



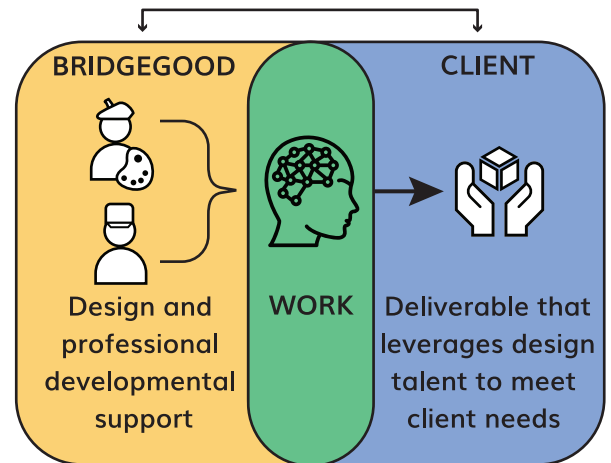
BRIDGEGOOD

ROTATIONAL PROGRAM

THE PROGRAM

- 4 Week design projects offering direct client experience for students.
- Professional development support to hone Creative's technical and client facing skills.
- Deadline driven feedback loop with nonprofit client to ensure deliverable is meeting key business needs.

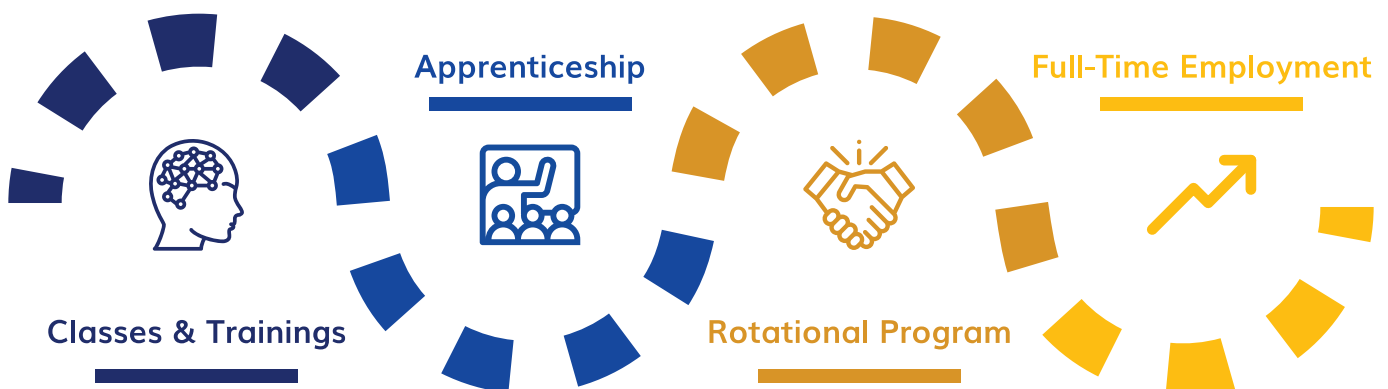
THE PROCESS



THE IMPACT

- Empower up to twenty (20) student Creatives to succeed by providing a safe environment to develop key skills for full-time employment (\$85K /yr).
- Strengthen the Online presence of local nonprofit organizations by meeting key digital business needs (through the creation of design collateral).
- Build a connected, diverse, and robust community by facilitating engagement from local mentors, designers, and social good organizations.

THE STUDENT JOURNEY



Program Introduction

The BRIDGEGOOD Rotational Program offers local students and creatives (ages 18-34) the opportunity to build real-world experience while continuing to hone design skills. The objectives of this program are two-fold: 1) Meet the business needs of local nonprofits and strengthen the social good ecosystem, 2) provide local Creatives with the skills they need to succeed in finding and keeping full-time employment. This program is a complement to BRIDGEGOOD's training and community engagement offerings (UX Design Apprenticeship, Open Labs, Career Incubator). It strengthens the BRIDGEGOOD mission of designing for social good by building partnerships with fellow community-based organizations (CBO).

Program Description

The BRIDGEGOOD Rotational Program pairs one creative with a community-based organization (CBO), senior design coach, and professional development mentor from the community, exposing the creative to multiple levels of support for the development of technical and soft skills. Creatives are paired based on skills and required deliverables. The program lasts for 4 weeks, and Creatives are expected to contribute 10 hours of work per week. To ensure continuous improvement of the rotational program, all participants submit an evaluation of their experience and receive a certificate for the completion of the program. They will be offered consultation on the next steps from both the senior design coach and professional development mentor, ensuring continuity for achieving full-time employment.

Revenue & Funding

CBOs are expected to contribute a portion of the payment for the end deliverable. Through partnerships with key sponsors, BRIDGEGOOD offers community action grants to CBOs. This process ensures access for CBOs of different sizes and needs. Creatives and BRIDGEGOOD staff are compensated in full for their time.

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Community Impact

By investing in the community, the rotational program develops a curated pipeline of local designers and improve CBO digital strategy, providing the digital tools needed to remain competitive. This program also furthers community engagement by developing and strengthening connections between CBOs, mentors, and creatives to promote an interconnected nonprofit community.

Ways to Participate

Are you interested in supporting or participating in the BRIDGEGOOD rotational program and promoting designing for social good through building talent and community partnerships? See below for ways to get involved.

- Coach creatives in advanced design techniques as a senior design coach
- Provide professional development expertise as a mentor
- Donate to support action grants for local CBOs

Schedule a Meeting

Oakland Digital Arts and Literacy Center Inc
dba BRIDGEGOOD
1224 Harrison Street
Oakland, CA 94612

510.435.2945 office

yudy@bridgegood.org - Yudy Herrera-Orellana, Program Manager

shaun@bridgegood.org - Shaun Tai, Co-Founder & Executive Director

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