

Project Management  
for Social Good.

**PMIEF**  
Project Management Institute  
Educational Foundation

## PMIEF and Destination Imagination Partner to Teach through Student Competition

**D**estination Imagination (DI) is a nonprofit organization that encourages young people's creativity and innovation through open-ended, academic competitions called "Challenges." As DI participants, young people acquire, strengthen and apply essential 21st-century skills in science, technology, engineering and mathematics (STEM), as well as in fine arts and service learning. The PMI Educational Foundation (PMIEF) awarded a grant to DI in 2014 for the "PMIEF – DI Initiative for PM-Rich Student Competitions." The grant supports DI to integrate project management into its curricula, which reach 200,000 young people and 38,000 adult mentors in 40 countries each year.

PMIEF's funding enabled DI to revise its *Roadmap*, the organization's teacher training guide, to integrate project management into it prior to its dissemination at the start of the 2015–16 school year. *Roadmap* helps teachers and students understand the project management terminology—initiate, plan, execute, monitor and control, and close—by using the youth-friendly terms "define, plan, do and review." As a result, the grant-funded initiative aligns with the foundation's strategic goal of preparing project management-knowledgeable youth across the globe.

"Students gain expert intuition by engaging in our hands-on, innovative learning," explains Chuck Cadle, EdD, CPA, PMP, chief executive officer of DI. "They immediately know what to do when faced with a problem or opportunity," he says about Challenge participants.

Dr. Cadle shares the story of a Little Rock, Arkansas, USA middle school team as a prime example. The team wanted to deliver water and medical supplies to a Nigerian community that its research had revealed lacked clean drinking water. The group ultimately decided to raise funds to build a water well in the community, a daunting task for the students who themselves lived in an economically less-advantaged area. Determined not to allow circumstances to stand in their way, they developed a plan to collect and sell extra pairs of shoes. Their ingenuity coupled with tireless dedication allowed them to ultimately collect 4,000 pairs of shoes. Today a water well in Nigeria bears their school's name in their honor.

"You can see these projects are changing kids' lives by giving them team-building and self-confidence skills to be creative and pursue a novel idea, even if they have to step out of their comfort zone to do it," Dr. Cadle says.

DI is also a member of PMIEF's Project Learning Network (PLN), an affinity group of nonprofits that shares the foundation's vision to enhance education through projects and project management. Dr. Cadle points out the importance of collaborating with PMIEF through both the grant and PLN. "If you go into any K–12 school in the United States and ask if they teach project management, close to 100 percent will say no. They teach STEM, but they don't bring the concepts together in a project that requires effective project management," he says. "At DI, we're passionate about making sure young people gain the necessary skills like project management to ensure their academic, career and lifelong success. That's why our partnership with PMIEF is so important."

For more information about PMIEF and its grant-funded initiatives, visit [pmief.org](http://pmief.org).



*Destination Imagination global finals.*