



By Josef Fuentes, AIA | HKS  
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January 13, 2017

## Social Responsibility & Community Leadership

SESSION #4  
MakeOffices

1015 15th Street NW, 6th Floor , Washington, DC, 20005

# Social Responsibility & Community Leadership

## PROGRAM SUMMARY:

The Social Responsibility and Community Leadership session aims to grasp the numerous ways in which social impact is instilled in design practice and design thinking. By examining the social opportunities and challenges that are met by practitioners and designers, we will be able to discern how design impacts our communities and how communities impact our designs.

Architects and designers at every level have an obligation to design for the social fabric of a community as well as the built fabric, yet this obligation can often fall low on our list of daily priorities. Within our practice, there are opportunities to prioritize social impact at the local level during both billable and pro-bono work. This session aims to address these opportunities as they pertain to conventional practice while also uncovering innovations that can help practitioners reach on their own.

## LEARNING OBJECTIVES:

1. Analyze social responsibility and community leadership as they relate to practice and urban planning. Demonstrate how these themes can be integrated into practice more seamlessly and sustainably and how they could benefit whole communities
2. Discover how to formulate social impact initiatives within firms as part of professional development by referencing urban ecological examples and their value
3. Learn facilitation skills to enable scholars to lead groups through a participatory process of problem solving with community participation.
4. Investigate what social themes and issues might exist throughout DC's metropolitan landscape and urban ecology that architects can get involved in.

## PROGRAM ABSTRACT:

### Social Responsibility & Impact in Practice

Citizen HKS will discuss how this expanding firm-wide initiative launched with a focus on providing professional services to expanding its reach by adding fundraising and volunteering to make a difference in our communities.

### Community Leadership & Facilitation Skills

This interactive session will be led by OpenIDEO, an open innovation platform for social impact, which train participants in the human centered design methodology for creative problem solving and innovation. Human-centered approach fuels the creation of solutions that resonate more deeply with an audience and ultimately drive engagement and growth. This methodology has been used with various design driven companies such as AirBnB, Pinterest and recently, with digital leaders like Google, eBay and LinkedIn that invest in the design of more cohesive and sophisticated user experiences.

## **PROGRAM ABSTRACT: CONTINUED**

In the context of social responsibility, the methodology becomes one of many tools for community participation in the problem solving and design process. The Scholars, or in-training facilitators, will be trained with the skills to not just solve the problem but define what the problem is. The facilitators are trained to get out into the community where they develop empathy for the people they are designing for to uncover the real human needs they want to address.

What is the Future of Social Responsibility & Public Interest Design?

The last session will be a brief presentation by buildingcommunityWORKSHOP, a Texas based nonprofit community design center, seeking to improve the livability and viability of communities through the practice of thoughtful design and making. Omar Hakeem, the design director for the building community Workshop DC office, will describe how the organization enriches the lives of citizens by bringing design thinking to areas of our city where resources are most scarce. Scholars will recognize that, as practitioners, we must first understand the social, economic, and environmental issues facing a community before beginning work.

Shortly after, the program will conclude with a discussion and interactive exercise led by Mr. Hakeem in which scholars, speakers and CKLDP committee members examine the future of social impact design within the DC metropolitan area. The group will focus on both the issues and assets in the neighborhoods where they live and work in order to analyze and develop ideas for improving communities.

# Social Responsibility & Community Leadership

**Date:** 13 January 2017

**Location:** MakeOffices, 1015 15th Street NW, Washington DC 20005

**Time:** 12:00 pm – 5:00pm

## AGENDA

<b>12:00 – 12:15</b>	<b>Session Welcome &amp; Lunch with DesignForce</b> by, Josef Fuentes, Matthew Vargas, Ahmed Kurtom
<b>12:15 – 1:15</b>	<b>Presentation #1 Social Responsibility &amp; Impact in Practice</b> by Sheila Ruder & Amber Wirth Citizen HKS
<b>1:15 – 3:15</b>	<b>Interactive Session: Community Leadership &amp; Facilitation Skills</b> D School 90 Min Faciliation Session by Ana Bello & Tina Grassi OpenIdeo DC Chapter
<b>3:15 – 3:30</b>	<b>Tour of MakeOffices by Jazmin Jabbaria</b>
<b>3:30 – 3:45</b>	<b>Break / Open Conversation in MakeOffices Pantry</b>
<b>3:45 – 4:45</b>	<b>Presentation #2: The Future of Social Responsibility &amp; Public Interest Design</b> by Omar Hakeem, AIA Building Community Workshop
<b>4:45-5:00</b>	<b>Session Wrap Up</b> by Josef Fuentes, Matthew Vargas & Omar Hakeem
<b>5:00 – 6:30</b>	<b>Happy Hour @ Catch 15</b> 1518 K St NW, Washington, DC 20005

#### **Presentation #1: Social Responsibility & Impact in Practice**

Citizen HKS will begin with a brief ice breaker activity where scholars will be prompted to locate their “spheres of influence” in the DC metro area by pinpointing, on a session provided map, the areas in which they live and work. This map will provide a baseline for the afternoon’s discussions and will be used in later activities. Following this, HKS will pose a few questions to the audience about social impact design before giving a talk on the who, what, where, why, and how of the Citizen HKS worldwide initiative.



Sheila Ruder, AIA, ACHA LEED AP  
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#### **Sheila Ruder, AIA, ACHA, LEED AP**

Sheila Ruder is an architect and medical planner based in Washington, DC, and has worked globally with HKS since 2003. Across her career, Sheila has volunteered time with an array of organizations from the FGI Healthcare Guidelines Revision Committee to ProjectHOPE. She collaborated with a small group of dedicated individuals to launch Citizen HKS, an ever-evolving collective of passionate professionals within HKS committed to creating social impact.

In this capacity, Sheila has participated in projects and competitions focused on community and social impact in Washington DC, Maryland, Haiti, the Philippines, and other Southeast Asian areas.



Amber Wirth, AIA, LEED AP BD+C  
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#### **Amber Wirth, AIA, LEED AP BD+C**

Amber Wirth is an architect and sustainable design manager at HKS in DC. She has been with the firm since 2003 and has worked on projects across all market sectors. Amber is a current Citizen HKS Board Member and has helped to launch the firm’s global Month of Service initiative. Amber has also been an active volunteer in the DC community for many years with organizations like Washington Architecture Foundation, USGBC-NCR, and Capital Area Food Bank.

In 2015 Amber volunteered on the Greenbuild Legacy Project Committee and was able to be a part of creating a lasting legacy for the conference host city of Washington DC. Social Responsibility is fundamental to maintaining a sustainable environment and Amber is passionate about doing her part by making connections with the communities where we live work and play.

#### **Interactive Session: Community Leadership & Facilitation Skills**

This workshop will be led by OpenIDEO, an open innovation platform for social impact, which trains participants in the human centered design methodology for creative problem solving. The scholars will break up into small groups where they will focus on gaining empathy, framing problems, ideating, and iterating through writing, sketching and discussion.



Ana Bello  
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<https://openideo.com>

#### **Ana Bello, Global Innovation Management & Information Security Professional**

Ana Bello is a technology professional with a background in Innovation Management and Human-Centered Design. She recently participated in the Summer of Design program conducted by Design Thinking DC in partnership with the George Washington University. She has a B.A. in Computer Science from UNC Charlotte and a Master’s in Global Innovation Management from NC State University. She currently works at a Capital One crafting end user experiences. Ana is the events co-lead for the DC Chapter of OpenIDEO

## Interactive Session Community Leadership & Facilitation Skills

*-continued*



Tina Grassi  
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### **Tina Grassi Creative Thinker, Strategist, Leader**

Tina Grassi is a Leadership, Business and Communication Strategist with 15 years of professional experience in business and product development. She has led both national and global teams in strategies to introduce products and services to new markets in the insurance and financial communications industries. Ms. Grassi earned her MBA from The George Washington School of Business. She focused on transformational leadership and innovation and how to embed them into the fabric of enterprises, foster creative cultures, and grow and launch new products and ventures. She also received a global certification in Design Thinking, Innovation Management and Intrapreneurship from Grenoble School of Management in Grenoble, France.

Ms. Grassi previously served on the Executive Board of the Association of Corporate Growth as the VP of Emerging Professionals in the Middle Market. She currently serves as a facilitator and volunteer coordinator for the DC Chapter of OpenIDEO, a global community that partners with leading organizations to drive collaboration and innovation and activate people to design solutions that impact their communities.

### **Presentation #2: The Future of Social Responsibility & Public Interest Design**

The program concludes with a presentation and brainstorming exercise led by Omar Hakeem. Omar will begin with a brief talk about his work at building community WORKSHOP and its social impact. Following this, the session leaders will reintroduce the DC map provided in the beginning of the session. This map will be the focus in an exercise of defining the problems of social inequity within DC's built environment. Scholars will be prompted to target both the issues and the assets that currently exist in DC in hopes of mapping correlations and gaining a perspective towards local design intervention.

### **Omar Hakeem, AIA, LEED AP**

Omar Hakeem, AIA, LEED AP is Design Director at buildingcommunityWORKSHOP. He is working to build an organizational wide design practice. He is based in Washington D.C. working to bring greater social and environmental equality through thoughtful design and planning. From 2013-2015, Omar led the Rio Grande Valley office focusing on a geographical, social cultural frontier by addressing the systemic poverty, health and resilience issue that plague the region.

Through these efforts he has completed award winning affordable housing, rapid response disaster housing prototypes, urban bike and pedestrian infrastructure, regional drainage improvements and community based rural planning initiatives. Omar's passion for design has taken him from the cloud forests of Costa Rica to the ravaged communities of the Gulf Coast and many places in between. His professional practice has also included supporting large arts and cultural projects at Skidmore Owings & Merrill in DC, and prefabricated modular buildings at Alchemy Architects in Minnesota.



Omar Hakeem, AIA, LEED AP  
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