HOW DO WE LEARN?

NewBridge | 2017 Annual Report
TRY.
SUCCEED.

Is persistence a muscle? It might be. For our students, the process of trying, failing, and ultimately learning to succeed helps them not only learn a trade but learn to be lifelong learners.

“That’s the power of art. Art is a bridge. It connects you to a wider world, to a broader experience. I don’t expect a bunch of poor kids from the streets to become overnight aficionados because they see a pretty picture, but don’t try to tell me that exposure to the arts doesn’t have the power to change a human being.”

—Bill Strickland
Founder, Manchester Bidwell
About us

NewBridge is a community-based arts education and career training center that addresses the needs of residents and youth who live in some of Cleveland’s most challenged neighborhoods. Our vision is a vibrant community living to its fullest educational and economic potential.

As believers in the power of lifelong learning, we practice what we preach. By listening to our advisors, staff, community partners and students, we’re always learning too. Our programs and curriculum are dynamic and market-driven to give our students the skills they need to secure meaningful, good-paying jobs in high-demand fields.

History and Philosophy

NewBridge Cleveland Center for Arts & Technology is a dynamic initiative for youth arts education and market-driven adult career training. The state-of-the-art center, located on the Euclid Avenue corridor along RTA’s Health Line at 38th Street, opened in fall 2010, and provides job training programs intended to give unemployed and under-employed adults the skills needed to secure meaningful, good-paying jobs in the health sciences and other professions, and provide adults with the academic support needed to succeed in the programs. All NewBridge programming is market-driven to ensure students are trained in high-demand fields. Career preparation is linked with employers who assist in program and curriculum design and provide externship experiences for adult students, upon program completion.

The after-school and summer program for high school students encourages academic success through hands-on, mentored participation in the visual arts (ceramics, photography, and digital arts) that builds self-esteem and inspires students to remain in school.

NewBridge is modeled after Pittsburgh’s highly successful Manchester Bidwell Corporation—an internationally recognized arts and education center founded by the renowned innovator and MacArthur Fellow, Bill Strickland. NewBridge is an independent 501(c)3 nonprofit corporation and is an affiliate of Manchester Bidwell’s National Center for Arts & Technology (NCAT), benefiting from Manchester Bidwell’s educational experiences, expertise, and resources. NewBridge is positioned to be a beacon of hope for the Cleveland community, and will offer opportunities for individuals to break the cycle of poverty and have a better, more sustainable way of life.
Building on a brilliant model
Internationally recognized

NewBridge is modeled after Pittsburgh’s highly successful Manchester Bidwell—an internationally recognized arts and education center founded by the renowned innovator and MacArthur Fellow, Bill Strickland. Bill has spent the past thirty years transforming the lives of thousands of people through Manchester Bidwell. He’s shown countless others how they can build on their passions and strengths in order to dream bigger, set the bar higher, and achieve meaningful success.
Dear friends,

It's rewarding to see one's vision come to life. I believe everyone has the power to shape his or her own future. It's my great hope that more and more are given the tools and support necessary to reach for their dreams.

Keep up the good work NewBridge!

Bill Strickland
Current programs

**Adult**

1. **Phlebotomy**
   - This ten-week (340 hour) training program prepares students to collect blood specimens for testing and analysis in clinical labs.
   - Courses taught during the didactic portion of the training are:
     - Anatomy and Physiology
     - Medical Terminology
     - CPR
     - Specimen Collection, Procedures and Techniques
     - Professional Development and Communication
     - HIPPA
     - Math
     - Basic Computer Skills
   - During the first six weeks of this program, students will learn to skillfully draw blood as well as the soft skills needed to become employed as a top-notch phlebotomist. The final four weeks of this program are spent in an externship gaining hands on training with our employer partners.

2. **Hospital Nursing Assistant (HNA)**
   - This six-week (185 hour) training program offers its students the unique opportunity to demonstrate skills and perform tasks practiced during didactic training on the floor at University Hospital. NewBridge offers this training to provide University Hospitals with a pool of highly qualified candidates for their PCA positions.
   - Courses taught during this program are:
     - Communication and Interpersonal Skills
     - Infection Control
     - Safety and Emergency Procedures
     - Anatomy - Disease and Disorders
     - Medical Terminology
     - Promoting Independence and Residents Rights
     - Basic Nursing Skills and Personal Care Skills
     - Mental Health - Social Service - Restorative Services

3. **State Tested Nursing Assistant (STNA)**
   - This six-week (165 hour) training program prepares students to provide quality patient care as a well-trained nursing assistant. Within the Ohio Department of Health guidelines, this course will offer its students the opportunity to sit for the STNA certification exam.
   - Courses include:
     - Communication and Interpersonal Skills
     - Infection Control
     - Safety and Emergency Procedures
     - Anatomy - Disease and Disorders
     - Medical Terminology
     - Promoting Independence and Residents Rights
     - Basic Nursing Skills and Personal Care Skills
     - Mental Health - Social Service - Restorative Services

4. **Culinary**
   - In conjunction with Towards Employment, NewBridge offers a ten-week (240 hour) Culinary Training program. Within the first few weeks, students will become ServSafe certified as they learn all the safety and sanitation rules required in a commercial kitchen. Our culinary students are provided with user-friendly culinary software that is supplemented by engaging and interactive lectures as well as hands on cooking labs.
   - Courses include:
     - Terminology and Culinary Fundamentals
     - Food Safety
     - Culinary Math
     - Kitchen Professionalism
   - The final four weeks of this program are spent in an externship gaining hands on training with our employer partners.

**Youth**

1. **CLE LEAD**
   - This art-inspired leadership training will offer 9th, 10th, 11th, and 12th grade students six months of Graphic Design, Ceramics, or Photography.
   - Students in this after-school program will learn skills including but not limited to:
     - Self concept/awareness
     - Interpersonal communication
     - Personal management and responsibility
   - This course is intended to help develop a community service project, in partnership with local businesses. Students have the chance to design and create their own logo, business card, and advertising campaign.
   - In addition, students will express their learning through art projects inspired by our SEED curriculum.
   - At the end of this program, students will help develop and implement a community service project. NewBridge is currently working with Design Lab High School, Jane Addams High School, John Adams High School, School of One and East Technical High School for the 2017-2018 school year.

2. **Art Maturity Program**
   - Students who have successfully completed the NewBridge Leadership program and are interested in furthering their artistic work in the studio are welcome to attend the Art Maturity Program.
   - This highly individualized programming will allow students to work with their teaching artist to further develop their studio skills.

3. **Creative Minds Summer Camp**
   - Get those creative young minds engaged through our summer arts program. This six-week program offers middle school students (6th, 7th, and 8th grade) the opportunity to explore three different art forms:
     - Ceramics
     - Graphic Design
     - Photography
   - Students will have hands-on fun and learning at NewBridge and on a variety of field trips. Bus tickets and lunch are provided.
Daisha Aaron was working at MetroHealth in skilled rehab when she first heard of NewBridge’s phlebotomy training program. She has sickle cell anemia, so getting blood drawn was familiar to her.

After a failed attempt at completing the program in 2016, Daisha made it clear to NewBridge CEO Bethany Friedlander that she wanted to come back. And she did get a second chance to join the program. So when she completed her phlebotomy class this spring, she was rightfully emotional.

"I’m feeling very confident. I’m feeling great and proud of myself for making this move. It prepared me. I have people to give me great recommendations. It prepared me for my life. Now I’m ready to sit down and prepare for my career path."

“This is a big deal for me. I did this before and I didn’t get this far. This is a goal I set for myself, and I achieved it.”
Numbers worth sharing

Through hardwork and determination, our students continue to achieve great things, and our programs continue to evolve and grow.

300% Growth in adult programs over five years
82% youth students are accepted into college

95% said they feel accepted and supported

88% adult graduates obtain a job within their chosen field within six months of graduation

1,300 applications received for 131 training slots

$27,412 average starting salary for graduates
# Financials Summary

Statement of Position for the fiscal years ending June 30, 2017 & 2016

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Bridging
the gap
Director of Social Emotional Learning, Ben Zimmer, sat down for a quick chat with high schooler, Amber Harris. They both ended up learning some interesting things about each other.

Amber: What do you do at NewBridge?

Ben: I'm the Director of Social and Emotional Learning. So I'm going to be overseeing the leadership program, CLE (LEAD). I'll be working with the teaching artists to bring social emotional skills into their existing classrooms. I'll also be leading my own lessons, games, and fun discussions.

A: I wish we had someone like you when I first started! Are you excited?

B: I'm really excited to be able to do ceramics with students and do photography and graphic design with students. I'm also excited because this program is going to culminate in a service project.

A: I understand you're going to change somethings, what are you thinking about changing?

B: Well, over the past 4 years you've been coming to this program, and it's been changing your life. So you've been managing your emotions, you've been getting more resilient, you've been able to take the bus, you've taken initiative and have had grit.

So there's something about this program that's so amazing. Without calling it a social emotional learning program and without intentionally delivering curriculum that is social and emotional learning based.

We were just talking about how sometimes you feel awkward socially. I feel socially awkward too. Together we're socially awkward. Maybe that's why I'm so drawn to this kind of work and this kind of space. Because growing up as a teen I was very ostracized and felt very uncool and didn't have many friends. So it's been my goal to create spaces that allow people to feel absolutely themselves and to teach them how to navigate the world in a way that empowers them to be whoever they want to be.

And Amber, your story of being here and how you really bloomed here is so inspiring. So let's start with what brought you to NewBridge.

A: I've been doing art since I was very little. I've always been very interested in it. So when NewBridge came to my school, I thought it'd be fun to try out. That was 4 years ago.

B: If you hadn't been here, how would you have spent your time?

A: I'd probably either have done sports at school or just gone home. But then another thing I would have missed out on if I didn't go to NewBridge. Because when I first started going to NewBridge, my parents would drive me. But I started thinking, "Maybe I could take the bus there. You know, get my own ride there." They were really comfortable about it at first. But they said, "Oh, as long as you stay with a group of people you can take the bus straight there and we'll pick you up after." As I started taking the bus there, it turned into being able to take the bus everywhere and having the freedom to go wherever I want. And NewBridge provided bus tickets as well.

B: So it's almost like a bonus that programs like this—you're learning a craft first of all. You're an amazing ceramic artist and at the same time all of these other life skills start popping up.

A: Yeah, which is great because parents can't drive you everywhere whenever you want to go. So now I can say, "Hey, I'm going somewhere," and they'll be like "Cool, see you later."

B: If you could go back in time and tell your freshman self something, what would you tell her knowing what you know now from your 4 years here and just in life?

A: Being who I am, where I watched a lot of movies where people go back in time and mess everything up, I think I'd go back to just see what I went through and remember, but I wouldn't change anything because that leads to bad things.

B: How did the thought of college and the thought of furthering your education develop over time? Did you always know you wanted to go to art school?
A: I didn’t know colleges just for art existed, to be honest. I thought college is just the normal intense classes for what you want to do. It’s completely because of NewBridge that I changed my mind about college.

B: What happened to change your mind?

A: Bethany talked to me about a scholarship opportunity for Cleveland Institute of Art, which I didn’t even know existed. I tried for it, I didn’t actually get it, but they gave me a nice grant for the school, which is pretty nice.

B: That’s amazing. You earned that. Do you feel proud of that?

A: Yeah!

B: Good, you should! What has ceramics taught you about life? If you really think about it, what has working with clay and working in that room taught you about life?

A: It’s not that hard to express yourself when you find something you like to do. For ceramics, it’s very easy for me to express myself and I love the freedom in it. I might think “Wow, that’s terrible, I can do better” but someone else is going to look at that and say, “Wow that’s amazing! How could you do that?”

B: You’re the one that decides if it’s a failure in that way. You took me into the ceramics studio, which is just the coolest space. It just makes you want to create. You were showing me the beast that you created...

A: The one that exploded?

B: Yes!

A: At first I was going for a wolf but then it didn’t turn out that way. [laughs]

B: But you made this amazing creature that had really interesting scales all over it. How long did that take you?

A: At least 3 classes.

B: So a lot of time.

A: Yeah, quite a bit.

B: And then once it was in there, it exploded.

A: Yeah, the kiln misfired.

B: So what was that experience like? What did you learn about failure from that?

A: Of course I wasn’t happy about it, but I try not to get hung up on things like that. I hate being upset, so I’m like, “Alright, that happened. Let’s move on.” I could try to make another one or I could just do something different.

—Amber
Board of Directors

Roy Anderson
Cleveland Clinic

Steven Lake
Cleveland Transformation Alliance

Jason Drake
Dun & T. Moore Company

David D. Legasay
Vice Chairman of the Board & Treasurer
Hawthorn, PNC Family Wealth

Heidi Gartland
University Hospitals

Grafton Nunes
Cleveland Institute of Art

Richard Gibson
Elizabeth Baptist Church

Brendan M. Patterson
Cleveland Clinic

Ron Goldfarb
Goldfarb Weber Creative Media

Ronn Richard
Cleveland Foundation

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Cleveland Metropolitan School District

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Karamu House

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Chairman of the Board
Retired, Cleveland Clinic

Sonia Salerno
University Hospitals
Uh Cleveland Medical Center

Robbin Hudson
United Black Fund

Kim Shelnick
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Cleveland Clinic

Bill Strickland
Manchester Oldwell Corporation

Staci L. Kroon
Eaton Corporation

Jeffrey R. Vlasek
BakerHostetler

Virginia B. Kuertz
JPMorgan Chase & Co.

Betsy Vuillemot-Figge
Your CFO Resource

Sara Laskey
MetroHealth Medical Center

Rick Wilmot
IBM
Team

Antoine Wilson
Student Employment Specialist

Arwan Ochoa
COO/CFD

Ben Zimmer
Director of Social Emotional Learning

Bethany Friedlander
President & CEO

Billy Ritter
Ceramics Teaching Artist

Celeste Aviles
STNA & Patient Access Instructor

Clara Bush
Program/Recruitment Assistant

Katherine Charney
Lead Instructor, Adult Programs

Lorenzo Hailes
Director of Student Services

Maya Lyles
Director of Academic Affairs

Missi Calhoun
Culinary Arts Instructor

Natalie Eddy
Graphics Design Teaching Artist

Robert Banks Jr.
Photography Teaching Artist

Greta Redus
HNA/STNA Coordinator/Instructor

Stephen Langel
Director of Development

Tracy Morrow
Executive Management Assistant/Trainer
## Sponsors

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### Training Reimbursement Partners

- Ohio Means Jobs
- Y.O.U.
- Towards Employment
- Evergreen Cooperatives
- Malachi Center
- Esperanza, Inc.
Student artwork sales have totaled over $13,000
Steps

Here's a snapshot of where we're headed in the coming year with you.

With our partners, Cleveland Clinic, University Hospitals, and MetroHealth, we'll continue to build on our prior success in the healthcare field by growing our Patient Care/STMA training program and piloting incumbent worker training in hospital administration.

We'll deepen our workforce solutions to include culinary training and Microsoft Office Specialist (MOS) certification. And we'll continue to grow the number of adults we serve to widen our community impact.

We'll develop new retention assistance programs and tracking mechanisms to better measure our success.

Accepting the challenge of making our after-school programming current and relevant, we'll roll out a major program redesign.

We'll develop new program measurements to determine program effectiveness as it relates to the development of skills and attitudes students need to be successful in school, at work, and in life. And we'll work with our school partners to determine how these social emotional intelligences show up in classroom and peer behaviors.

Through a student-designed community enhancement volunteer project, we'll deepen our relationship with the community.

We'll widen our student impact by providing a second year of middle school camp programming with high school camp counselors.

We'll introduce our Cleveland Institute of Art (CIA) partnership which gives high school students the opportunity to earn a scholarship to the CIA pre-college program, where they live in college dorms and take advanced art classes for college credit.