CREATIVE TEAM

JORDAN DOUTHIT, MATT EHRlich, KELSEY FEUSTEL, ABBY FISHER, SHARON KO, NOAH GALGAN, LAURA JOY PHILLIPS
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.

20,507 Words

16 Articles

Building Trenchity in the Time of Covid


8 Tips and Tricks for Working Remotely

Sharing inspiration: Meeting UCSC IT Imaging

How To Get Hired In Tech

How to create a culture of collaboration

What to look for in an internship


citizenship and advocating for the welfare and rights of all citizens, particularly those who are vulnerable or marginalized. The Cagliari experience emphasizes the importance of understanding and acting in order to bring about positive change for the well-being and empowerment of communities.

37 Interviews

3 Characteristics of Successful Student Developers

How We’re Reimagining ADMISSIONS

BLOG

How the Liberal Arts Can Make Us Better Software Developers

How to make software that is more accessible and easier to use.

112 Followers

Moving Forward in the Midst of Uncertainty

Our Journeys Toward Justice: Part 2: Learning to Listen
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
Researched **foundations** and **individuals** that might support CATLab’s mission and goals in order to establish funding for our program.

**Foundations**
- Researched: ~400
- Selected Foundations: 17
- Final Foundations: 4
- LOIs Written: 2

**INDIVIDUALS**
- Donors in Report: ~1,600
- Selected Individual Donors: 15
- Individual Donors Entered In Gravyty: 19

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

**WEBSITE**

**WHOLE NEW CATLAB**

- Student
- Community
- Higher Ed
- Business