

IDEATE

INNOVATE - DESIGN - ENGAGE AT TACOMA.EDU

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The Global Innovation and Design Lab launched its **Innovate Tacoma** series this summer to spark creative problem solving and deliver innovations through the pandemic. We are so pleased to begin this series with our very own UW Tacoma Student Affairs! Read on for our guest columns.

DESIGNING A FINANCIAL WELLNESS PILOT FOR UW TACOMA STUDENTS TO SUPPORT ECONOMIC JUSTICE

Amanda Figueroa, Senior Director, Student Affairs

The cost of education, student loan debt, and the impact of post-secondary degrees on the accumulation of wealth are topics that continue to influence how students decide to enroll and persist through programs. UW Tacoma Student Affairs leadership was intrigued when we were approached in Spring 2019 to learn more about the financial counseling that Sound Outreach was providing for 2 and 4-year colleges. As an urban-serving university with foundations in supporting the economic and social mobility of its students, we recognized that supporting financial wellness and equitable access to financial education is critical to accomplishing the mission and vision of the university.



Workshop 1 participants get acquainted!

WHAT'S INSIDE

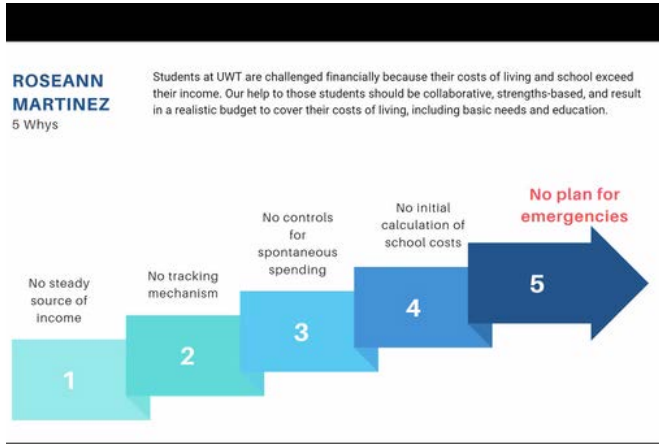
PAGE 1: FINANCIAL WELLNESS FOR UW TACOMA STUDENTS: Using design thinking to support economic justice on campus

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With financial support from the Washington State Employees Credit Union, a planning team to build internal knowledge and capacity was developed this summer. Members included UW Tacoma Student Affairs staff, Math faculty, First Gen Fellows student alum, and staff from Sound Outreach and the United Way of Pierce County. We wanted to attend the Financial Wellness track of the NASPA Student Success in Higher Education virtual conference together, but we hadn't chosen a framework or method to bring together our learning and diverse perspectives to design pilot programming for 2020-21.

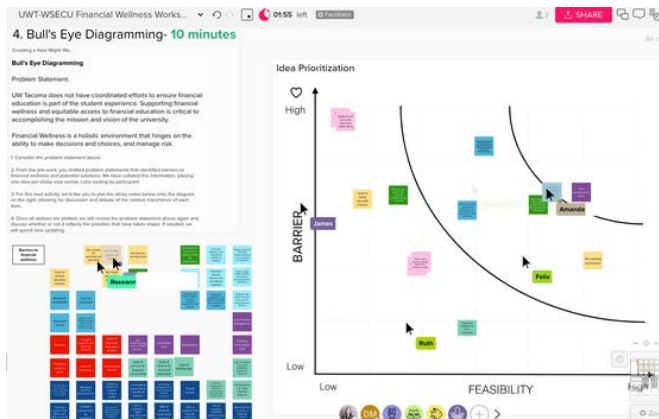
We were thrilled when we reached out to the Global Innovation and Design (GID) Lab through their contact form, and received a quick response. GID staff provided insightful, strategic support for how to structure our time together. The planning team left the NASPA conference inspired and energized by their learning about economic justice, and we found



Five Whys need finding exercise example from Workshop 1

deep resonance with the **Design Justice Framework** utilized by GID.

In our first session with GID on July 15, we refined our problem statement, clarified the meaning of financial wellness, and reflected on the barriers we saw. The student interviews we conducted helped the team uncover blind spots and new perspectives. The empathy maps we developed with GID gave the planning team great appreciation for how important it will be to continue to incorporate student voices as we design and assess our efforts. The team had fun in the meeting – the expert facilitation and virtual

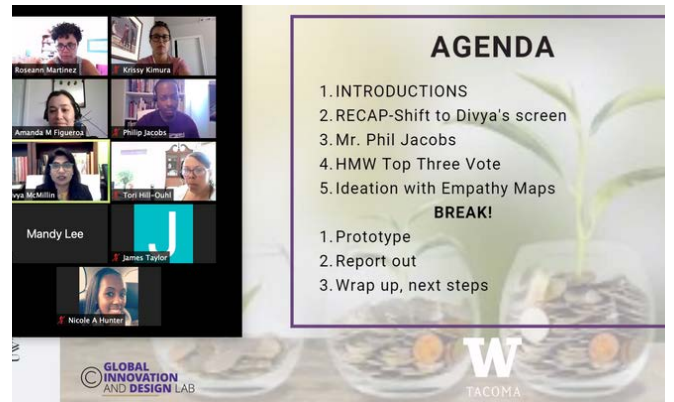


Bull's Eye Mapping to understand barriers and feasibility of solutions from Workshop 1

collaboration software utilized by GID were powerful elements that gave each planning team member a platform to share their voice and creativity.

The second session with GID on July 21 provided the team with an additional, local perspective about economic justice and rebellion from Rebel Firm CEO and consultant, Philip Jacobs. The planning team appreciated thinking more deeply about income vs. wealth, and examining how we can help the Black community and other racial groups who have been economically marginalized achieve financial wellness.

This inspirational experience was followed by rapid ideation and prototyping, helping the team to embrace creative and equity-focused approaches to designing programs.



Workshop 2 participants review the agenda

When we embarked on a journey to develop this planning team over summer 2020, we never imagined we would be working in a completely remote world where economic inequities would be laid bare by a global pandemic. Partnering with GID provided a strong foundation for continued collaboration, and enhanced our skillsets to develop equitable programming with students at the center of our design. We're excited to utilize the tools and experiences to launch programming for students in autumn, with continuous opportunities to improve and grow what UW Tacoma can offer to support economic justice.

GID Lab note: We're excited to offer students free design thinking workshops to accompany such programs, as well as on a range of relevant topics. Watch for our 2020-21 schedule!

ECONOMIC REBELLION: A RADICAL SHIFT IN FINANCIAL POWER FOR BLACK AND OTHER MARGINALIZED COMMUNITIES

Philip Jacobs, Rebel Firm CEO and consultant

It was great to be in the presence of like-minded individuals who are passionate about creating avenues of access to financial wellness for college students. I was able to witness various UW Tacoma and community leadership put their heads together to come up with strategies on how to financially empower UW Tacoma students who come from economically disadvantaged backgrounds.

I was once that college student who was trying to figure out his way through the sometimes confusing and expensive maze of college life. Being one of the few Black students on campus at the time made it that much more difficult.

That's why when Dr. Divya McMillin and the GID Lab extended an invitation for me to provide insight and strategy on how Black students can achieve financial wellness, I jumped at the opportunity. I was able to share a presentation that I'm incredibly passionate about: Economic Rebellion.

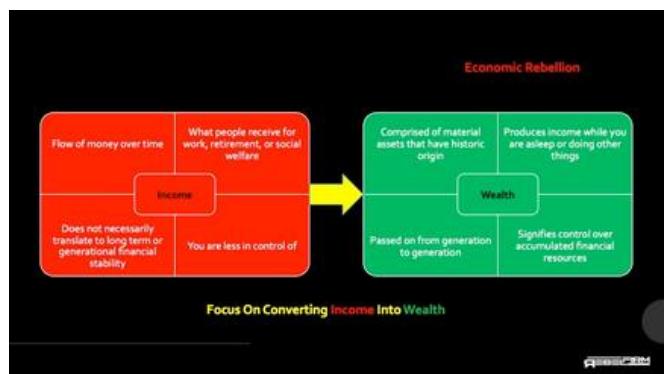
Economic Rebellion as I see it is a radical shift in how the Black community



Mr. Philip Jacobs

and other historically marginalized racial groups should begin to view and use their financial power. It's where we make the conscious decision to become producers and not merely consumers. It's where we stop only focusing on income (i.e., getting a good job) and we put more emphasis on building wealth.

I feel that I was sowing this message in a well-cultivated soil because these UW Tacoma leaders were all ears and provided insight into how the strategies I discussed could look in their own contexts.



Differentiating between income and wealth

Mr. Jacobs urges a shift from thinking of oneself as a consumer to creative producer

It was powerful to watch these leaders form prototypes of solutions for the students on campus. In short, the two hours that we had together zipped by. The US' current social climate has brought us to the point where we can no longer ignore economic injustice and I'm pumped that UW Tacoma, in partnership with the GID Lab, is leaning into their influence to determine what role they play in the solution.

ANNOUNCING A NEW MINOR IN INNOVATION AND DESIGN!



2021 will bring another milestone for the GID Lab: A new Minor in Innovation and Design! The Minor presents a project-based, collaborative curriculum where students will have the opportunity to work with community partners on real world challenges.

Starting in Winter 2021, the new Minor in Innovation and Design will be open to **all** majors across campus. It is designed to equip undergraduate students with the ways of thinking, creating, and intervening in problems in the world in a way that invites collaboration, engages people and communities, and does so with ethical engagement. Students will develop a portfolio of their work upon completion.

The Minor consists of five 5-credit courses, including two core courses (5 credits each), a practicum (taken twice, 5 credits each), and an elective course (5 credits). It will be scheduled so that it can be completed in one or two years depending on student schedules:

- **TWRT 350 Principles of User-Centered Design:** introduction to user-centered design
- **TGID 320 Innovation & Design Studio:** studio-based course focused on situated, practical, and adaptive design projects (taken twice)
- **Elective Course (300-400 Levels):** students choose one design-oriented course within programs across campus
- **TGID 420 Reflexive Design Portfolio:** capstone course that links to students' Major degree and future trajectory

APPLY TO BE A FALL 2020 FALL GID AWARDEE!

Interested in getting hands-on design thinking experience working with local community partners on real-world problems?
Apply [HERE!](#)

Core designers of the Minor in Innovation and Design are: Drs. Huatong Sun (School of Interdisciplinary Arts and Sciences), Emma Rose (School of Interdisciplinary Arts and Sciences), and Josh Tenenberg (School of Engineering and Technology), with the close guidance of Associate Vice Chancellor Professor Divya McMillin (School of Interdisciplinary Arts and Sciences). Dr. Eugene Sivadas (Milgard School of Business) contributed insights as part of the above interdisciplinary faculty team tasked with creating the Minor.

For more details on the Minor and GID Award, please visit our [website](#) or contact Program Administrator and Academic Advisor, Krissy Kimura, at krissyk@uw.edu.

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