

## **Science from Scientists to receive Community Consulting Teams consulting services**

Community Consulting Teams (CCT) has selected Science from Scientists to receive its pro bono management consulting services during the 2012-13 project cycle. CCT will deploy a team of alumni from the Kellogg School of Management at Northwestern University to develop a marketing and public relations plan to position Science from Scientists as the most effective STEM program with school children. The goal of the marketing plan will be to enable a more compelling message to schools, potential partners, staff, and funders. Science from Scientists intends to integrate the new messaging concepts into fundraising materials, media announcements, cable TV kids programming opportunities, and public awareness initiatives. CCT will also help the organization explore new uses of social media and their website as part of the new marketing plan and positioning.

### **About Community Consulting Teams**

Community Consulting Teams (CCT) offers pro-bono management consulting services to Boston-area nonprofits. The organization is comprised of MBA graduates, from leading business schools, who volunteer their time to help nonprofits achieve success. Since 1990, CCT has completed over 120 engagements through the efforts of over 400 volunteers, using a team approach.

To help ensure the success of the consulting engagement, CCT selects organizations with:

- Demonstrated Need
  - Consulting request addresses a high-priority, strategic challenge facing the organization
  - Financial need for pro-bono consulting
- Organizational Stability
  - No changes underway or anticipated in key leadership positions
  - Stability in finances and funding sources
- Organizational Readiness and Commitment to the Project
  - Senior staff and key board members willing to dedicate time and attention to project
  - Organizational capacity to plan and implement change

### **About Science from Scientists**

Science from Scientists inspires and motivates youth to embrace Science, Technology, Engineering and Mathematics (STEM). Their goal is to ensure the nation's youth is competitive globally in STEM fields through exciting, informative, and engaging training by practicing scientists. Their instructors are individuals passionate about science who have undergraduate degrees in STEM, and have received or are pursuing advanced degrees in STEM or Education.