



Sustainability Research Project

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Abstract

Over this past semester, I was tasked with creating a physical directory for the Healing Arts Alliance (HAA). Their purpose is to provide individuals in the Big Bend area with practitioners who can service their needs. Although they have previously used an online directory in the past, they noticed that their older members appeared to find difficulty with it. This project also connects to sustainability because it will be much less expensive to print than their previous versions, which were about 100 pages.

Methodology

As this project was centered around the creation of a physical directory, much of my time was spent contacting the Healing Arts Alliance's clientele via telephone and email.

Met with and questioned members of the HAA about their previous directories

Organized the layout of the directory with guidance from HAA board members

Contacted 50+ of their clientele for any information they wished to include

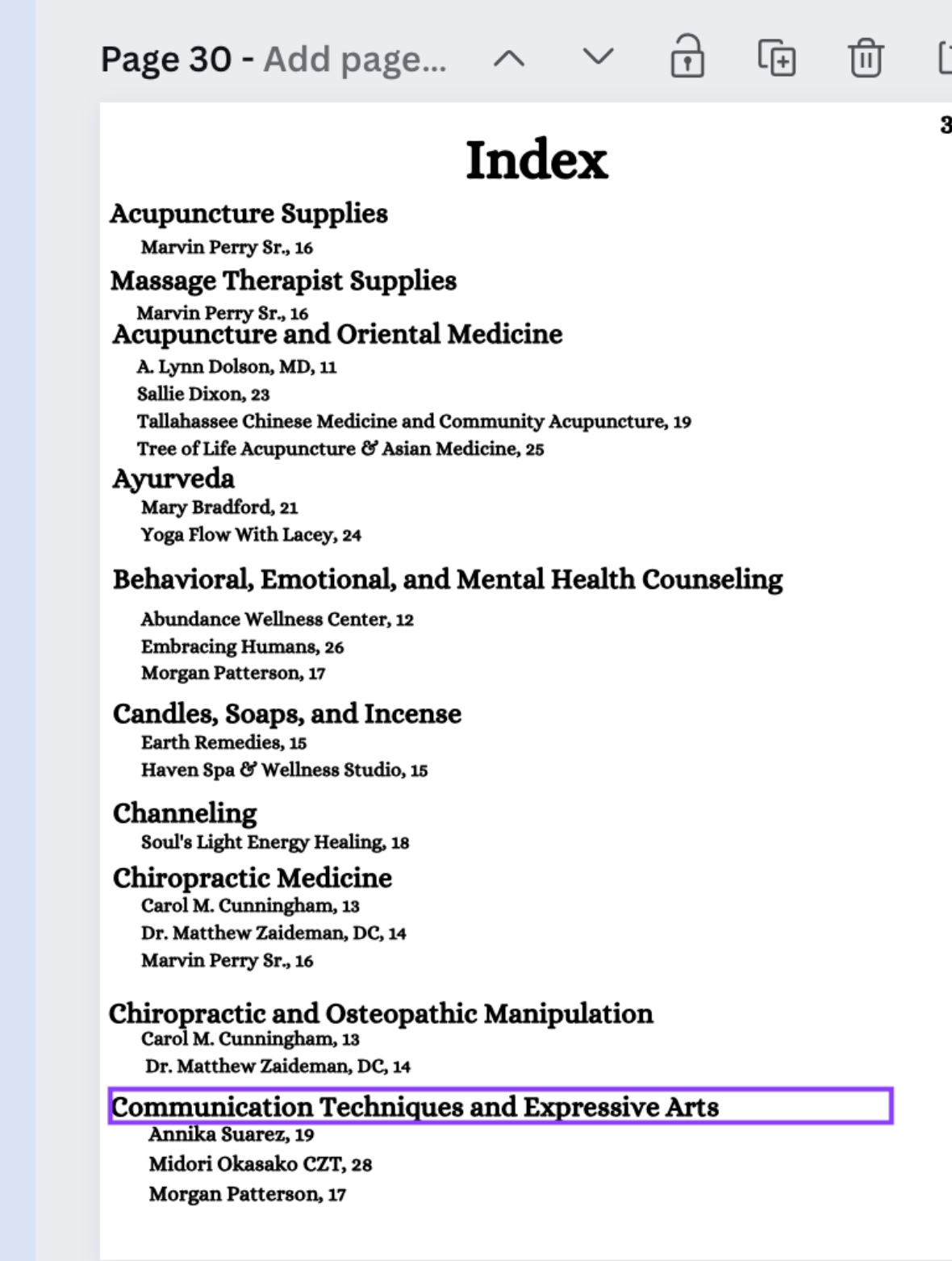
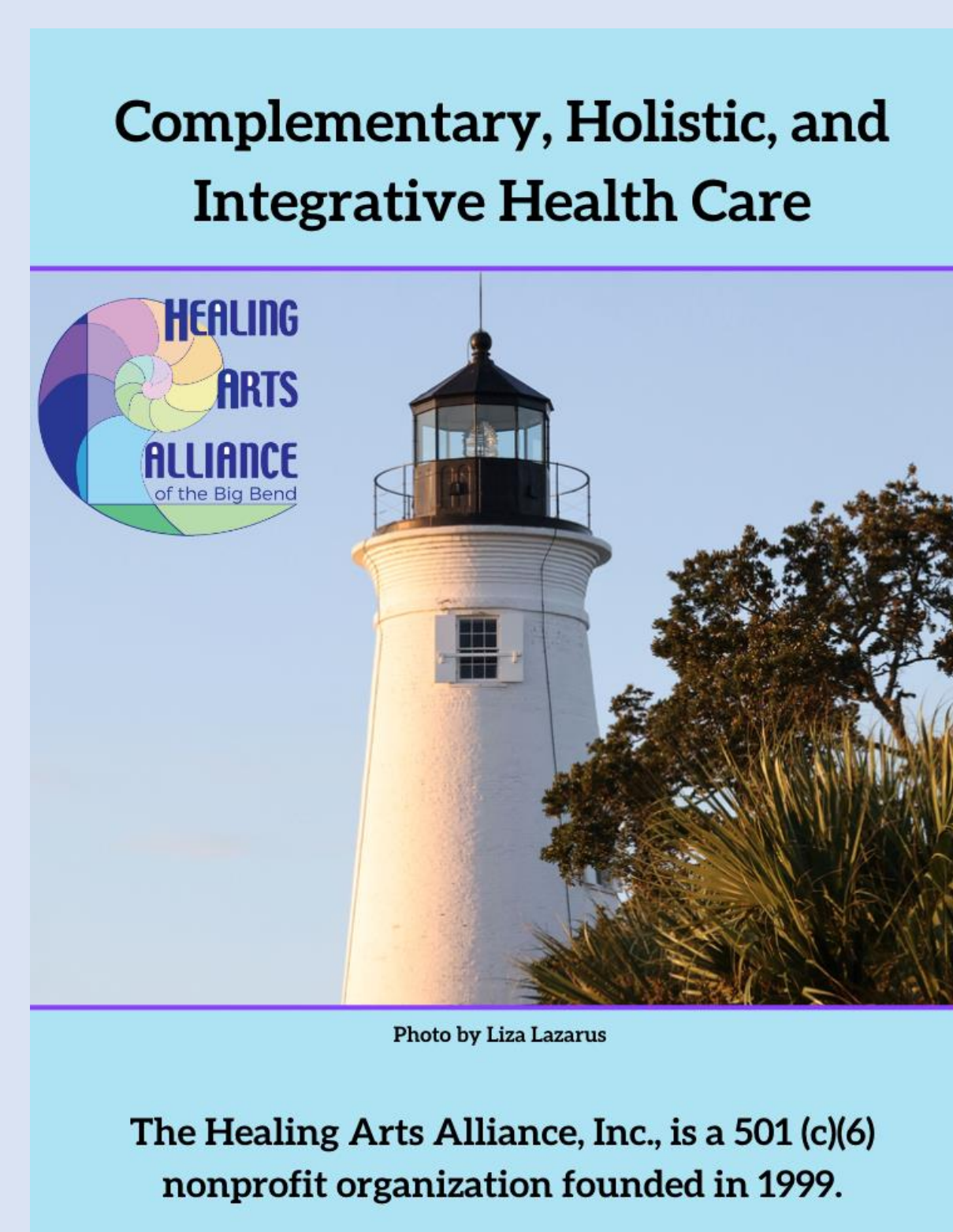
Results

Pre-Directory Work:

- Meeting with the members of the HAA
 - Understanding their organization and group dynamic
- Creating an outline of the directory

Directory Work:

- Learning how to use Canva
 - YouTube tutorials, asking friends for help, etc.
- Connecting with HAA Clientele
 - Lack of responses (only 5 – 8 out of 50+ responded)
 - SOLUTION: Contacting HAA board members, re-emailing or calling again, and using information from their websites/social media accounts
- Connecting with the members of the HAA
- Organizing the physical directory
 - Changing the layout whenever necessary
 - Adding and deleting page numbers
 - Making sure that the photos used were clear



Conclusions & Recommendations

Thanks to the help of the HAA board members, I was able to complete this deliverable a few weeks ahead of schedule. The most important take-home message that I learned was to rely on my community, as they can take a difficult task off my shoulders to make it less burdensome.

If this project were to be completed again in the future, I would suggest that those who work on it be provided upfront with the contact information of those who are members of HAA.

This project connects with sustainability because over 60 pages of paper were saved with its creation. Additionally, this enables folks of all ages to find practitioners who can aid them.

Acknowledgments

I would like to take this time to thank the board members of the Healing Arts Alliance for aiding me with this project. Your kindness and grace helped make this project run that much smoother.

