

Project Overview

Downtown Women’s Center aims to increase the bottom line of SET to Create by expanding in the near future. However, any increase in a financial bottom line must also be matched by an increase in its social impact bottom line. **The object of this deliverable is to prepare Downtown Women’s Center’s SET to Create program for expansion by providing a financial foundation for growth and improving the satisfaction of its program’s stakeholders through the following pathways:**

- Financial Analysis:** determining how to optimize current product portfolio and improve inventory turnover rate to maintain balance between supply and demand
- Program Reform:** determining what changes to the current SET to Create program would best facilitate long-term satisfaction

The Philosophy Behind Forming Recommendations

In order to form educated recommendations, our team conducted a variety of internal research, including speaking one-on-one with facilitators and participants, sending surveys, reaching out to case managers, and more (see Project Overview for details.) However, through all our research, we found four underlying core values that seemed to embody the SET to Create program: **organization-wide communication, skill-building, and building a community.** By aligning our recommendations with these core values, we believe that the following changes will be sustainable and maintain the integrity of SET to Create’s desire to put its women first.

Recommendations

Below are the recommendations we formed after research and thorough consideration:

Financial Analysis:

- Optimizing the product portfolio:** leveraging customer behavior
- Increasing inventory turnover rate:** restructuring payment, new production recording system

Program Reform:

- Participant recruitment:** streamlining orientation, targeting recruitment
- Participant retention:** restructuring payment, redefining levels/mentorship, program specialist check-ins
- Facilitator recruitment:** not necessary
- Facilitator retention:** creating facilitator community, facilitator appreciation, program specialist check-ins