**Prototype Précis**

**Name of the Prototype:** Sooner Neighborhood Resources

**Team Members:** Prashant Parmar, Catherine McCarter, Ashlee Grey, Adrian Walker, Laura Pate, Yolanda Colbert, Avery Pittman, Whitney Leonard, Alexis Chen, Steven Fitts, Cornelius Johnson, Mai Yang

**Value Proposition:** Our information and resource forum will create a resource access point for local organizations to effectively provide information and advocacy to underserved populations in Tulsa.

**Customer Segment(s):** Tulsa social service agencies and underserved populations

What pain is being endured by the Customer Segment(s) due to the current situation? Social service agencies struggle to communicate available services to the populations they aim to serve. People in need of services have difficulty finding services that could improve their situations.

What gain could be appreciated by the Customer Segment(s) if the Value Proposition under consideration were implemented? This face-to-face forum of resources will bring the underserved and information about community resources together.

Describe the Prototype that will be created to demonstrate the salient features of the Value Proposition to the target Customer Segment(s): Sooner Neighborhood Resources Forum creates a face-to-face contact for communicating information and advice about services. The initial contact at a neighborhood forum might assist in follow-up phone or internet contacts. We propose the initial ‘fairs’ be held at the Tisdale Clinic with subsequent ‘fairs’ moving to the neighborhoods of most need. The fair brings knowledgeable representatives of service organizations to the neighborhood. With face-to-face contact, people can learn and discuss social and health services (Housing Authority, Food/WIC necessities, Job/GED assistance, Food Stamps/Medicaid application assistance, Counseling and family resources, Health and Wellness, and Community Action Project). In addition, social work students can assist clients in accessing the internet and applying online for Medicaid and Food Stamp benefits.

Workers at the Fairs will be volunteers from student organizations (medicine, physicians’ assistant, social services, and law) of the OU Health Science Center in Tulsa and Oklahoma City, as well as representatives from the various service organizations. Formal feedback for improvement will be collected. Knowledge about the fairs will spread through word of mouth to local community leaders, such as church pastors and food bank directors. The director of the Tisdale clinic advised that fairs could take place there on the third Thursday of each month, from 5:30-8:30pm. To attract clients, a children’s table will be offered, as well as pre-packaged snacks. The purpose of these is to foster a pleasant environment of learning and discussion.

**Champion:** Immediate: Prashant Parmar,

Long term: Catherine McCarter, Ashlee Grey, Adrian Walker, Laura Pate, Yolanda Colbert, Avery Pittman, Whitney Leonard, Alexis Chen, Cornelius Johnson, Mai Yang

**Administrative Facilitator:** Dr. Steven Fitts, Dr. Sheila Crow, Natalie O’Reilly

**Key Partner(s):** OU Tisdale clinic, Local churches, Community Leaders, Service organizations, and Resource nodes
Brief interpretation - Physicians were lukewarm with respect to this proposal, in contrast to social work students rating the mission vs. financial model highly overall. Major detractors were medical students and PAs. Clustering with regards to the value proposition vs. customer segment was also observed.
Sooner Mobile Neighborhood

Additional Comments

Very similar to Neighbor for Neighbor.
It's a good idea, but how able are many community organizations to invest the money and time in sending a representative on a regular basis. Based off personal experience with nonprofits, many are strapped for money.

It could have used a more concise explanation
This looks like a very very doable project! it reminds me a lot of the involvement fairs and health fairs at the Norman campus. Maybe it would help to contact them for logistics help? great way to get the word out. Also maybe use food trucks outside!

doubtful of the ability and effort to continue the project.

Very enthusiastic
Not sure about how you would fund this

Great idea!
This model does not seem unique to me - I would like to see how we could empower already established fairs like this.

Need a huge venue with each table having enough hands to take care of all the need. I love the idea of everyone in one place. The vendors should DEFINITELY be on board with this.

Needs a better system of informing people of this service other than word of mouth.

I worry about sustainability of volunteer enthusiasm and involvement
This plan seems rather forceful. In order for the community to be receptive they need to invite you in. How do you plan to accomplish this? Who is going to pay for this?

I think the idea is nice, but am concerned about the amount of volunteer service involved. Unfortunately, volunteer services and recruiting community leaders are not guaranteed, and this program heavily relies on them.

Very enthusiastic! Easily implemented idea!

Put in rural areas too
great persuasive speech

It needs to be clarified who the paying customer is for this project with more specific information on how this program will benefit them.

Great idea. Engage a champion from each neighborhood