Social Blueprint Business Design Framework

Anchor Purpose
Long term objective and purpose. Why does this exist, and what are we hoping to achieve?

Key Partners
Current or possible key partners

Necessary partnerships to start and grow

Key Activities
Key processes and activities that enable value proposition

Key Resources
Key assets and resources necessary to start

Value Propositions
What value do we bring to stakeholders?

What service are we offering?

How does everyone benefit?

Stakeholder Relationships
In what manner do we interact with stakeholders?

Channels
How do we reach customers?

Stakeholders
What is the profile of the stakeholders?

What problems need to be addressed?

Costs
Key cost drivers, fixed and variable

Revenue Streams
Key revenue streams

Differentiation
What makes this unique and better than competitotrs?

Magnitude
Economic and market opportunities

Anchor Purpose

The main purposes are (1) to provide the Albanian community in the greater Worcester area a space to interact and congregate and (2) to promote community programs from a digital community center platform that encourages cultural learning and bridges the generations.

Value Proposition

The value propositions pertain to what we can provide to the Albanian American community. These are: a place where community members can interact and exchange ideas, the preservation and sharing of Albanian culture, and offering a database of resources to help community members, specifically new immigrants.

Key Partners

- ACHC: Tomi and Eda Stefani
- Businesses owned by Albanians
- St. Mary's Church (youth group, men's group, women's group)
- Worcester Historical Society
- Worcester Art Association
- Worcester Cultural Coalition
- MAASBESA
- Facebook groups/pages (Albanian Community of Worcester, Team Albanians, Gocat e Boston)
- WPI Albanian Project Center
- Individual talents
- Support services

Listed above are the sponsors of this project and future administrators, Tomi and Eda Stefani. Others include organizations and businesses for short term partnerships or grants, organizations and businesses that can provide long term partnerships to supplement events, and other community assets that can be utilized to help the start and continuing function of the center.

Key Activities

- Virtual art or museum exhibition
- Virtual Language, history, or cultural lessons
- Resources for new immigrants

- Virtual public meetings via Zoom or online discussion platforms to hold conversations
- Virtual cooking class or shared meals
- Forums for interaction among community

Suggested programs and resources come from thematic analyses of interviews with community members, as well as with research on beneficial services provided in community centers

Key Resources

- Public website to host activities calendar and program interactions
- Social media (Facebook) to reach out to the community

- Social capital/ network/ resources for individual relations

The website can host community forums, an activity calendar of events, and a database of resources for new immigrants. In order to get the word out about the community center, social media, specifically Facebook, should be utilized. The social capital and networks of individuals involved with the community center is also a valuable resource both for promotion of the center and as a benefit of the center.

Stakeholders

Relationships

Stakeholders should be approached through social media and personal connections. Social media offers opportunities to both strengthen existing community relationships as well as form new relationships within the community.

The stakeholders include the entirety of Worcester's Albanian American community. The digital community center is designed to be inclusive and welcoming to all ages, genders, religions, and individual backgrounds. Additionally, the online platform allows for relations with a broader audience. Stakeholders are interested in programs related to education, culture/Albanian history, community values, and resources for new immigrants on how to adapt to American society. Currently, there is not a comprehensive online space for all Albanian Americans in Worcester. The digital community center intends to address this issue by centralizating resources and values.

Channels

- Ask Your Grandparents Facebook Page used to promote different programs"
- Albanian community center" Facebook, Twitter, and Instagram pages can be developed in future
- Posts are shared to other, more popular and established Facebook Pages
- Website used as organizational base platform

This section elaborates on promoting the community center. The biggest limitation of the team's designed website and Facebook page is that they are new and weren't created by members of the Albanian community. Posts shared to established Albanian centered Facebook pages gained more traction with an already established audience.

Due to the online nature of the community center, most upfront costs will be associated with the purchase of a domain, software, startup fees, and website design. Additional costs will come from individual program design. The largest costs are related to employment, but costs can be contained with a volunteer organization.

The biggest difference (and benefit) of a digital community center compared to a physical community center is the reduction in maintenance and operating costs. A digital center needs a few dedicated members to actually administer and organize the center, followed by volunteers who can help moderate the website or follow through on other tasks created by head administration.

Funding can be found from sources like community donations (similar to how MAASBESA received a majority of funding for their community center), partnerships, or grants from community organizations. Grants are likely to be more attainable if the organization is a registered nonprofit. Down the line, a physical community space could result in membership fees and self sustaining programs (child care, etc.).

Due to the nature of an online center, the potential for participants is higher because location is not a limiting factor. The proposed volunteer and online structure also limits exorbitant costs. In the future, there is potential for a physical center to be created, allowing for additional sources of revenue and spending.