

STORYMILL : THE UNION CROSSING PROJECT

may 6, 2009

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SUMMARY OF PROJECT

- Meeting on March 18, 2009
 - Purpose
 - Build community
 - Generate support
 - Celebrate Lawrence
 - Audience
 - Potential UC residents and residents of Lawrence
 - Media
 - Physical and virtual components
- Meetings with community members
- Final presentation and feedback May 6, 2009

STORIES FROM LAWRENCE


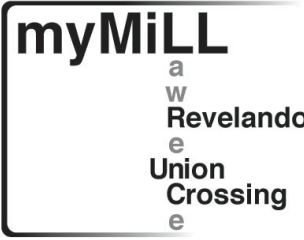

- Challenges in Lawrence
 - The negative outside perception of Lawrence
 - Undocumented stories of success
 - Creating and sustaining outlets for greater community involvement
- Themes from current stories in Lawrence
 - Ownership
 - Opportunity
 - Involvement

WHY STORYTELLING?

- Transfers knowledge and skills
- Builds community
- Creates energy for change

- Why storytelling at UC?

PROGRAM MATRIX

| <i>Program</i> | <i>Event</i> | <i>Physical</i> | <i>Virtual</i> |
|--|--|---|--|
| <p>1) “Naming/Claiming Public Space” Competition to name parts of UC <i>Purpose:</i> to inspire ownership and participation</p>  | <ul style="list-style-type: none"> • naming celebration | <ul style="list-style-type: none"> • signs with name & story behind name chosen | <ul style="list-style-type: none"> • submissions • photos • A/V content |
| <p>2) “myMiLL” Voluntary touring program <i>Purpose:</i> to let the mill tell it’s own story</p>  | <ul style="list-style-type: none"> • tours of site | <ul style="list-style-type: none"> • Storyboard | <ul style="list-style-type: none"> • architect’s docs • PM’s blog • tour signups • A/V Content |
| <p>3) “Story Building” sharing detailed stories, focused on green job training <i>Purpose:</i> advanced story sharing activities in micro level.</p>  | <ul style="list-style-type: none"> • workshops sessions • story-telling events | <ul style="list-style-type: none"> • photos of success stories • story booths | <ul style="list-style-type: none"> • groups • resumes • A/V content |

PROGRAM 1:

Naming & Claiming Public Space

Program Description

- Competition open to teams of community members to name UC public spaces, drawing on history of UC/mill building/Lawrence

Program Purpose

- What's in a Name?
- To build **ownership** over physical space and history
- To **involve** people in ongoing community building

Program Channels

- Virtual submission
- Signs
- Naming event

Naming & Claiming Public Space

**Community Meeting:
Plan the Naming
program**



**Announce the Program on the UC
Information Board**



Please Return this Form to Room 201, by November 30, 2009

NAME OUR SPACE

Please select, circle and number a place or a couple of places from the above pictures, and give it/them a name/names drawing on your knowledge about the history of UC/mill building/Lawrence.

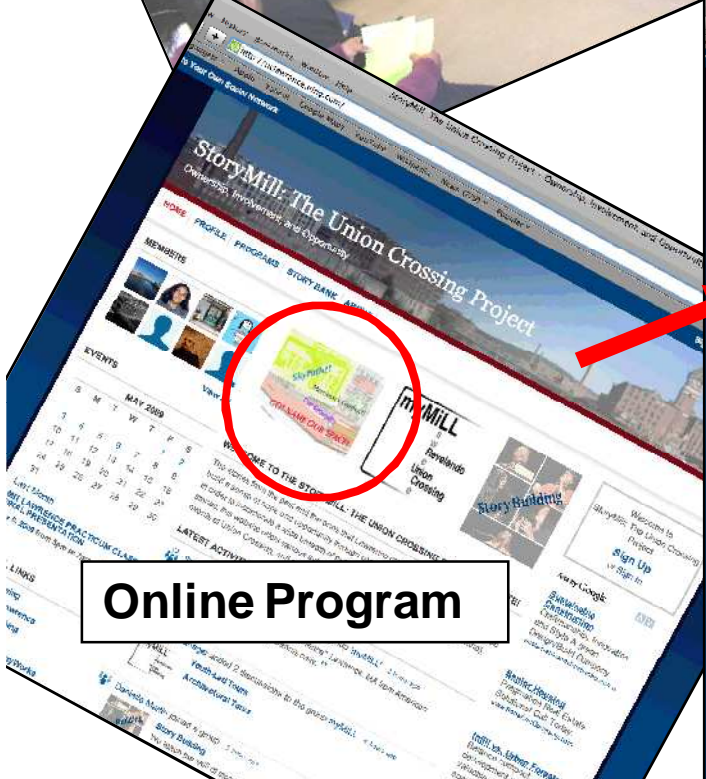
Your Name: _____
Address: _____
Name for our public space: _____

1. _____
2. _____
3. _____
4. _____
5. _____

Please write on the back to demonstrate the concept behind your naming. Thanks!

**Distribute the
Competition
Form**

Online Program



History Bookmarks Window Help
http://uclawrence.ning.com/group/nameourspace

StoryMill: The Union Crossing Project
Ownership, Involvement, and Opportunity

HOME | PROFILE | PROGRAMS | STORY BANK | ABOUT

All Groups My Groups

Name Our Space!
Created by StoryMill Webmaster
View Groups

MEMBERS (7)

INFORMATION

This group is for the competition open to teams of UC community members to name different parts of the UC public spaces, drawing on history of UC/mill building/Lawrence. Location: Union Crossing, Lawrence, MA Members: 7 | latest Activity: 6 hours ago

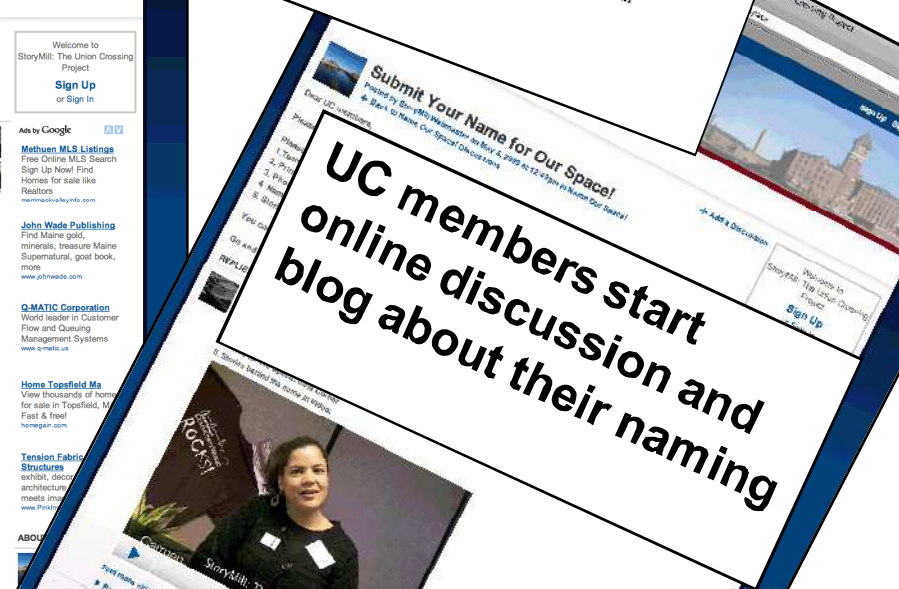
SELECT A COMMON SPACE, AND GIVE IT A NAME!

Rules of the Naming Competition:

- 1) The Naming Competition is organized by the Name Our Space Committee, open to members of the UC public. Committee members are not eligible to submit entries to the competition.
- 2) The Competition is open to teams of UC residents or business employees. To form a team,

Detailed Info

**UC members start
online discussion and
blog about their naming**



Naming & Claiming Public Space



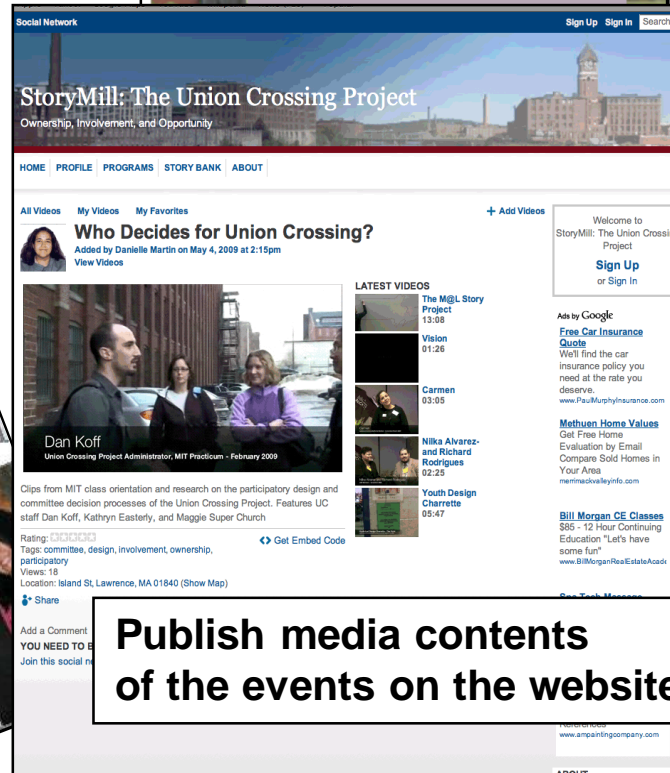
Open House to review candidates



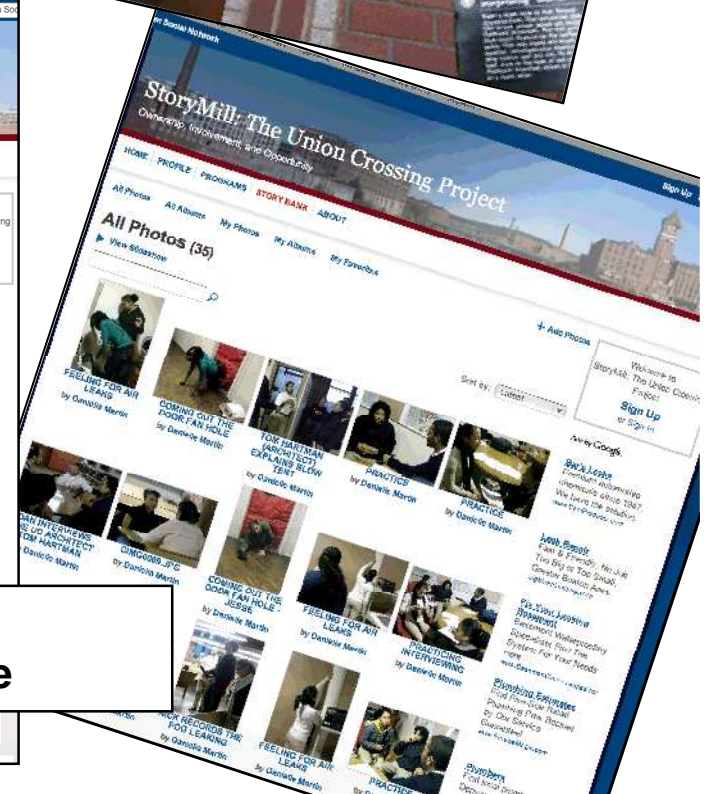
On-site Installation of Naming Signs



On-site Tour



Publish media contents of the events on the website



PROGRAM 2: myMiLL

Program Description

- tell the story of the **Union Crossing mill complex** itself
- **invoke** interest in the project and **attract** people

Program Purpose

- demonstrate how the city of Lawrence has found “**opportunity**”
- showcase “**ownership**” with voluntary participation in design process
- facilitate “**involvement**” within LCW and the wider community

Program Channels

- volunteer-led mill complex tours
- “Revelando Union Crossing” storyboards
- architectural documents, video, audio

myMiLL – mill complex tours

architectural volunteers

- AIA|LosAngeles Home Tours
- AIA Atlanta Architecture Tour Series
- AIA Chicago

youth volunteers

- myTown - funded by Fenway CDC and the Youth Advocacy Project



Gwinnett Environmental Heritage Center

-LEED Gold
-Facility utilizes locally and regionally harvested materials
-Features a wide array of water- and energy-saving strategies and products.

Lord Aeck & Sargent

-GEHC teaches about the importance of water
-Programs and interactive exhibits explore the impact that water has on our everyday lives

Saturday, May 16th
2020 Clean Water Drive
Buford, GA 30519

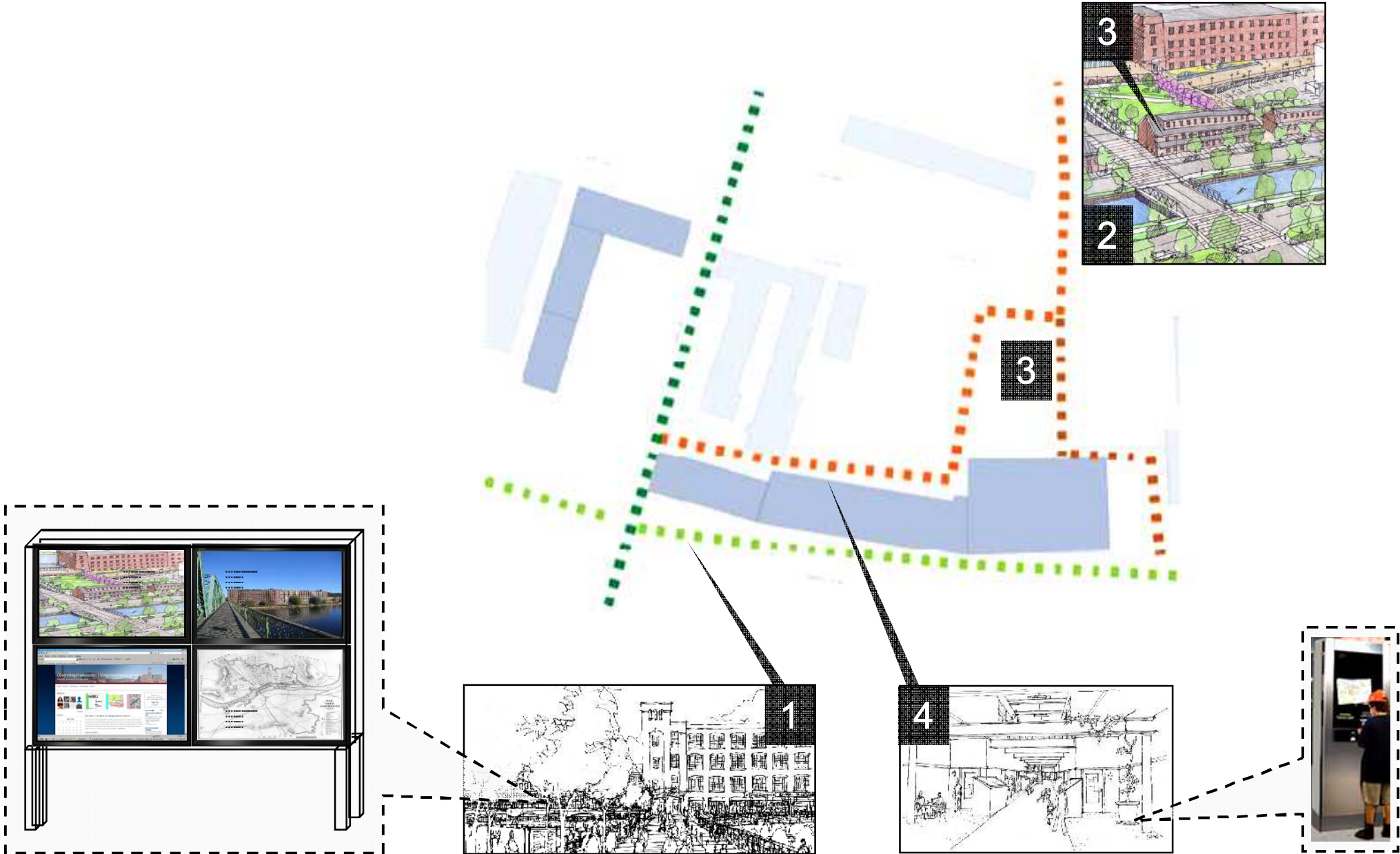
2:00-2:30 pm
Lecture- Please RSVP at aiaatlantatours@gmail.com
2:30-5:00 pm
Tours run continuously

-Earn 1 SD- HSW CEU credit

Thanks to our Supporting Sponsor: 



myMiLL – Revelando Union Crossing



myMiLL- StoryMill: The Union Crossing Project



PROGRAM 3: Story Building

Program Description

- Storytelling workshops that fit with existing programs.
- Workshops lead into larger public events.
- Content:
 - Personal narratives based on themes of ownership, opportunity, involvement
 - Past, present-day or future visions of Lawrence

Program Purpose

- Teach the skill of storytelling through small workshops that lead into larger community events that celebrate individuals and the stories of Lawrence.

Program Channels

- Use stories to build skills, create opportunities, and form networks.

Story Building: 3 Channels

Events:

- Storytelling workshops
- Networking Job Fair, Summer StorySLAM Series

On-site:

- Photos of participants with quotations, Listening Booth

Virtual:

- StoryMill UC website, local radio and cable access

Story Building: Overview

SKILL-BUILDING WORKSHOPS

Storytelling workshop: Green Jobs Training

Storytelling workshops: Former Mill Workers

EVENTS

Job Fair

StorySLAM

Energy for
future programs

Shared at
UC site

Shared online,
radio, cable

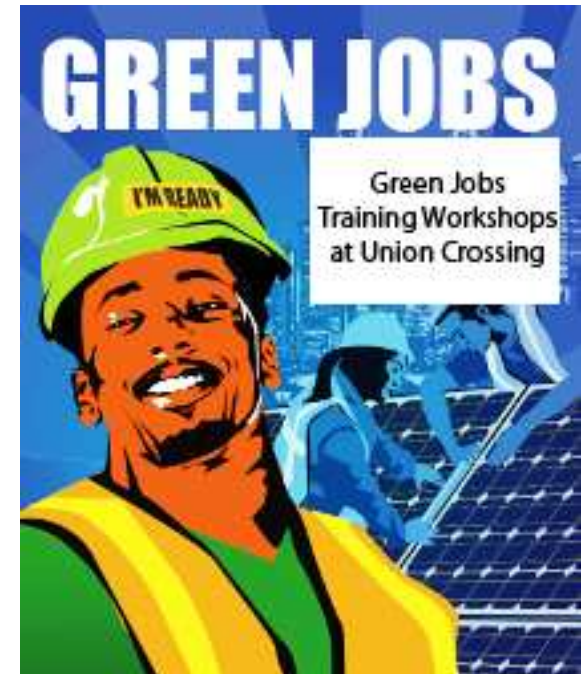
Story Building: Green Jobs

1.1:: Workshop: Green Jobs Training

- Develop “Elevator Pitch” to potential employers.
- Participants network with other community members.
- Final “Elevator Pitch” recorded and posted online with resume.

1.2:: Event: “Speed-Hiring” Job Fair

- “Speed-Hiring” Event, similar to speed-dating.
- Job-training graduates network with potential employers: local businesses, organizations, city government.



Story Building: Green Jobs

1.3:: Share: Green Jobs Training Alums

- Share success stories on-site: photos and the UC Listening Booth.
- Share virtually and on local radio to promote UC programs



Green Jobs Training
Program:
Listen to our Alums



Story Building: Storytelling at UC

2.1:: Workshop: Storytelling at UC

- Participants craft personal narrative only through speaking.
- Small sessions, similar to Neighbor-Circles, allow community networking, and build skills and confidence in public speaking.

2.2:: Event: Summer StorySLAM Series

- A StorySLAM is a public performance without a script.
- Monthly *Summer on the Lawn StorySLAM Series*.
- Focused on a group of people or certain theme

Summer StorySLAM Series



Story Building: Storytelling at UC

2.3:: Share: StorySLAM Documentation

- Share audio and video documentation online, and local radio/cable access to promote UC programs.
- Share stories through photos and the UC Listening Booth.


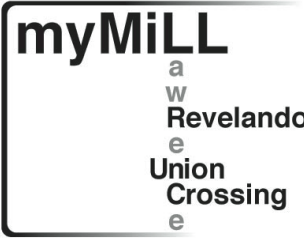



Southwick
Employees speak
at UC StorySLAM:
[Listen Here](#)



photograph by local artist David Shannon-Lier

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QUESTIONS:

- How do you see yourselves using this storytelling framework?
- Can you think of stories that would fit into the themes and programs we have outlined today?
- Are there aspects of what we have presented today that you could implement now?