**PM Philanthropist**
Your Gifts in Action | September 2017

### YOUTH DEVELOP SOCIAL GOOD APPS THANKS TO PMIEF GRANT

In 2015, PMIEF awarded a $50,000 grant to Recode, a nonprofit in Brazil that utilizes technology to educate, to connect, and to mobilize individuals to improve their life circumstances through problem-solving approaches. Our grant — “PM for Social Good through Mobile Apps” — funded Recode to integrate project management into its mobile application development course, empowering youth to make a meaningful difference in people's lives.

### PMI AND PMIEF BOARD MEMBER AND CHAIRMAN TURNS DONOR WITH $25K SCHOLARSHIP

PMI Fellow, Ken Hartley, PMP, has given more than 40 years of his life in service to PMI and the PMI Educational Foundation (PMIEF).

### PMIEF GRANT TO THE SPACE FOUNDATION INSPIRES OUT OF THIS WORLD PROJECT MANAGEMENT

A 2016 grant to the Space Foundation is taking project management to a new frontier thanks to a newly created Mars Robotics Laboratory for secondary school students. The grant integrates project management into science, technology, engineering, and mathematics (STEM) curricula as part of our commitment to ensure PM Knowledgeable Youth.

### TELL US ABOUT YOU!

We’d love to know what motivates you to give to PMIEF. Please respond to a few brief questions about yourself and what PMIEF means to you.
YOUTH DEVELOP SOCIAL GOOD APPS THANKS TO PMIEF GRANT

Innovative young people ages 12 to 29 acquired and applied project management skills for social good thanks to PMIEF’s 2015 grant to Recode. The funding allowed the organization to integrate project management into the curriculum of its mobile apps course, including project management-rich professional development for Recode educators. Not only did our partnership with Recode help educators in Latin America integrate project management into their instruction, but it also permitted youth to demonstrate their knowledge of project management fundamentals.

We first partnered with Recode (formerly the Center for Digital Inclusion) in 2010, supporting the organization in subsequent years to deliver project management training to young people and educators using PMIEF’s Project Management Skills for Life. Doing so prepared youth to oversee projects to improve conditions in their community like removing broken trash cans, unclogging blocked drainage grates and repairing cracked sidewalks.

PMIEF then awarded US$ 50,000 to Recode two years ago for its “PM for Social Good Through Mobile Apps” initiative in abidance with the foundation’s commitment to ensure PM Knowledgeable Youth. Following 16-20 hours of project management training for Recode cohorts in Bahia, Rio de Janeiro, São Paulo, and Santa Catarina, Brazil, young people collaborated to identify social problems that they could address through a unique mobile app that they would design.

Former Recode program manager Carla Branco expressed excitement about Recode’s ability to support young people’s creativity and skills building thanks to this grant. “Brazil’s ongoing economic crisis makes project management that much more relevant when it comes to developing the skills necessary for 21st-century success. PMIEF’s grant allowed Recode to know our programming was promoting positive changes in teaching and learning our country.”

Our grant to Recode, which also leveraged our Careers in Project Management, ultimately delivered project management training to 33 educators and more than 900 young people, far surpassing the originally anticipated 12 educators and 300 youth. A panel of judges selected the most outstanding mobile apps created at each program site:

- Bahia: an app for social, economic and cultural issues in Boca do Rio
- Rio de Janeiro: an app with a map highlighting the stores, malls, bars, and affordable restaurants for the deaf as well as culture and leisure activities they can enjoy
- São Paulo: an app with an asthma panic button to ensure immediate delivery of an inhaler
- Santa Catarina: an app with information for drivers, pedestrians, and cyclists to improve traffic and security

Microsoft is now partnering with the developers of the deaf inclusion and asthma panic button apps to bring them to market.

According to Recode student Mauricio Fernandez, “This project made young people think they can become agents of transformation when it comes to the reality they live. They start to think not only about learning computer skills, but also about changing something [in their community] that bothers them. They are also learning how to use project management, which can enable them to go further in life.”

Elaine Pinheiro, CEO of Recode Brazil, could not be more pleased with the grant’s outcomes. “Our partnership with PMIEF has added enormous value to the course content of our mobile apps program,” she said. “The PMI methodology helped young people see how their ideas can come to life on a professional level. Participants understood the importance of managing projects to make their prototypes viable, and this initiative also boosted their awareness about technology’s potential to rectify social problems.” In addition, Pinheiro said, “PMIEF and its no-cost educational resources made it easier for Recode educators to guide young people in their work to design and implement thoughtful projects for the greater good.”
PMI AND PMIEF BOARD MEMBER AND CHAIRMAN TURNS DONOR WITH $25K SCHOLARSHIP

You can take the man out of PMI and PMIEF, but you can’t take the project management out of the man. That’s how the story goes for Ken Hartley, a man who has held President, Chairman and PMI/PMIEF Board Member positions.

In 2014, Ken generously donated $25,000 toward the Kenneth Hartley Project Leadership Development Scholarship. His only condition? That it “not be used to study for the PMP exam.” Ken wanted the scholarship to be used to better the knowledge of an individual interested in project management.

Ken’s compassion and love of project management and PMI and PMIEF stem from many things. For one, he says, “It sounds grandiose, but it’s an investment in the future of professionals and individuals. There are a lot of people who talk about project management, but for a long time it was two words—no codification, no body of knowledge, etc. PMI formalized a lot of processes which are being rolled downward in a usable, understandable terminology for young people to pick up and run with.”

Second, Ken’s experience on a dark, rainy night profoundly changed his view on the world. Ken retells, “I was driving down road and came through a town that had been wiped out by a flood and recently built back up. There was a sign that quoted Oscar Romero. It said, ‘Strive not to have more, but to be more.’ I thought, ‘Wow, that’s deep.’ It made an impression on me.”

Ken is humble. He says, “I’m an ordinary person who’s been involved [with PMI and PMIEF] for a long time, and I care about the next generation and our profession. This is my giving back.”

It’s incredible to see the achievement of PMI and PMIEF thanks to people like Ken Hartley. When he made his donation, an anonymous close friend and fellow Board Member of his matched it. Ken gets choked up thinking about this generosity. He says, “That’s the kind of relationship that makes our organization great. You don’t have to be a project manager to lead. You can lead by example, and that’s what I tried to do with this scholarship.”
The saying “shoot for the moon” may seem a bit cliché, but the Space Foundation has been doing just that for over three decades. Founded in 1983, it is the foremost advocate for all sectors of space and a global leader in space awareness activities, educational programs and major industry events. Guided by its mission “to advance space-related endeavors to inspire, enable and propel humanity,” the organization serves more than 50,000 people worldwide each year through research, teacher training and professional development activities for promising space professionals under age 35.

PMIEF awarded a two-year, US$192,125 grant to the Space Foundation in 2016 for “Out of This World Project Management!” The funds have allowed the organization to create a new, project management-rich Mars Robotics Laboratory field trip for students and teachers. The grant will reach an estimated 375 secondary school students and 15 teachers in Pikes Peak, Colorado, USA, and Pune, Maharashtra, India by its conclusion in 2018 even as the Space Foundation will offer the field trip experience long after the grant ends.

Leveraging our Project Management Toolkit for Teachers, the Space Foundation’s team of education specialists designed curricula for classroom instruction and the field trip after participating in multiple days of training on the resource to familiarize themselves with its content and project management fundamentals. The team then trained five Colorado secondary school teachers in the curricula, after which the teachers delivered the lessons to 135 students across five schools. Students collaborated in small groups for their simulated space mission, selecting one of four missions in which to participate by using iPads and LEGO equipment to role play their assignments during an on-site visit to the grant-funded Mars Robotics Laboratory.

Missions included:

1. **Search for Water**: Groups utilized infrared data from a satellite they built and operated as well as examined soil samples obtained by their astronaut’s extravehicular activity (EVA) to determine the best place to search for water on Mars
2. **Search for Life**: Groups analyzed data (including microscopic specimens) collected during the water mission to determine the best locations on Mars to search for possible life
3. **Engineering Design Challenge**: Groups analyzed satellite data to select the best location on Mars to design and to build a bridge onto which their Mars rover could drive to collect data for their astronaut’s EVA
4. **Geology**: Groups analyzed satellite and EVA data to locate lava tubes (which protect from solar radiation) on Mars for future settlements on the planet

Students also assumed specific roles in each group, including project manager, mission commander, communications officer, media specialist, mission specialist, rover driver, medical officer, and astronaut. Each group developed a final report on the data collected and analyzed following the field trip. Most chose to present a NASA-style “press conference” about their experience to parents, students, district leaders, and the Space Foundation team. They commented that “planning out everything and getting things done at or ahead of schedule,” “learning new things about teamwork and Mars” and “working through unplanned problems” were highlights of their experience.

For Bryan DeBates, Vice President of Education at the Space Foundation, the Mars Robotics Laboratory has been a long time coming. “This lab is what I’d been dreaming since I designed it eight years ago,” he said, “and the students’ experience was even more amazing than I’d hoped.” DeBates and his team will expand the initiative’s reach during the 2017-2018 school year through the virtual delivery of teacher training and student field trips to India while still offering the on-site experience in Colorado. In addition, the Space Foundation will bring teachers in the U.S. and India together via video conference to discuss lessons learned and key takeaways.

In total, an estimated 375 secondary school students (250 in the U.S. and 125 in India) will learn project management thanks to our grant. The Space Foundation will continue to offer the Mars Robotics Laboratory field trip after PMIEF’s funding concludes, especially given its low-cost sustainability. The education team will also continue to help secondary school STEM teachers around the world integrate project management into their instruction and expects to easily integrate project management into other Space Foundation field trips.