**Government-to-University Pittsburgh (G2U PGH)**

**Final Report**

**Submitted by Metro21, Carnegie Mellon University**

**March 14, 2022**

This final report is a summation of the achievements of the Government-to-University Pittsburgh (G2U PGH) project, generously supported by the Volcker Alliance for the period of performance July 1, 2021 – December 31, 2021; with funding: $15,000.

**Background**

The Government-to-University Pittsburgh (G2U PGH) initiative, under the leadership of Metro21, has successfully advanced constructive government-university collaboration, helping build the talent pipeline of university students into careers in public service in the Pittsburgh region. As described in the previously submitted final report (for the period of performance, ending June 30, 2021), we achieved our original goals set out for the project in January 2020. We are grateful for the support from the Volcker Alliance to support this important work and are here to support the next phase of this project, if called upon.

**Transition**

During this period of performance, the Metro21 team used this time to help guide and assist in the transition of the program to a new leadership model, whereby the Graduate School of Public and International Affairs (GSPIA) at the University of Pittsburgh and Heinz College at Carnegie Mellon University co-lead the next iteration of G2U PGH. Based on several meetings with GSPIA and Heinz College, the Metro21 team guided the transition and advised on the roles of the two organizations. We worked through the project plan, laid out in the original statement of work (listed below), along with accomplishments/achievements.

**Project Plan with Accomplishments/Achievements:**

1. Co-host a convening with Volcker Alliance for Heinz College and GSPIA leadership to discuss G2U PGH transition issues
   1. Metro21 hosted three meetings between GSIA and Heinz College to discuss transition; as well as one additional meeting with Volcker Alliance to discuss transition
   2. We provided both parties a comprehensive folder in BOX which included all our G2U assets - Home Folder: “[0 Working Group Materials](https://cmu.box.com/s/ydt0k7o5wnmjuznkvcgnbne9ekg4a0lj)” along with a document (attached to this report as an Appendix) detailing the contents of the BOX folder
2. Continue to engage with the G2U Steering Committee, informing them of the transition and providing opportunities for their feedback and continued collaboration
   1. Metro21 continued to engage with the G2U PGH steering committee with regular emails, keeping them abreast of the activities and transition
3. Continue to keep the greater network abreast of G2U PGH activities and plans via Metro21 newsletter, project webpage, news/events webpage and social media
   1. These activities continued throughout the period of performance
4. Continue to collaborate with the broader G2U network
   1. Metro21 team continued to engage with the national G2U network, attending G2U Network conversations and promoting events through our newsletter and social media channels
5. Continue to engage with working groups; enabling opportunities for them to provide feedback and guidance on both projects
   1. Potentially convening working group co-chairs to include their leadership perspectives on the transition and next steps
      1. We continued to engage with the working groups, primarily focused on the “day in the life” project as it transitioned to LinkedIn as well as continuing our activities on Instagram; we did not convene a meeting with the co-chairs
6. Continue to lead the Messaging project (Instagram/LinkedIn); with Metro21’s role in the project set to be complete by October 31, 2021
   1. This continued successfully, as outlined in our final report on the project submitted to Volcker in November 2021
7. Co-host, along with GSPIA and Heinz College, an in-person convening (date/content TBD) which will act as an inflection point to showcase and communicate/socialize the transition to a broader audience
   1. Based on the feedback from GSPIA and Heinz College, as well as continuing concerns regarding the COVID-19 pandemic, this event was not held

**Next Steps:**

We are extremely proud of this project as it’s helped showcase the plethora of career options in the public sector and we are confident that with the right support, that this project can continue to grow and expand, tying in to national G2U efforts with the others in the network. We are happy to meet/discuss this report as well as any related activities or opportunities to work with the Volker Alliance.

**Appendix**

**Working Group Folder Organizer**

Home Folder: “[0 Working Group Materials](https://cmu.box.com/s/ydt0k7o5wnmjuznkvcgnbne9ekg4a0lj)”

**The Working Group Materials Main/Home Folder is separated into 3 main groups:**

1. Co-Chair/Collective Working Group Materials - material in this folder pertains to meetings/information shared between the two sub working groups
2. Intel Sharing Working Group Materials - material in this folder pertains to meetings, data/statistics, and graphics for Intel sharing working group projects like The Intel Sharing Webinars
3. Public Service Messaging Working Group Materials - material in this folder pertains to meetings, data/statistics, and graphics for Public Service Messaging working group projects like The Instagram Project and LinkedIn

**Miscellaneous Folders within the Home Folder include:**

* Project Reports created for Volcker
* G2U National Network Updates
* Membership Rosters - within this folder are excel spreadsheets with membership rosters for each working group and the steering committee. Spreadsheets include member names, place of work, and contact information

*Breaking down the 2 main working group folders listed above:*

1. **Intel Sharing**
   1. Meeting Materials: Agendas, PowerPoint Slide Decks, Meeting Summaries/Notes (organized by Meeting Date)
   2. Webinar Series Documents: Webinar panelist information, Webinar Slide Decks, Webinar Attendance Lists, Webinar Advertisement Posters, Webinar Registration Lists, Webinar Recordings (Organized by Webinar #1-3)
2. **Public Service Messaging**
   1. Meeting Materials: Agendas, PowerPoint Slide Decks, Meeting Summaries/Notes (organized by Meeting Date)
   2. G2U PGH Instagram Main (Folders within contain design files/templates for each structured themed post on the Instagram account)
      1. “Spotlight On” - spotlight posts on different Public Sector Offices
      2. Instagram Memes
      3. Instagram Spotlights - Day in The Life Spotlight interviews with individual employees from various public sector entities (includes summaries/transcript of each interview, video recording)
      4. What can I do Posts? - direct links between undergraduate skills learned and public sector careers
   3. Instagram Logistics - posting schedules, Instagram account tags of frequent softeners, Social Media Contact list
   4. Instagram Survey Results - Soft launch surgery results
   5. Instagram Captions - Word document drafts of potential post captions
   6. Instagram Logo- .png files of Instagram logo in two color schemes