

# CREATIVE TEAM

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## CREATIVE TEAM CONTENT

### BLOG

Creating resources to inspire others

### DESIGN

Expressing our brand through visual storytelling

### GRANT WRITING

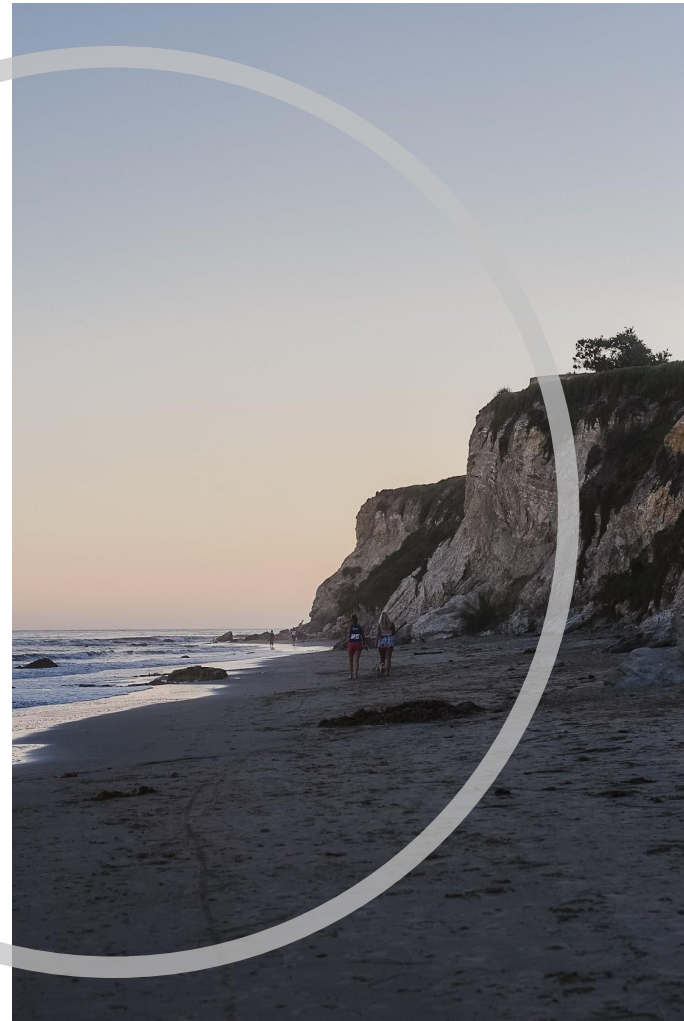
Researching foundations for future funding

### SOCIAL MEDIA

Sharing our story, connecting with audiences

### VIDEOS

Telling our stories in creative ways



We share our team's **successes** and **insights** in order to inspire others.



### How the Liberal Arts Can Make Us Better Software Developers

One of the defining characteristics of *Westmont College*—and, by extension, the CATLab—is a commitment to the liberal arts.

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### How to Create a Culture of Collaboration

Among the unique challenges that this year has presented, something we have all been navigating is how to stay connected even though we're apart. A few weeks ago, we looked at how to get a team started in a remote environment. Only you've got a team up and running, but you're not sure people can collaborate effectively in spite of the distance.

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16  
Articles



### 3 Benefits of Multiple Internships

It's common knowledge that internships are an important step on the path of professional development—but do you know that, according to recent studies, 65% of employers expect college grads to have at least two internships? That's just one reason that our team members are encouraged to find part-time internships in addition to their work at the CATLab. In addition to bolstering your portfolio, pursuing multiple internships can broaden your experience, strengthen your marketability, and deepen your understanding.

[Read More](#)



### 8 Tips and Tricks for Working Remotely

After months of working remotely, we may be getting used to engaging with our jobs, schools, and social lives through our computers—but are we using these powerful machines to their full capacity? Today's post comes from CATLab member Jordan Ouflet, who, as both a coder and a creative, has picked up some tips and tricks to make remote work easier, no matter what project you're working on!

[Read More](#)

20,507  
Words



### Building Tenacity in the Time of Covid

Here at the CATLab, our theme for this summer is *Tenacity*. As we strive to remain authentic, curious, and committed, we know that we need to meet the circumstances of Summer 2020 with a special sense of determination. What are some ways we can build that determination and tenacity? Some of our team members shared their reflections.

[Read More](#)



### 4 Keys to Successfully Launching a Team Remotely

In the past few months, we've all had to make adjustments to the way we live and work. But as we head out of crisis mode and into summer, we need to figure out how to move beyond maintenance and into innovation. But launching a team remotely is a fundamentally different challenge from shifting to remote work during an emergency. As business and systems analyst Kim Shifley observed,

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### Sharing Inspiration: Meeting UCSB's IT Interns

Here at the CATLab, one of our desired goals is to join and facilitate conversations on the intersection between technological innovation and higher education. Not only can we be inspired by others' ideas and successes, sometimes we can, in turn, inspire others. Last week, we got to see the direct result of this inspiration as we met the students part of UCSB's new set of IT internships—a new program modeled after our work at the CATLab.

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### Moving Forward in the Midst of Uncertainty

As we near the end of the summer and as schools and cities weigh the pros and cons of reopening in the fall, we're coming to realize that one of the hardest things about this pandemic is not the travel restrictions or the social distancing but the ongoing uncertainty in which we find ourselves. Even as we cope with unprecedented challenges, we realize that even our best-laid plans might have to change in a moment. So what do you do when you feel like the whole world is unsettled?

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### How to Get Hired in Tech

How do you prepare yourself to enter an industry that's constantly evolving? Although job titles and programming syntax might change, there are still several ideas you can take to become a compelling candidate and ace your application when looking for a job in tech.

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### What to Look For in an Internship

The benefits of an internship are multifaceted—not just a line on your resume. Among other advantages they provide, internships give you the opportunity to test-drive a career, build a network, and prove your skill to a company. We've already shared that 65% employers want students with more than one internship, but how do you tell what makes an internship valuable?

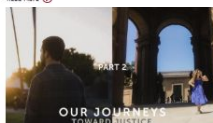
[Read More](#)



### Our Journeys Toward Justice, Part 1: Getting Our Bearings

Even as we cope and write and do art, we have to acknowledge that we don't do these things in isolation: the CATLab is a program embedded in a certain time and place. More than that, we are all humans, whose embodied and particularized matter—no one gets to be a human being in the abstract. In the last few weeks, we've been sobered by the fact that this is a dark and difficult time. We've internalized our normal projects and processes to take the time to reflect on how to move forward. As our director Zak said:

[Read More](#)



### Our Journeys Toward Justice, Part 2: Learning to Listen

Our work this summer is inseparable from the unique historical moment in which we find ourselves, at the CATLab, as we've been exploring these issues both as a team and individually, and we think it's important to share some of those stories.

[Read More](#)



### 3 Characteristics of Successful Student Developers

Our team this summer includes some familiar faces, but also some new ones: Sophia, Tina, and John are just three members of our team, but they're each some important qualities of what it takes to be a successful student developer.

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### How We're Reimagining Admissions

Since the CATLab is a dynamic program that brings together talent from across disciplines and departments, it's not always clear to people outside the program what our developers are actually building. This summer, our goal is to make it possible for high school students to easily to Westmont through a custom application process. We're improving both sides of the process—externally, improving the user experience for high schoolers, and internally, improving the way for admissions counselors and officers to process those applications.

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### As the CATLab Team, we commit to pursuing racial justice by:

1. Actively working to highlight BIPOC voices both internally and externally through internships, guest speakers, and the press.
2. Making intentional efforts to recruit through the contributions of BIPOC Black, Latinx, and Asian.
3. Building and attending to each as needed partner together.
4. Intentionally being transparent with our team about our own bias, and holding each other accountable within the CATLab and the wider community.

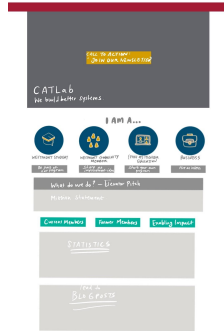
### A Lament and Response

In the past few days, the CATLab has been taking time to listen, learn, grieve, and take action regarding the tragic realities of racial injustice that have shaped the killing of George Floyd and so many others. This devastation has forced us to take a hard look at the brokenness in our world and in ourselves, as at the CATLab, want to grieve, and we want to stand with our Black brothers and sisters, who have experienced racial injustice and systemic oppression for generations.

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112  
Followers

37  
Interviews



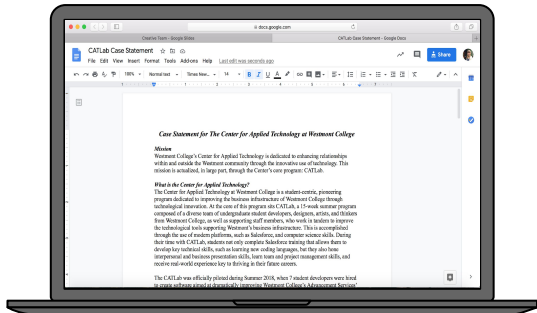
We use artistic and cohesive visual storytelling across all platforms to unify our vision and to express our brand to the wider community.

- CATLab Brand Manual
- Summer 2020 Magazine
- Social Media Graphics
- Website Design
- Mask Design



# GRANT WRITING

Researched **foundations**  
and **individuals** that might  
support CATLab's mission  
and goals in order to  
establish funding for our  
program



## FOUNDATIONS

Foundations  
Researched: ~400

Selected Foundations: 17

Final Foundations: 4

LOIs Written: 2

## ACTIVITIES

Writing: Case Statement,  
Script for Donor Video,  
Conference White Paper,  
Description for EEP  
Presentations: CATLab  
Employer Presentation, WDT  
Slide Deck  
Current Projects: “Action  
Steps” Document, Email  
Newsletter Skeletal Outlines

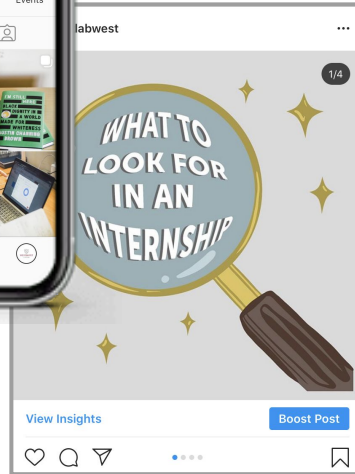
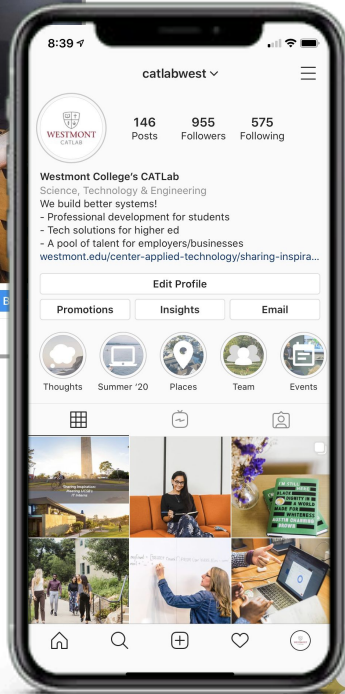
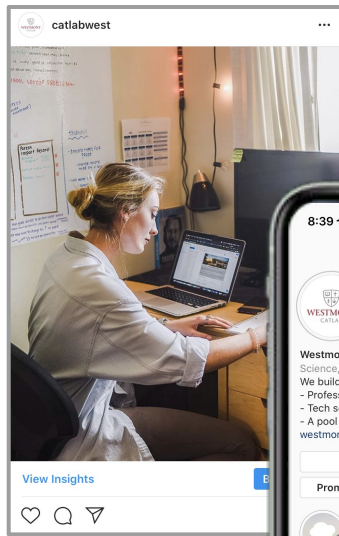
## INDIVIDUALS

Donors in Report: ~1,600

Selected Individual  
Donors: 15

Individual Donors  
Entered In Gravyty: 19

# SOCIAL MEDIA



- We share our team's story and connect with students and employers via **Instagram, Twitter, and LinkedIn**. We currently have over 950 followers on IG.
- Total of 36 Instagram Posts with more than 1300 likes and a reach of over 16,000
- We have introduced 'Developer Takeovers' and 'Thursday Thoughts' to our IG Stories

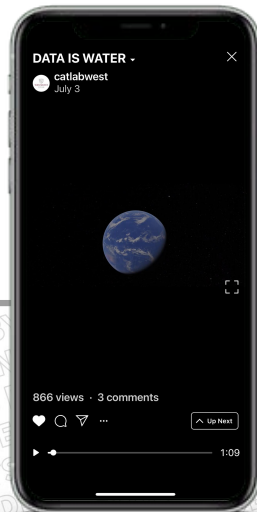


IG: @catlabwest



T: @catlabwest

# VIDEOS



2,500  
VIEWS

We find a creative way to **tell the story** of what we're doing and to promote our work to the broader community.



# WEBSITE



## WHOLE NEW CATLAB

- Flushing out our brand to create a whole new look
- Creating our elevator pitch on **what we do here** and **why it is important**
- Action items, interactive content, dynamic styling
- Focused content for multiple different groups interacting with our website



Student



Community



Higher Ed



Business