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Emerging Leaders Program Team Projects

Center for Collaborative Leadership

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### Supporting Healthy Lives and Vibrant Places: Learning about and living the collaborative leadership model

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# **Supporting Healthy Lives and Vibrant Places: Learning about and living the collaborative leadership model**

2012 Emerging Leaders Program Team Projects Presentation  
Wednesday, October 3, 2012, 8:30 – 11:30 am  
hosted by Federal Reserve Bank of Boston

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CENTER FOR COLLABORATIVE LEADERSHIP

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## Executive Report

The mission of the Emerging Leaders Program, part of the Center for Collaborative Leadership at UMass Boston, is to “discover and empower leaders for tomorrow – skillful and accomplished leaders from all sectors of our community, who will be moving into major leadership positions in their organizations.”

The 31 Fellows in the 2012 Emerging Leaders Program (ELP) worked with community partners to investigate the theme, “**Supporting Healthy Lives and Vibrant Places.**” They worked in peer self-managed teams, in order to learn collaborative leadership skills first-hand, while engaging with stakeholders and issues where collaboration makes a difference. Their team projects addressed: best practices in corporate wellness initiatives, outreach to support health care access for homeless people, ways to grow awareness of the wide need for affordable housing, ideas for arts-based local economic development, broader funding sources to support innovative research on poverty, and ways to continue to engage and support ELP alumni as they continue to grow as leaders. Through their team projects, they brought their professionalism, analytical skills, and fresh perspectives to non-profit organizations that benefit from their commitment and energy.

**Distilling the best practices in corporate wellness initiatives.** A team worked with the Massachusetts Business Roundtable (MBR) to learn more about the role that employers are increasingly playing in improving health outcomes for their employees, which can yield business benefits such as reduced absenteeism. They researched best practices and conducted interviews with some leading employers. They discovered wide variability in the nature and scope of programs, as well as employee awareness and utilization of programs. Sustained commitment to wellness in the workplace is an area poised for growth and innovation.

**Creating a communications strategy to support healthcare access for homeless people.** A team worked with the Boston Health Care for the Homeless Program (BHCHP), learning about the innovative methods they use to provide healthcare to over 11,000 homeless patients. The team created a “brand awareness” strategy for BHCHP to showcase their significant accomplishments and attract a new generation of young philanthropists to support their mission. Using a marketing framework presented in the ELP program, they analyzed specific social media tools that would be most effective for this strategy.

**Creating a marketing strategy to increase awareness of affordable housing in Jamaica Plain.** For the third year now, an ELP team worked with the Boston Tenant Coalition (BTC) and the Jamaica Plain Neighborhood Development Corporation (JPND). Drawing upon materials created by prior teams to enhance awareness of the need for affordable housing (the “Faces and Places” campaign), the team worked with BTC to examine how a small non-profit, with only two full-time staff, can leverage their resources. They created a detailed proposal for how BTC can maximize impact and awareness; for example, by making the campaign interactive through social media and partnering with other organizations.

**Exploring arts and economic development strategies for Boston's Upham's Corner.** A team worked with the Trotter Institute at UMass Boston and Upham's Corner Main Street to consider how the arts can be a focal point for ongoing economic development in this neighborhood. They reported on best practices from other communities in which arts play a vital role in the economic infrastructure. They created a survey, offered in English, Spanish, and Portuguese, to engage and learn from community members about their ideas and preferences – in the spirit of collaborative leadership – and they recommended a strategy for next steps.

**Engaging the community to support participatory research that guides public policy on local poverty-related issues.** The Center for Social Policy (CSP) at UMass Boston identifies root causes and remedies for poverty by conducting rigorous research that involves those most affected by the issues. The CSP is celebrating its twentieth anniversary, and the team worked with them to create outreach and fundraising strategies, which will yield resources to move beyond singular projects to wide-reaching, integrated efforts. These efforts aim to address poverty in the future through innovative public policy and to integrate local efforts into global approaches to poverty such as the Fourth World Movement.

**Enhancing Emerging Leaders Program alumni engagement.** Each year, a team works with the Center for Collaborative Leadership to further the goals of the Emerging Leaders Program (ELP). This year's team examined some significant ways in which alumni – now over 400 strong – are already involved, through networking, access to board roles, and professional development. They designed a strategy and tools to connect to and engage an even wider base of alumni to insure the ongoing meaningfulness of ELP participation and its lessons about collaborative leadership to the future leaders of the Boston region and beyond.

After the Fellows share their ideas, we will hear reflections from our panelists, whose areas of expertise are related to the issues covered by the projects and who will comment on the Fellows' contributions:

**John Auerbach**, Commissioner, Department of Public Health  
**Aaron Gornstein**, Undersecretary, Department of Housing & Community Development  
**Donna Latson Gittens**, Founder & Principal, MORE Advertising  
**Jacqueline Palladino**, SVP/Corporate Services, Federal Reserve Bank of Boston

We will then hear a perspective from Boston City Hall on the impact and implications of these projects:

**Linda Kowalcky**, Mayor's Office, City of Boston

We invite audience members to raise questions and share thoughts following the panel.

**Supporting Healthy Lives and Vibrant Places**  
Learning about and living the collaborative leadership model  
UMass Boston Emerging Leaders Program  
Team Projects Presentation  
hosted by the Federal Reserve Bank of Boston  
October 3, 2012

**Agenda**

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| 8:30 – 9:00   | Continental breakfast/Networking  |
| 9:00 – 9:05   | Welcome by Sherry Penney<br>Sherry H. Penney Professor of Leadership<br>University of Massachusetts Boston  |
| 9:05 – 9:10   | Opening Remarks by Maureen Scully, Associate Dean of<br>Graduate Programs, College of Management, University of<br>Massachusetts Boston   |
| 9:10 – 9:50   | Team Presentation:<br><br><b>Kelly Dougherty</b> , Tufts Medical Center<br><b>Jenna Dodd</b> , The Boston Globe<br><b>Charles Smith</b> , Eastern Bank<br><b>Mila Thigpen</b> , Celebrity Series<br><b>Kara Boniface</b> , MassBio<br><b>Ryan Dunlevy</b> , EMC Corporation/Rapid 7   |
| 9:50 – 10:00  | Break   |
| 10:00 – 10:30 | Panel:<br><b>John Auerbach</b> , Commissioner, Department of Public<br>Health<br><b>Aaron Gornstein</b> , Undersecretary, Department of Housing<br>& Community Development<br><b>Donna Latson Gittens</b> , Founder & Principal, MORE<br>Advertising<br><b>Jacqueline Palladino</b> , SVP/Corporate Services, Federal<br>Reserve Bank of Boston |
| 10:30 – 11:00 | Discussion and Audience Q & A   |
| 11:00 – 11:15 | Closing Remarks by Linda Kowalcky, City of Boston   |
| 11:15 – 11:30 | Audience invited to stay, network, and ask questions  |

<b>Attendees (as of 9/28/2012)</b>		
Joseph	Bator	Eastern Bank
Megan	Bell Najarian	Blue Cross Blue Shield of MA
Karen	Bogard	Newton-Wellesley Hospital
Kara	Boniface	MassBio
Sheila	Burch	Non-Profit
Philip J.	Carver	University of Massachusetts Boston
Angela	Cassidy	Blue Cross Blue Shield of MA
Beth	Celona	Victim Rights Law Center
Prabal	Chakrabarti	Federal Reserve Bank of Boston
Peter	Clemons	Blue Cross Blue Shield of Massachusetts
Roxann	Cooke	Eastern Bank
Lynette	Correa	Career Coaching 4 Kidz
Robert	Coughlin	MassBio
Lisa	DeAngelis	Center for Collaborative Leadership
David	DeFilippo	BNY Mellon Asset Management
Jenna	Dodd	Boston Globe
Kelly	Dougherty	Tufts Medical Center
Ryan	Dunlevy	Rapid7
Daylana	Ervin-Parker	Blue Cross Blue Shield of Massachusetts
Maura	Feldman	Blue Cross Blue Shield of Massachusetts
David	Ford	EMC Corporation
Donna Haig	Friedman	Center for Social Policy, UMass Boston
Michelle	Gallitto	Blue Cross Blue Shield of MA
Debbie	Garalis	Partners Healthcare
Andrea	Goggin	UMass Boston College of Management
Carl	Guerin	The Boston Company
Carey	Haglund	Wells Fargo
Katie	Hauser	Massachusetts Convention Center Authority
Stuart	Hollis	NSTAR Electric & Gas
Patrick	Hughes	BNY Mellon
Stephanie	Janes	Celebrity Series
Gary	Jennison	Corcoran Jennison Companies
Kris	Kaktins	State Street
Patty	Kaplinger	Blue Cross Blue Shield of Massachusetts
Christina	Kelley	Center for Collaborative Leadership
Enrique	Larrainzar Garijo	Sovereign - Santander
Andy	Leeson	Boston Symphony Orchestra
Alicia	Lenahan	Children's Trust Fund
Jim	Linehan	Blue Cross Blue Shield of Massachusetts
Colleen	Locke	University of Massachusetts Boston
Sarah	MacDonald	MassBio
David	Manzi	Trefler and Sons

Deidre	Midgett	Center for Collaborative Leadership
Kate	McCabe	SSGA
Cristin	Monaco Shields	Massachusetts Eye and Ear
Derek	Morris	Federal Reserve Bank
Judith	Pelletier	Tufts Health Plan
Sherry	Penney	Center for Collaborative Leadership
Andrew	Pfaff	Sovereign   Santander
Meredith	Price	Shire HGT
Maija	Pratt	State Street Corporation
Philip	Quaglieri	UMass Boston College of Management
Michelle	Ridgley	Medtronic, Inc.
Maureen	Scully	UMass Boston College of Management
Chris	Sinclair	The Anthem Group
Charles	Smith	Eastern Bank
Dave	Stachura	RBS Citizens
Anna	Steiger	Federal Reserve Bank of Boston
Mila	Thigpen	Celebrity Series
Tim	Walsh	Harvard Pilgrim Health Care
Andrea	Wight	Center for Collaborative Leadership
Craig	Williams	Tufts Medical Center Physicians Organization
Joyce	Yee	ARBOR Associates