3:00 – 3:25 p.m.  
**Marketing Music Education: Marketing Strategy for Nashville School of the Arts**  
Ryan Brommer, Jeremy Gold, Marissa Mitchell, & Andrea Mosley  
Faculty Advisor: Andrew Johnston, Ed.D.

This Honors LEAD team partnered with Leadership Music to help the Nashville School of the Arts (NSA) in its rebranding, marketing, and communications initiative. NSA is a Nashville-based organization specializing in leadership training for members of the music industry. It sought consultation from the LEAD team to devise a strategy for better communication within the school and between parents and alumni, as well as for broader outreach in the Nashville community as a whole. The team also provided NSA with specific social media strategies to enrich the school’s overall impact and presence in Nashville.

3:30 – 3:55 p.m.  
**Serving To Learn, Learning to Serve: Developing a Service-Learning Program for Salama Urban Ministries**  
John Thomas Faircloth, Paul Frazier Powers, and Lauren Ashley Turner  
Faculty Advisor: Andrew J. Johnston, Ed.D.

The word “Salama,” in the Swahili language, means “peace”. Peace is important to the intellectual and artistic growth of humanity—it gives people room to think, room to learn, and room to love. The work of Salama Urban Ministries reflects its name; it is a Nashville nonprofit that offers opportunities for children to grow intellectually, spiritually, and artistically. It gives them the environment, training, and resources to flourish when the odds seem stacked against them.

To continue the good work Salama is already doing towards these ends, the Our LEAD Team worked with the organization to design and launch a Service-Learning Program. that gives Salama students a chance to learn while serving others. The LEAD team’s consulting and contributions included background information on service-learning, best practices in service-learning, and other supporting materials, an model Service-Learning Project Design, and a guide to writing an AmeriCorps VISTA grant. These deliverables will help Salama launch a strong and sustainable Service-Learning program preparing their students to be servant-leaders and strengthen the Nashville community for years to come.

4:00 – 4:25 p.m.  
**Senior Honors LEAD Project: Data, Design, & Development for the Both Hands Foundation**  
Samuel Frawley, Zachary Lord, & Anthony Manker
The Both Hands Foundation is a non-profit organization that lives out the Christian mission stated in James 1:27: “…to look after orphans and widows in their distress.” Both Hands helps families raise money to adopt orphans by sponsoring these families to serve widows at their homes. Both Hands raises $10-$12 thousand per project and served over 100 orphans and widows in 2014, but has only three full-time employees. Our team assisted the organization on several projects focused on improving its operations and extending its outreach including: data analysis, design implementation, and development opportunities. We will be presenting findings that will make a significant impact on the future of the Both Hands Foundation.

4:30- 4:55 p.m.

**Originality in the Office: Recommendations for The Arts & Business Council of Greater Nashville’s WorkCREATIVE Program**

Matthew Burns, Garrison Snell, Shelby Wall, and Kate Wilke

Faculty Advisor: Andrew Johnston, Ed.D.

Each member of the Honors Program’s Project LEAD track serves the community as a consultant, completely free of charge, for their organization of choice. The CS&SA LEAD team members have dedicated their senior year to the improvement of The Arts & Business Council of Greater Nashville. The work focused on ABC’s WorkCREATIVE Program. This program brings local artists into business environments for the purpose of fostering employees’ creativity, innovation, and trust. After consultation and research, the team presents their recommendations, including a guide to creating useful surveys, complete website redesign, methods to increase survey response rate, and social media analysis.