

Moving Beyond the Edges

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A portrait of Lois Conley, an African American woman with short, styled hair, wearing glasses and a patterned cardigan over a black top. She is smiling and standing in front of a brick building with a decorative metal railing. The text is overlaid on the left side of the image.

Lois Conley

St. Louis Native

Founder, CEO, etc

The Griot



The Griot

- **St. Louis Place, majority black neighborhood**
- **1916 former Catholic School**
- **\$100,000 for taxes, bills, and upkeep**
 - **35,000 visitors at peak**
 - **Funding challenges**
 - **3 new developments**
- **Well known to black history enthusiasts**

Listening Methods

- Activity Analysis
- Flow Analysis
- Forecasting
- Interviews

Fundraising

Fundraising is very needed, yet a difficult task to accomplish

- Doesn't feel like there are comparable orgs she looks up to for their fundraising efforts.
- Feels like there's lots of lip service to support, but it doesn't manifest itself in real dollars.
- Network for major donors is a closed network.
- She does not have a plan for fundraising.
- Funding is prioritized to larger organizations
- She is not sure there is funder support of her mission and the content of the museum

Audience

Visitors are the main revenue and this audience can grow

- While the Griot has a dedicated audience (the people who visit are enthusiastic about the Museum), it is still small
- Growing The Griot's audience will bring in much needed revenue, as this is the the main source of funding
- Growing The Griot's audience will also help Lois better achieve her mission to share the stories, culture, and history of Black people in the U.S.

Work Management

The CEO is at capacity

- Limited capacity of organization - Because of all her competing needs, Lois feels like she can't get all her work done.
- Strain on Lois' well-being - She's not able to even eat sometimes!
- Responsibility on one person - There is a lot on Lois's plate as the ED, founder, and lone employee of the organization.

Opportunities of the building

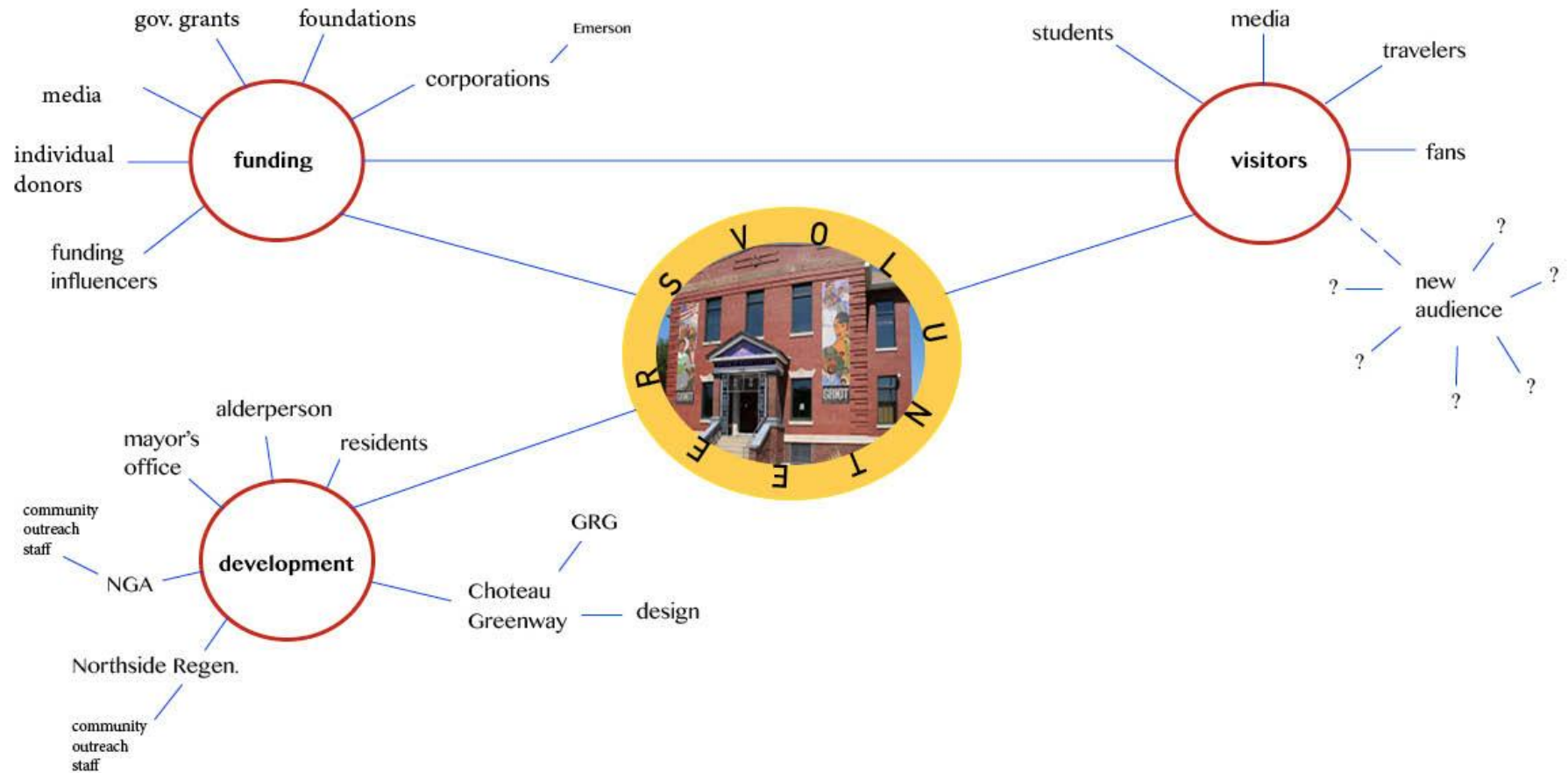
There are untapped resources within the building

- Additional floor of museum that is currently unoccupied
- Limited funds bar Lois from further developing this space. She feels it is a missed opportunity.
- Paradox is that if activated, the space could both bring in more revenue and expose more visitors to the Museum, helping Lois further fulfill The Griot's mission.

New developments may bring resources and investment to or near The Griot

- **CEO greets pending proximate developments as positive opportunities for growth and resources**
- - New development of NGA site, Choteau Greenway and Northside Regeneration Corporation may bring more visitors to the museum creating more activity nearby, new employees commuting, business
 - Same developments come present displacement challenges for the neighborhood as a whole.
 - Development could physically connect up to/nearby Griot presenting a new pathway to bring foot traffic to museum.
 - Development could increase economic development in neighborhood.
 - Development could bring new lens and interest to The Griot based on its proximity to these sites. Is this an opportunity of fortuitous timing for fundraising strategies?

The Ecosystem



Personas

- Funding influencers
- Funders
- New visitors
- Visitor influencers

Anticipated Challenges

- Different Cities
- Busy Schedules
- Time Limitations
- Mobilizing Other Stakeholders

Next Steps

- Schedule recurring meetings
- Decide on Project
- More research
 - Interviews
 - Other Similar Organizations

Questions

- Any ideas we're missing?
- Any suggestions on how to coordinate schedules?