

# CASE STUDY

Cuyahoga Community College Foundation, Cleveland, Ohio

## Overview:

The Cuyahoga Community College Foundation began an ambitious internal assessment of youth programs offered through its Access and Collage Pathway initiative. The rationale behind the review was well justified, particularly since government and philanthropic organizations focus more attention on measuring outcomes, receiving credible data on program outcomes and building collaborative networks.

The foundation sought a firm experienced in working with emerging markets through multicultural marketing and strategic planning. They turned to the professional team of Singleton & Partners.

## Strategy:

Prior to making any recommendations, Singleton & Partners designed a strategy that included looking both internally and externally to measure program effectiveness and to identify community needs.

- 1) Singleton & Partners spent six months interviewing more than 30 program directors, managers and staff members.
- 2) S&P conducted several focus groups and interviewed hundreds of parents, teachers and students.



**SINGLETON & PARTNERS, LTD.**  
Multicultural Marketing Solutions

## Results:

Singleton & Partners examined the organization's youth program and developed a plan to streamline and more effectively manage, consolidate and enhance programming to meet the needs of the community.

A program review determined the services available to the K-12 population, along with program strengths and weaknesses.

Additional requirements set forth within the scope of work included recommendations on how to simplify and enhance quality control, administration, outreach and marketing of Access and College Pathway programs to elementary, middle school and high school educators (particular guidance counselors), parents and other community partners.



for more information on the Multicultural Marketing firm of **SINGLETON & PARTNERS**,  
go to [www.singletonpartners.com](http://www.singletonpartners.com) or call 216.344.9966