

# IDEATE

INNOVATE | DESIGN | ENGAGE | AT TACOMA.EDU

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**CHERRY BLOSSOMS 2023!** GREEN BUDS ARE VISIBLE AND PEAK BLOOM IS EXPECTED IN EARLY APRIL. CLICK TREE ICON TO WATCH A LIVE CAM.



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SUSTAINING SMALL BUSINESSES

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MEET THE WINTER GID AWARD STUDENTS

UWTSA: PROMOTING STUDENT SUCCESS

HONEYBEES, DESIGN AND THE CLASSROOM



CAB Co-Chair Drew Bamford and Rachel Askew, co-founder of Next Consulting demonstrate a successful job interview

## "Tell Me About a Time . . ."

Shared Futures | February 24, 2023

### *How Might We Design the Best Job Interview?*

This was the design question that launched the annual Institute for Innovation and Global Engagement's (IIGE) *Shared Futures*, a networking and community problem solving event. The idea for this year's theme grew from a design thinking exercise undertaken by Winter Quarter Global Innovation and Design Award students, Marissa Morris and Santino Wong. Together they designed the foundation for the event, which was expanded upon by IIGE's Community Advisory Board (CAB). The title, "*Tell Me About a Time . . .*" expresses the importance of being prepared for job interviews with stories that demonstrate key values and skills.

Shared Futures began with a warm welcome from Associate Vice-Chancellor for Innovation and Global Engagement, Dr. Divya McMillin, and CAB Co-Chair, Drew Bamford. This was followed by examples of a bad interview acted out by Bamford and CAB member Michael Liang and a successful interview between Bamford and Rachel Askew of Next Consulting. One-on-one interview critiques and resume reviews filled out this action-packed afternoon, which was attended by students across majors. Over lunch, students networked with professionals from throughout the region, taking away best practice tips and contacts for their post-college careers.

“Shared Futures taught me the value in connecting with professionals across different fields. Each professional I spoke with provided invaluable advice,” said IIGE Global Honors Senior Gabriela Romero. Bamford Fellow in Global Engagement, Yingchong Zhen, exclaimed “Shared Futures was wonderful! I learned how to write a strong resume and had the opportunity to talk with many professionals about my career plans.”

***I attended Shared Futures in hopes that I would meet a community member who had worked internationally. I got that and so much more!”***

**Aiyana Gilbert**

**Global Honors-Global Citizenship Pathway**



CAB member and CV guru, Mark Wales (left) reviews Global Honors student Aiyana Gilbert's resume.



Community members Janet Livingstone (left) and Genevieve Tremblay (center) talk with Global Honors student Sarah Moody.

## Global Innovation and Design Lab Hosts The Business Collaborative

February 16, 2023

The Global Innovation and Design Lab (GID Lab) was honored to host a business workshop produced by The Business Collaborative. Part of a program funded by the Small Business Association (SBA), the program partners the Washington Small Business Development Center (SBDC), Pierce College and NEXT Consulting with Woman-Owned, BIPOC and Veteran-Owned businesses, in its focus on economic development in the South Sound.

The Business Collaborative takes an innovative approach that braids essential supports like coaching, training, networking and community development together in one effort. In addition to receiving business coaching, small business owners come together in workshops that offer training and support around topics such as Financial Discipline. The program is generating high levels of success as several businesses report record revenue growth, new job creation, and increasing awareness of statewide resources.



Global Innovation and Design Lab Managing Director, Janeil Engelstad opened The Business Collaborative workshop with an overview of Design Thinking. Photo courtesy of Business Collaborative.



Small business owners participate in the financial discipline workshop. Photo courtesy of Business Collaborative.



Steve Burke from the Washington Small Business Development Center speaks about small business financial discipline.

## NextGen: Empowering and Inspiring Public Service

February 15, 2023

The IIGE hosted a Next Generation Leader Corps (NextGen) working group meeting on February 15 to prepare for the Fall 2023 launch of NextGen, an innovative tri-campus, civic engagement program. The working group is made up of staff and faculty from Schools across campus.

The University of Washington is one of 14 member universities across the US that has been selected by the Volker Alliance to produce the NextGen program. Designed to prepare future leaders in the public, private, and non-profit sector, NextGen gives students tools to address the challenges of our times.

Student learning will occur across courses that include civic engagement and policy components. A core part of the program is local and national events designed for students to build communities. Internships with governments agencies, non-profits and other organizations that connect to environmental and social sectors will be part of of the NextGen program.



Over winter quarter, IIGE's Janeil Engelstad participated in tri-campus meetings that moved the NextGen project forward in exciting ways. An innovation to watch for is the development of a Sharepoint app, where students can track their activities and progress through the program.

The UWT working group has established guiding principles for the selection of courses and experiential opportunities that NextGen students will engage in. The group sketched out the structure of the decision-making body that will shape the program as it grows.

Interested in participating or contributing ideas? Use the QR code to visit the NextGen form to share your thoughts!



## Winter Quarter Global Innovation and Design Award Students Marissa Morris and Santino Wong



### Marissa Morris

My name is Marissa Morris. I am majoring in Communications and minoring in Global Innovation and Design. It is my senior year and I am looking forward to graduating in Spring 2023. I am grateful for the GID Award and the opportunity to practice design thinking outside of the classroom. I've always had a curious personality. This has pushed my passion for design in a way that I hope will inspire others. This program has facilitated a space for challenging my mind as I have had to think carefully about ways to problem solve within the campus community. Also, I enjoy the collaborative aspect, working within a team has been exciting and motivating. Overall, I know that this experience will be valuable as I move into the professional field.



### Santino Wong

I am a Senior majoring in Communications and double minoring in Teaching, Learning and Justice and Global Innovation and Design. It is my honor to be a Global Innovation and Design Award student for winter quarter. I am fortunate to be a part of this campus and the GID Award has inspired me to think more broadly about how I can apply design thinking in communications and education, as well as address community issues. After graduating this spring, I will attend graduate school for a Master of Education with the goal of becoming a special education teacher. The GID Award program has helped me develop skills that will be valuable in graduate school, as well as in my career in special education.

## A UW-TEA? A summer retreat for staff and faculty?

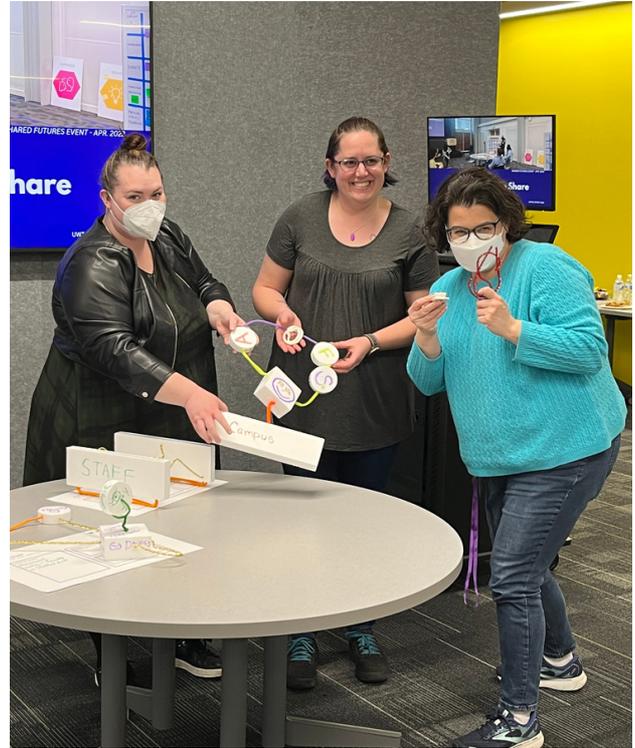
*UW Tacoma Staff Association creates staff-faculty opportunities for student success*

A UW Tacoma Employee Association or UWTEA, and a summer retreat for staff and faculty were among the exciting ideas the UW Tacoma Staff Association brought forward in their design sprint to address the challenge:

***How might we remove barriers to staff efforts to promote student success?***

In addition to the effects of the pandemic, various influences have taken a toll on staff well-being and effectiveness, including uneven communication structures, silos within the organization, and a lack of meaningful staff influence on policy and procedure. The sprint, facilitated by the GID Lab on February 21-22, included empathy interviews with campus stakeholders, affinity mapping, ideation and prototyping. The sprint was preceded by need finding sessions in Fall 2022.

Through high energy and reflective sessions using the principles of design justice, the group created prototypes that they plan to test before rolling out. The project was funded by the Office of the Chancellor.



UWT Staff Association team members (top L-R) Megan Gregory, Jennifer Mitchell, and Christy McDaniel, and (bottom L-R) Susan Wagshul-Golden and Camren Bleiler share their prototypes for staff-faculty collaborations.

## GUEST COLUMN

## An Interdisciplinary Approach to Design and the Classroom Through Honeybees

*Mark Randall, Associate Dean, Assistant Professor, Design Strategies, New School /Parsons School of Design*

Honeybees have pollinated plants for over 30 million years, long before homo sapiens emerged from the plains of East Africa. Bees have not only provided humans with honey and beeswax, they have continued to shape civilization throughout history; creatively, culturally, and spiritually.

The earliest evidence of human interaction with the honeybee dates to 8,000 years ago, a Mesolithic rock painting in Spain depicts a hunter harvesting honey and wax. Bees have been used as symbols of power, religion, community and industry. They have inspired works of art, design, and architecture across cultures and around the world.

Building a single-subject course from such rich material,



Parsons School of Design students on a field trip to Brooklyn Grange Apiary.



Made with Honey cultural cookbook designed and produced by team of Communications students in the Honey Bee Colonies design class at Parsons School of Design.

allows for a dynamic and vibrant multi-disciplinary classroom. One that engages a diverse cohort of design, science and liberal arts students from across The New School and Parsons School of Design in New York City. For the first half of the 15-week semester, the class focuses on science and nature, the second half, art, design and culture.

Throughout the course, students explore their individual interests and produce a final output inspired by bees using a strategic design process which broadly includes research, ideation, prototyping and execution.

Students create a wide range of outputs. A team of Communication Design students created the concept for a cultural cookbook of traditional stories and honey recipes. An Architecture student designed a pollinator education center for Central Park. An Industrial Design student developed a collection of vases inspired by the colors and forms found in a hive.

Honeybees are one of the most remarkable creatures on the planet. They have evolved to beautifully and sustainably co-exist with nature. They allow the earth to thrive and are a constant source of inspiration for students to navigate ways in which to better empathize and integrate with the world.

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***We welcome guest columns from global scholars and design practitioners! Please email [globalid@uw.edu](mailto:globalid@uw.edu) to learn more.***



Honey + Hive Vase Collection designed by Industrial Design major, Parsons School of Design.



In Central Park, students participate in a workshop where they go wild bee hunting as part of their research.



Central Park Bee Pavilion and Pollinator Education Center designed by Honeybee Colonies student majoring in Architecture.

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## The newly opened Global Innovation and Design Lab in Milgard Hall has been bustling with activity! Come by and see us! MLG 203, 204, 211.



L-R: IIGE students with their decorated cookies at Valentine's Day Social; Global Honors student Gabriela Romero with Next Consulting co-founders, Rachel Askew and Grant Twyman at Shared Futures; IIGE students at the Winter Quarter Social; IIGE Community Advisory Board Winter Quarter meeting.

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# Thank You for Reading!

Stay tuned, the next IDEATE will release in June!

To read past newsletters, click [here!](#) ✨



## SHARE YOUR STORIES!

We'd love to feature **YOU** in our next IDEATE newsletter! We welcome stories of innovation, design, and global research and travel from the community.

Submit stories to:

[globalid@uw.edu](mailto:globalid@uw.edu)



## INNOVATE WITH US!

Tell us how we can support your teaching and innovation! We welcome your ideas and invite you to **get involved** in our community projects and campus workshops.

Click the link below to connect!

[Innovate with us!](#) ✨



## BOOK THE GLOBAL INNOVATION AND DESIGN LAB!

Have an event that would be perfect in the GID Lab? **Book the space** for your next innovation and design workshop, class, or event!

[Book here!](#) ✨

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