



Redesigning Contextually Appropriate Education Materials for Incarcerated Women

Communication Design Workshop

Spring 2021

Meet the team

WIND



Kelly Costello Co-Founder



Penny Hirsch Board Member

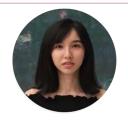
ID



Tomoko Ichikawa Instructor



Anand NagapurkarDesigner



Callie Zhou Designer



Haiping Liao Designer



Jocelyn Jia Designer



About WIND

WIND (Women Initiating New Directions) is a non-profit organization that provides instructional programming for detainees and those seeking reentry. Using a flexible curriculum to fit different stages of their recovery, WIND provides resources and workshops to women in the areas of job training, communication, and life skills.

The Initial Ask

The **ID** team was challenged to improve the **WIND** workshop materials for female students at *Cook County Department Of Corrections (CCDOC)* and *Grace House Residential Program* by deeply understanding the realities of very different teaching modalities (**Zoom and Correspondence**), and resourcefully design for the requirements amidst changing constraints and opportunities during the pandemic.

Agenda

1 Our Process

The methods we used and how they informed our design

2 Program, Class Structures and Journey of Stakeholders

Course Structure, Involvement, Principles

3 The Insights & Components

Highlights and challenges of the stakeholder experiences, Design interventions

4 Concepts

Consolidated concepts and evaluation

5 Next Steps

Field tests, Implementation plans

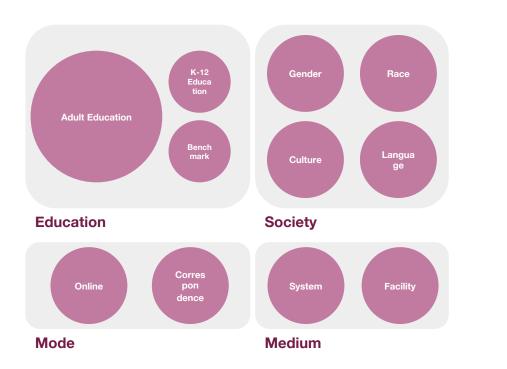
Our Process

Understanding Problems and Perspectives

 Week 1
 2
 3
 4
 5
 6
 7
 8
 9
 10
 11
 12
 13
 14

Topic Onboarding
What should we know?

- Topic immersion
- Knowledge acquisition



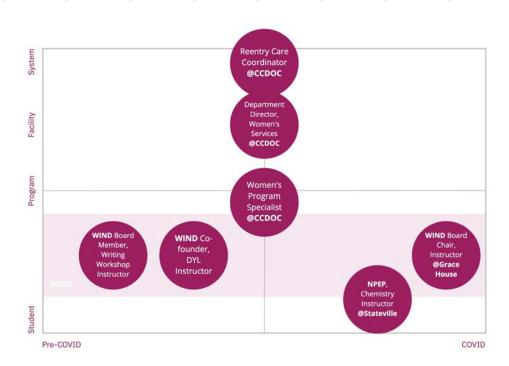
Making Sense of Learnings

 Week 1
 2
 3
 4
 5
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 9
 10
 11
 12
 13
 14

Topic OnboardingWhat should we know?

Research Planning and Execution What can we learn?

- Research plan
- Literature review
- Stakeholder interview
- Zoom class observation
- Analysis
- Insight discovery



Reframing Design Challenge

 Week 1
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 12
 13
 14

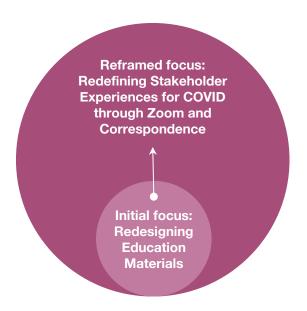
Topic Onboarding

Research Planning and Execution
What can we learn?

Synthesis

What does this mean?

- Integrate research findings
- Inform design directions
- Identify initial opportunity areas



Designing and Effectuating for Context

 Week 1
 2
 3
 4
 5
 6
 7
 8
 9
 10
 11
 12
 13
 14

Topic Onboarding *What should we know?*

Research Planning and Execution

What can we learn?

SynthesisWhat does this mean?



Program, Class Structures and Journey of Stakeholders

Understanding WIND Program and Class Structures

Program Modules:

The WIND Program has four different modules focusing on the different aspects of life. Each module runs for four weeks with a class scheduled for every week.



Class Structure:

Each class has three phases: pre-class, during class and post class.

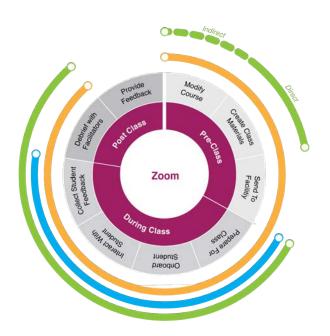
It is a circular process as feedback from one class is used to design materials for the next class.



Instructor, Student, Facilitator Class Involvement

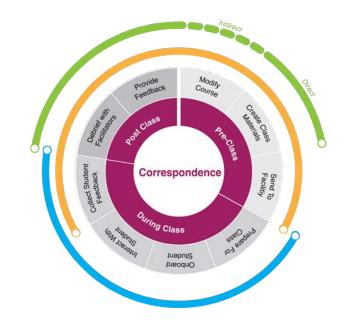
Zoom:

In the Zoom format, facilitators and instructors cannot provide live feedback to the students because they don't have immediate access to materials filled by the students.



Correspondence:

In the Correspondence format, facilitators and instructors cannot interact with students during most part of the class as they cannot be present at the facility because of COVID.



Principles to Guide Designing Components

Accessibility

To be obtainable and usable by the students, instructors, facilitators and coordinators, To be understandable and appreciable by the students

Flexibility

To have a direct and flexible structure to cater various situations and requirements

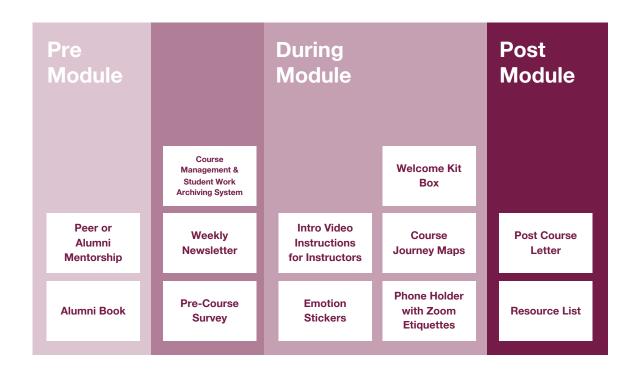
EquitabilityTo be embraceable towards the diversity of students, To be reframe-able based on different learning capacities

Relationship Building
To enable approachable channels from student-student, student-instructor/facilitator communication, To create a safe and comfortable environment

Engagement
To elevate communication through different modes of expression, To be inclusive towards student involvement and feedback in the course development process

Transparency
To emphasize on a growing mindset, To provide clear expectations and real-world purpose that students can relate to

Designing Components for Answering Challenges at Various Stages of a WIND Module

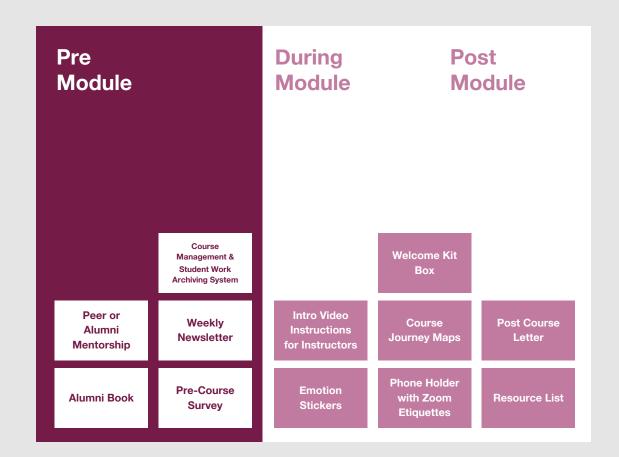


The Insights & Components

Pre-Module Insights

This is a phase where the instructors and facilitators should get everything prepared for the courses.

The more they know about the women upfront, the better they can make adjustments to the course materials and maximum the class engagement and impact during the module and beyond.



Due to the unpredictability of class attendance and the women's diverse backgrounds, it is difficult for the facilitators/instructors to see the subsequent weeks and to know how to blend assignments.

The women come from different education levels and paths.

The women have very diverse learning preferences and priorities.



Some women can't read and write, some women have bachelor's degrees. Some women, one was a nurse for years. Another one had a BS in education. There's one at Grace House right now. That was an English teacher.

- WIND Instructor @Grace House



We don't know who's coming today, so we'll have to prepare for the situation where everyone comes, they can stay in the same room with the person they are familiar with.

- WIND Instructor (from Grace House Zoom class observation)

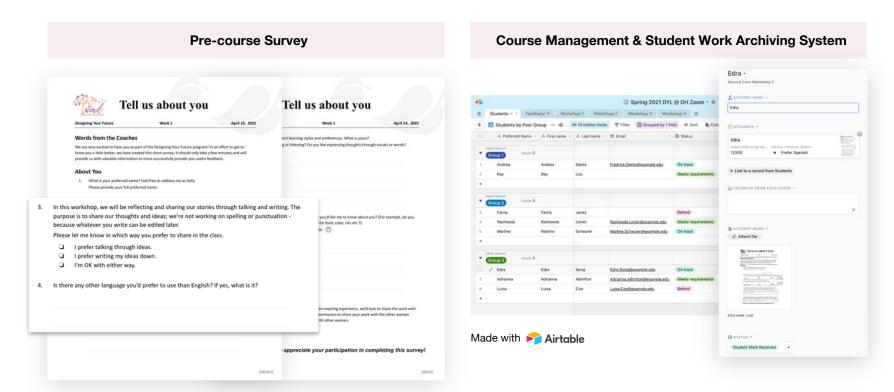
Impact

Scope

Pre

During

Develop channels and tools to help facilitators know the women better and keep track of their growth.



Pre

During

Post

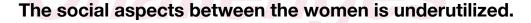
Post

There are not enough facilitators who have come from the same experiences as the women, which creates the gap in the communication.



We talked about how it can actually be a little bit risky to have alumni be able to keep in touch with each other. Because if someone relapses, for example, they would have contact information for people that might be at risk of relapse.

- Re-entry Care Coordinator @CCDOC



Being remote makes it harder for the facilitators to build empathy.



A lot of women actually know each other before they even are in Thrive (A re-entry program offered at CCDOC) together and they are friends.

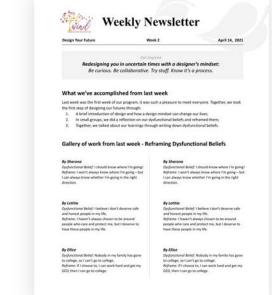
- Re-entry Care Coordinator @CCDOC

Build a community among the women and empower them to support each other.

WHAT YOU COULD EXPECT

During





Jare

COSSEU

Ama

Tranne

Jessie

PLACE BESIDE YOUR NAME

IF YOU WANT TO BE

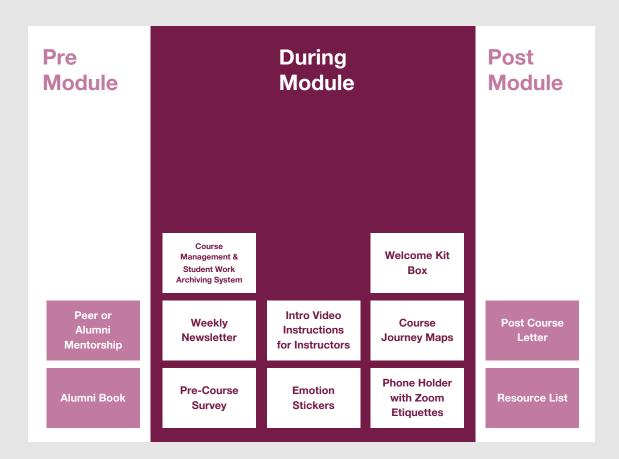
Monica

Pre

During Module Insights

This is a phase where the women go through the 4-to-6-week classes and a few cycles of learning, doing assignments, and get feedback.

The instructors want to make sure as the course goes, they are responsive to various needs of the women and the engagement is good so that they are actually benefiting from the classes.



Classes in the remote format lack the in-person communication.

Facilitators found it's harder to connect to women in Zoom or Correspondence mode.

That was at a time, though, when they could just go to the chapel and, you know, sit and be together and participate and get in their circles and do their acting things and read out loud and but that's not possible right now.

- Women Program's Specialist @CCDOC

Women wear masks in Zoom classes, so it's hard to tell the emotion or reaction from each of them.

The response and feedback is delayed in correspondence mode (10-day interval for each session).



The monitoring of correspondence is something that's really hard. But I do think that like, there are ways to build relationships with students, as an instructor and as a TA, and as a tutor.

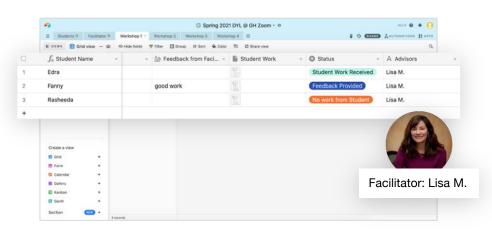
- NPEP STEM Program Mentor @Northwestern University

Humanize the instructors and facilitators before, during and after course.

Intro Video instruction for Instructor

Course Management & Student Work Archiving system





During

Made with Airtable

Pre

Post

Pre

Joining the classes and listening to others is also a way to participate, but there's no existing moment/interaction to honor the women who only listen in the classes.

Women in one cohort come with different levels of expectations and some of them choose to enroll in the program whereas others are required to take it.

On Zoom, it's impossible to check how everyone is feeling one-by-one.

So it all gets down to how can you motivate them on Zoom so hard if you don't care about this stuff, and you kind of have bad attitude. You can just sit there, watch everybody else's faces move. And try not to say anything. So

- Women Program's Specialist @CCDOC

we've had to work really hard to try to

It is very important to make sure students get the clear goal of the writing class. It is all about exploring feelings, sharing ideas with each other and expressing appreciation to someone they admire. Getting this message out is critical to keep students engaged and motivated.

- WIND Instructor

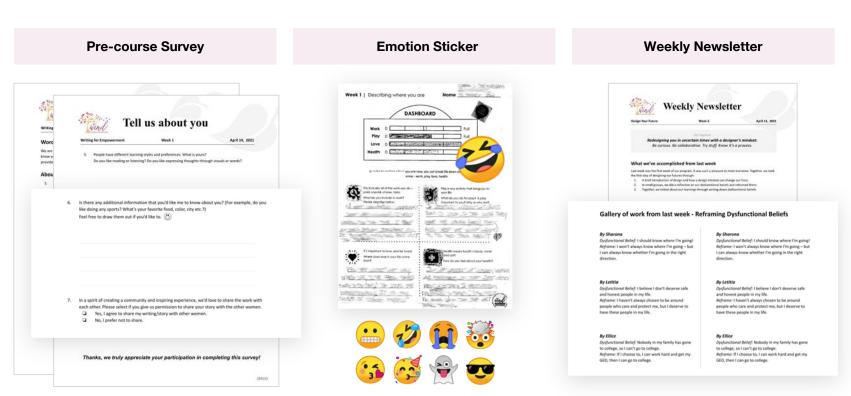
motivate them.



Impact

Scope

Create channels for the students to express themselves and feel they are being heard.



During

Post

Pre

Post

Pre

During

Post

During

With the current situation, WIND lost the thread of how a design mindset can be useful as the women plan their lives and navigate throughout the modules or each course.

Women don't know what to expect from the course.

It's hard for them to store learning materials as they are still dealing with a lot of struggles both physically and mentally.



If they've been doing their therapy all day, or whatever they're doing all day. It's like, oh, what do I have next? Oh, I have wind. Oh, I got to go. We're lucky they pick up the handouts. Because not everybody does. It's just the planning skills are very weak.

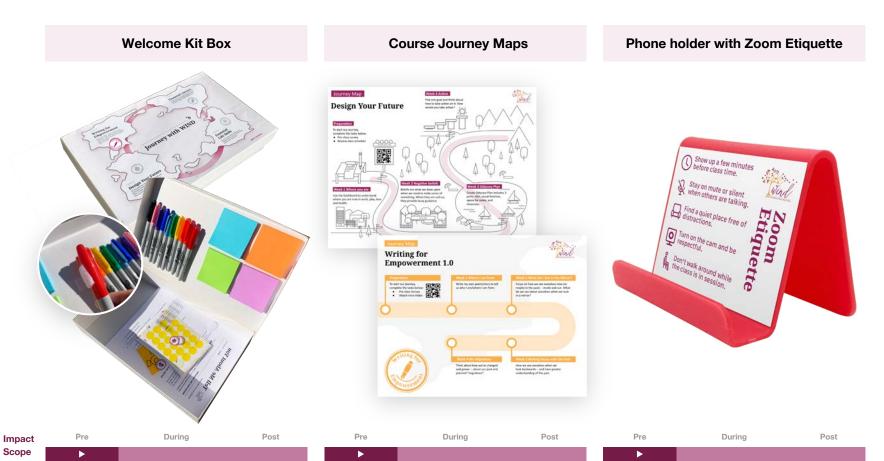
- WIND Instructor @Grace House



There's not much like teaching you how to learn in a challenging environment or helping you reflect on how you learn, and why you learn that way, and how maybe you can adapt your learning to fit different contexts.

- NPEP STEM Program Mentor @Northwestern University

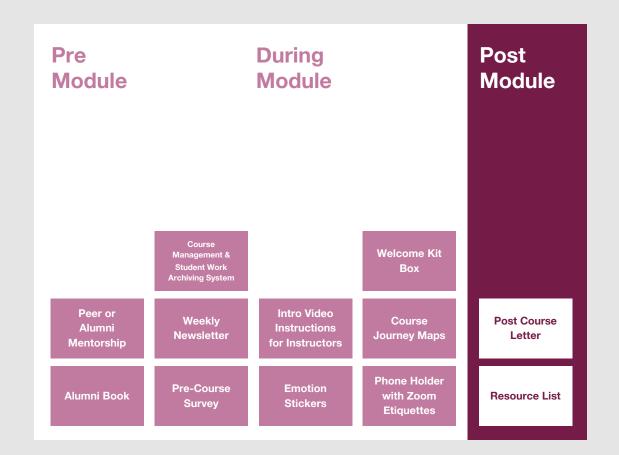
Express care and guidance at multiple touch points.



Post Module Insights

This is a phase where the module is going to end, and the women would like to know what they've gained from this module.

Instructors could establish further connections with the women beyond the course and provide further helps.



The facilitator's role is not only about helping the women to learn, but more about showing them that there are various options and possibilities in life.



Would you like to be my mentor? I will be doing my bachelors', you've got your masters and you can definitely help me out!

- Student @Grace House (Captured from Class Observation)

Women crave for a one-on-one mentorship but they are hesitant to reach out to an outside agency for help.

Facilitators and instructors aspire to have a warm and meaningful handoff when the program ends.

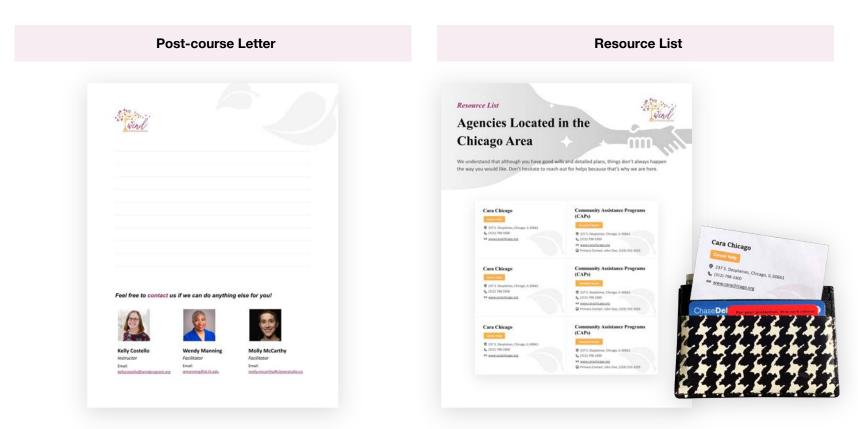


Even when they transition from Grace House, because I do feel it takes a certain amount of courage and self actualization to reach out to a complete stranger and ask them for help.

- WIND Instructor

Be a point of connection for the women during the class and beyond.

Post



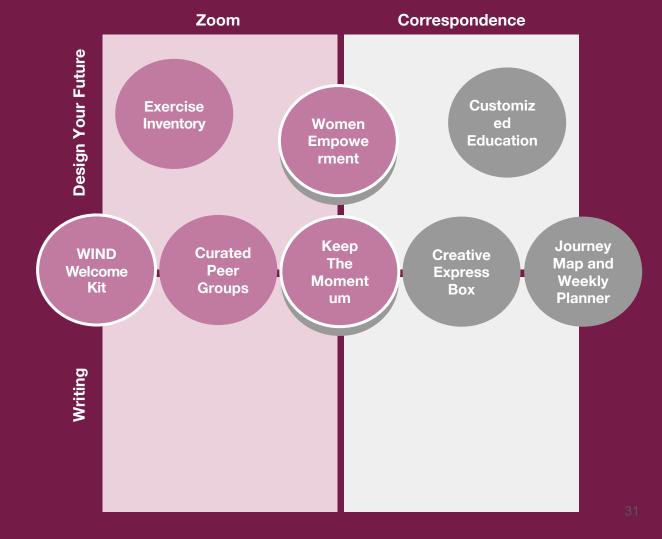
Pre

During

Post

Pre

During



Concepts

Pre-Module

WIND Welcome Kit

WIND World Map & Sticker visualize the entire program to monitor progress

Pre-course Survey collects individual expectations, needs and concerns

Course Journey Map gives clear expectations of what's coming next and how the themes connect with one another

Supplies (markers, post-it) assembled to make it easy to bring to weekly class

The WIND Box storages and documents organization tool

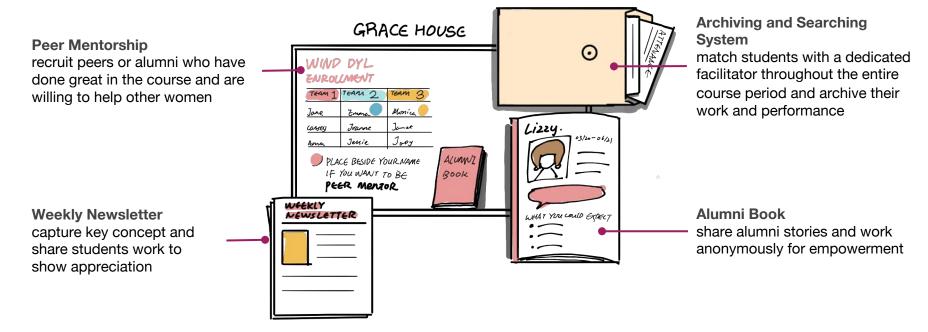
Phone Holder & Zoom
Etiquette
help students get used to the
new mode of learning online

Principles

Accessibility Equitability Relationship Building Engagement Flexibility Transparency

During Module

Women Empowerment



Principles

Accessibility	Equitability	Relationship Building	Engagement	Flexibility	Transparency	
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Post-Module

Keep the Momentum

Copy of Student's Class Work Collects their class achievements and offers them a sense of pride

JANE COLLECTION CAREER HELP RESOURSE

Post-course Letter shares personal contact and ways to support in a handwritten letter

34

Resource Card
creates a curated list of resource
with a point person to contact
based on the student's needs
and goals

Principles

Accessibility Equitability Relationship Building Engagement Flexibility Transparency

Design for Sustainability

We very much value flexibility. To make sure the design concepts could evolve in the future, we are not providing the fixed design solution but the digital infrastructure that is actionable for WIND.

WIND Welcome Kit:

- Box printing file editable with
- Land sticker editable with
- WIND World Map editable with
- Course Journey Map editable with
- Zoom Etiquette Sticker editable with
- Pre-course Survey editable with















Women Empowerment:

Weekly Newsletter editable with



Archiving & Searching System with



Keep the Momentum:

Post-course Letter editable with



Resource Card editable with





Next Steps



1. Hand off digital infrastructures to WIND



- 1. Field test the prototypes
- 2. Continue to iterate the prototypes based on the emerging needs

Thank You!

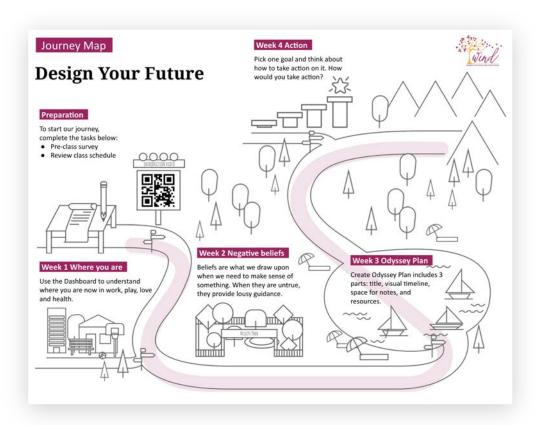
Q&A

Appendix

Context Characteristics

Device/Tech accessibility Accessibility to electronic devices		Facility Coordination The degree of engagement and/or support on the program provided by the facility.
No electronics Students can't access to any electronic devices.	Phone/personal device Students have undistinted use of electronic devices.	No Engagement The program receives no or state support from the facilities. The program to Tighty dependent on the support from the facilities.
Communication censorship Censorship around instructor-student and student-student communication.		Program Enrollment The criteria of selecting students to enroll in the program.
No censorship The facilities wen't manifer the communication.	High Censorship The communication is highly consored by the facilities.	Mandated Voluntary Students are regulated to sake the classes. Students choose to entill in the program.
Course Material Media Accessible media to deliver course materials.		Learning Capability Student pre-program educational background and mindset.
Limited Orly lasic media is accessible to deliver course materials.	Unlimited A vacety of medias are accessible to deliver course materials.	Similar Diverse Students have the same. educational background. Students have different education background. Students have different education backgrounds and fearuring capabilities.
Course Material Content The degree of restriction of the course content from the facilities.		Interaction with Others In-class and outside of class interaction between students.
Censored	Unrestricted The facility has no restriction on the course content.	No interaction Frequent Interaction Southers ranky interact with peers. Southers have frequent interactions with peers.
Student Study Supplies Storage Space The allowed study supplies that students can access in the facility. Personal storage space in the facilities.		
Limited Southerns have to share study supplies or there are very successive and the successive supplies or the successive supplies or successive successive successive successive successive successive successive success	Unlimited Students have free access to study supplies without regulation.	No personal storage Suderes have no personal storage space in the facilities. Ample storage space Suderes have violenced personal storage space in the facilities.

Seed Ideas

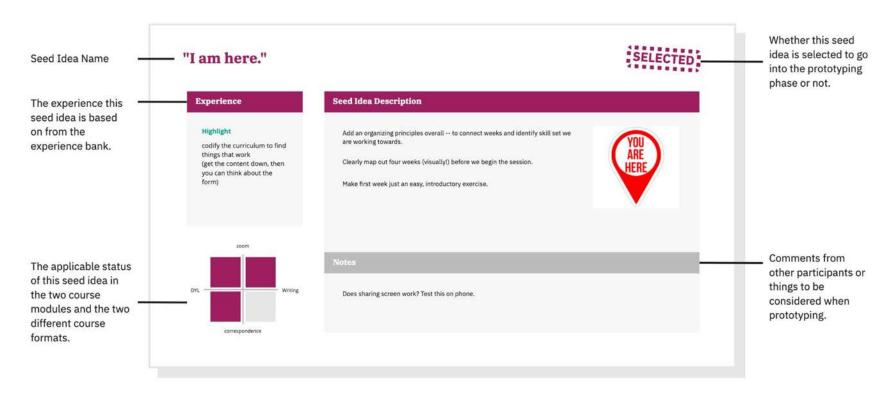


Experience Bank

Mapping out the various highlights and challenges in the facilitation experience over Zoom.

-----Pre-session In-session collaborate with other codify the curriculum to find Work with an art therapist, Greet students by asking focus on one activity and to facilitators who come from things that work helps to think of more about their life, sharing have it well explained before different backgrounds and (get the content down, then visceral ways to engage contact info; help build break outs which helps the work in an agile group to you can think about the connections students get ready to share create values together and have deeper conversations in the break out rooms Challenge It was a little difficult to see Women have to wear masks Women come from different We lost the tread of what There are not enough Classes in the remote Joining the classes and There are a lot of facilitators that have come the subsequent weeks and in zoom classes, which levels of education, thus formate lost the in-person listening to others is also a makes them designers/how background noise and echo to know how to blend from the same experiences affects the speech and audio they have different levels of communication. Facilitators way to participate, but a design mindset can be because some students are as the women we work with. found it's harder to connect there's no existing moment/ useful as the women plan sitting together and may assignments. qualities. engagement. to women in Zoom. interaction to honor the their lives. forget to mute themselves. women who only listen in the classes.

Introducing Seed Card



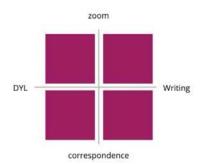
"I am here."



Experience

Highlight

codify the curriculum to find things that work (get the content down, then you can think about the form)



Seed Idea Description

Add an organizing principles overall -- to connect weeks and identify skill set we are working towards.

Clearly map out four weeks (visually!) before we begin the session.

Make first week just an easy, introductory exercise.



Notes

Does sharing screen work? Test this on phone.

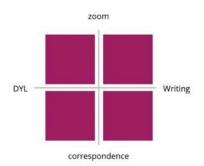
Amazon the Content - focus on inventory



Experience

Highlight

codify the curriculum to find things that work (get the content down, then you can think about the form)



Seed Idea Description

Identify multiple options for exercises to illustrate a topic.

Create aa box of worksheets and materials for the session.

Create content bridges: what did last week, what doing this week.

Understand other programs the women are doing, thus other classes/plans that could be integrated into content.

Notes

What methods work best to jog people's memories?

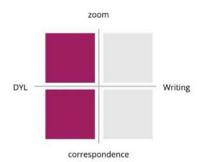
Design Your Life Like An Artist



Experience

Highlight

Working with an art therapist, helps to think of more visceral ways to engage



Seed Idea Description

Redesign the curriculum with more visual prompts.

Add a section of each class for the art therapist to lead a workshop

Collect students' art work and put up a gallery (either digital or physical at Grace House)



Note:

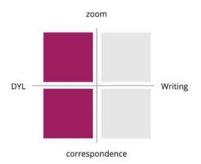
Modularized Content



Experience

Highlight

codify the curriculum to find things that work (get the content down, then you can think about the form)



Seed Idea Description

Modularize and prioritize the contents.

Provide a set of examples for different student groups.

Leave the example open.

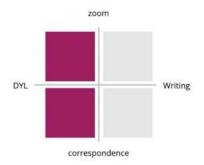
Simple, repetitive actions



Experience

Highlight

Working with an art therapist, helps to think of more visceral ways to engage



Seed Idea Description

Art therapy brought in a new lens on designing in trauma situations. Incredibly valuable given (note above) about facilitators.

Start to codify the "so what" of each session that gives them a tool to use -- over and over again. Reinforce the value of repetition.

Write the intended benefit into each session.

Notes

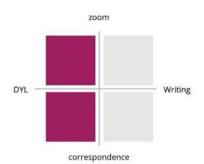
Build bridges across GH programming



Experience

Challenge

Not enough facilitators that have come from the same experiences as the women we work with



Seed Idea Description

Share facilitator background/stories

Train facilitators from other GH programming in design thinking so all programming guses this approach to planning Write the intended benefit into each session.

Write welcome letter in a very human voice, includes benefits of participating

Notes

Alumni group

Transform: Women Empowering Each Other

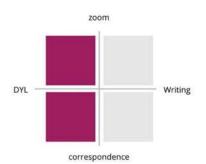


Prepare on boarding materials, guides

Experience

Challenge

Not enough facilitators that have come from the same experiences as the women we work with



Seed Idea Description

Pre-course: students sign up to be "trained" as a peer mentor

Pre-course: recruit alumni

Notes

Mentoring potential facilitators

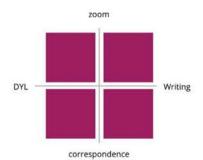
Rules of the game (i.e., "Portlandia rules")



Experience

Challenge

Different levels of education, engagement



Seed Idea Description

Clear expectations for "readiness" -- paper, pen, do-don't-think

What do we call these "rules"? Engagement, readiness, willingness.

Notes

Maybe call them rules/guidelines

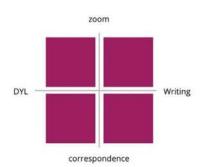
Color My World



Experience

Highlight

Working with an art therapist, helps to think of more visceral ways to engage



Seed Idea Description

Each woman gets a box of creative material at the start of program

Use more draw/sketch/color for assignments

Notes

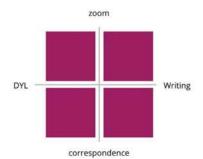
Curated peer groups



Experience

Challenge

Different levels of education, engagement



Seed Idea Description

Pre-course survey to get an understanding of students educational level

Create breakout rooms based on similar level of education

Can select/self-volunteer to be the head of your cohort

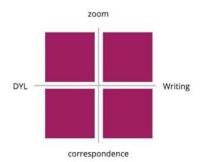
"Superpower You"



Experience

Highlight

Greet students by asking about their life, sharing contact info; help build connections



Seed Idea Description

Create personal bios and stories - facilitators and participants

Build a personal persona - superpower version of you



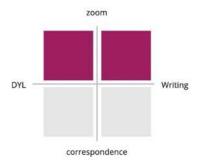
"Meaningful titles/acronyms/metaphors"



Experience

Highlight

focus on one activity and to have it well explained before break outs which helps the students get ready to share and have deeper conversations in the break out rooms



Seed Idea Description

Find short memorable titles/words or pictures for each activity that allows for focus in the breakout rooms.

eg. ship at sea for the Odyssey exercise



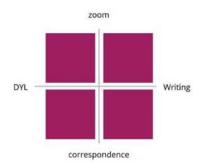
"Connection Postcards"



Experience

Highlight

Greet students by asking about their life, sharing contact info; help build connections



Seed Idea Description

After the program, instructors and facilitators can send post cards to the facilities with contact information and personalized suggestions for further steps for the women to achieve their goals and targets



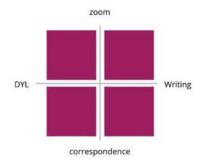
"Emoji Stickers"



Experience

Challenge

Classes in the remote formate lost the in-person communication. Facilitators found it's harder to connect to women in Zoom.



Seed Idea Description

Emoji stickers allow them to express their feeling, just stick on their clothes/ assignments sheets.



Notes

I love this idea.

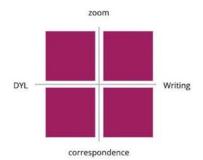
"WIND program playbook"



Experience

Challenge

It was a little difficult to see the subsequent weeks and to know how to blend assignments.



Seed Idea Description

Create a module playbook - high level overview of what is in the modules

Would be fun to add photos, list skills that they learn (from Tomoko)

"Flow / Spreadsheet"



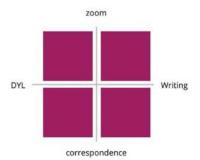
Experience

Challenge

It was a little difficult to see the subsequent weeks and to know how to blend assignments.

Challenge

We lost the tread of what makes them designers/how a design mindset can be useful as the women plan their lives.



Seed Idea Description

Shared flow chart from week to week with input, activities, expectations, outputs from one to the next.



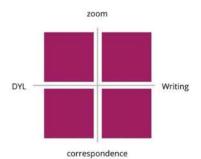
"Instructor Co-creation"



Experience

Highlight

collaborate with other facilitators who come from different backgrounds and work in an agile group to create values together



Seed Idea Description

Co-creation workshop with co-facilitators to build up course structure and material



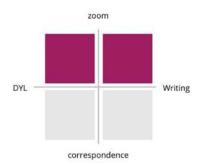
"DIY Phone Holder"



Experience

Challenge

There are a lot of background noise and echo because some students are sitting together and may forget to mute themselves.



Seed Idea Description

send a phone holder made from cardboard to each student before the zoom course starts

student assemble it together as another way of engagement to the course



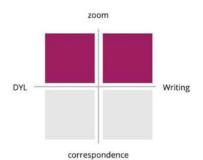
"Weekly Roundup"



Experience

Challenge

Joining the classes and listening to others is also a way to participate. but there's no existing moment/ interaction to honor the women who only listen in the classes.



Seed Idea Description

Ask them to write a summary of what they got from the session, just a line or two

Tell everyone they have to turn on the camera at the beginning for the intro and icebreaker

Add incentives for those who participate: prizes, acknlowedgement

Create an attendance board - Zoom snapshot?



Notes

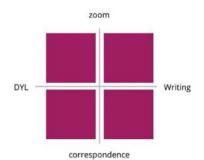
"Identity and Life Symbols"



Experience

Highlight

Greet students by asking about their life, sharing contact info; help build connections



Seed Idea Description

Create a yearbook or student passport to document and share their journeys

Choose an avatar/symbol to represent themselves, make into digital badge or pin





Notes

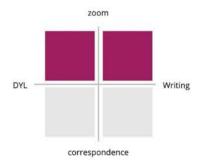
"Vent It Out"



Experience

Challenge

Classes in the remote formate lost the in-person communication. Facilitators found it's harder to connect to women in Zoom.



Seed Idea Description

Keeping a short 15-20 min session for the women to vent out their emotions and instructors can do the same!

From observations, women like to vent it out.

