    h. Details on how it will roll out will need some tweeking of course.

3. Invest some money in Branding, Marketing, and Promotion. Create an event much like what Storefront does.

    a. In approaching "Storefront" we would say……"We have this concept, and you do this really well in cooperation with the design community….. and here is our pitch or idea".
    b. Hire a great graphic designer to build the logo, and build a marketing package for it, and then we would make it "Pressy".
    c. The team needs to include at that point a minimum of 2-5 people similar to ADAPT, but also persons with lived experiences, architects, designers, policy professionals etc.

d. In the adjudication, we would publish with our promotions, we would show how points are laid out, for the creativitiy for the problem solving, the competition of the team, etc.
e. Adjudicate and award the winning team at the first event , and then announce it at the following Awards event.
f. Since we do not have money to hold two events, as we would need money to promote and brand this, one event would be realistic.
g. No cash budgeted, but maybe a little cash for recognition depending how we market, promote, hosting, and brand this event.
h. (Possibly sell the concept of "STOP GAP" as a project separately.)
i. This option is the most broad with the other options having a less broad focus.

In summary……This grant is the budget ($10,000) and can be designed to be either:

A. An Educational Course
B. An event with small prizes where we engage Educational Institutions. (ADAPT)
C. A broader competition and use the money to promote, market, brand, and host. With possibly some prizes (depending).

Marcella Poirier led the discussions on developing our goals and values for a specific project which ultimately resulted in a project that would have an inclusive ah-ha moment(s) and a project that would have a main vision with a "Broad Demographic Outreach". In surveying the committee member of their actual time commitment in achieving this goal, we proceeded to discuss some viable options. They could include principles such as:

1. Students and Youth Involved
2. Networking Opportunities
3. Sustainability of the project to continue over time
4. Architectural Firms to be involved
5. Technology Trends be addressed
6. Public Focused
7. Piggy back on Existing …. Outreach Projects and initiatives with Existing Firms/Organizations such as Storefront as an example - "Chair your Idea" Thousands of Chairs – Thousands of Ideas.

8. Bringing Students in contact with Professionals

With the above principles the committee thought it would be a nice idea to entertain a project that would invite students and schools to participate in a Multi- Level Essay Competition with Accessibility/Universal Design and personal experiences being the focus. Small prizes can be offered to the winning essay and the school sponsoring the project. (A small grant to upgrade an accessible feature at the school).

The next steps would be to:

1. Develop a timeline and Work Plan for the committee members.
2. Begin to establish a contact list of invited participants
3. Consider establishing an exercise to establish a Marketing and Branding of this new completion.

Next Meeting to be called for:

Wednesday March 7th
5:00pm – 7:00pm
Millennium Library

Adjournment