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Pratt Institute Center for Community and
Environmental Development (PICCED)
379 DeKalb Avenue
Steuben Hall, 2nd Floor
Brooklyn, New York 11205



*Pratt Institute Center for Community and
Environmental Development (PICCED)*

I am interested in further information about the following:

- ☐ Pratt Community Economic Development Internship
- ☐ Graduate Center for Planning and the Environment
- ☐ I would like to be on PICCED's mailing list for publications and upcoming seminars, conferences and other special events.

If you are interested in technical assistance or other services, please send us a brief letter describing your organization, the program or project you are working on, and the type of assistance you are seeking.

NAME _____

TITLE _____

ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

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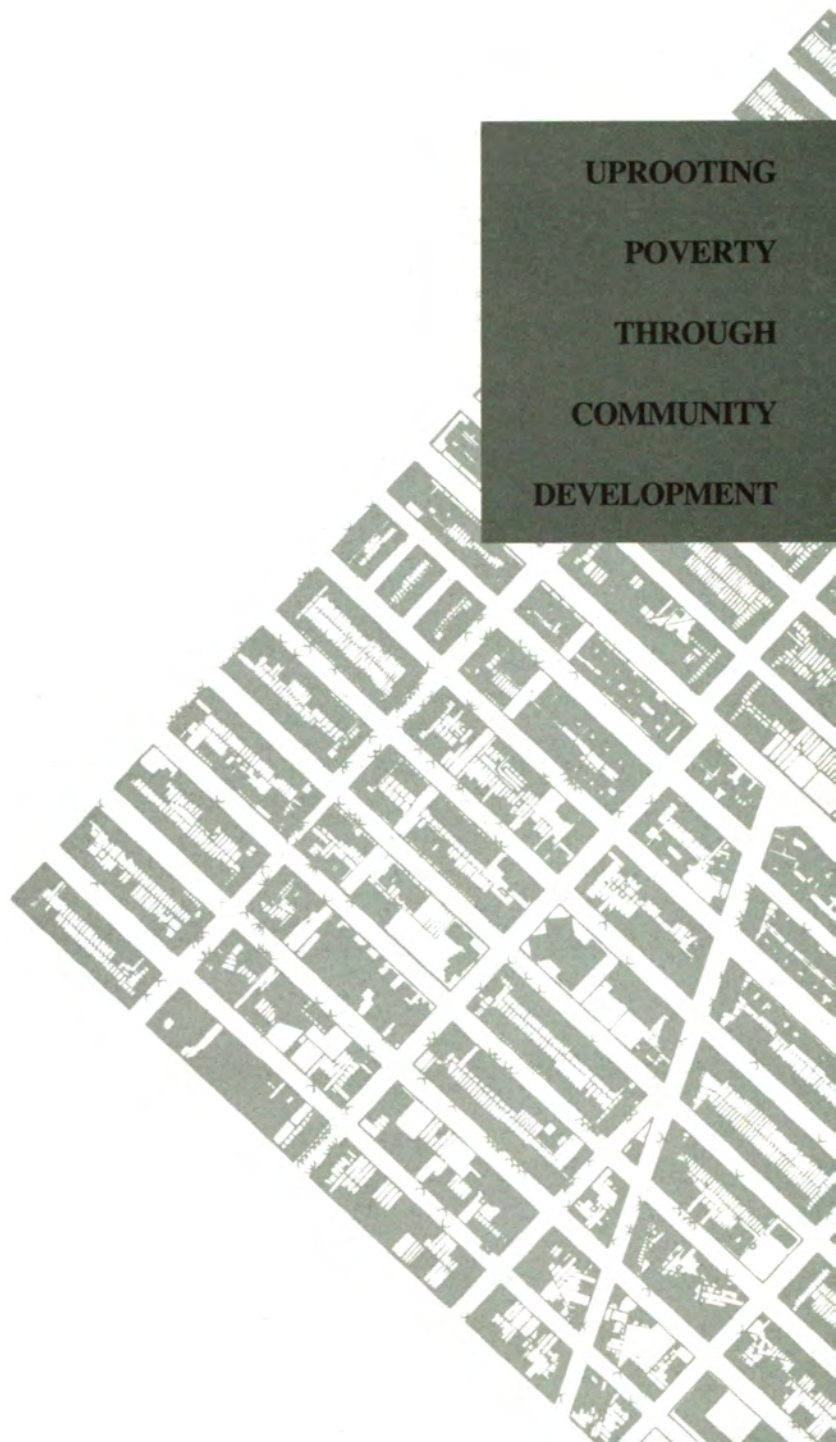
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EDUCATION AND TRAINING

PICCED's education and training programs balance solid planning and development theory with practical field experience. Through a variety of program options and specifically tailored courses of assistance, PICCED provides individuals and nonprofit organizations with the technical, strategic and theoretical skills needed to plan and implement comprehensive community economic development initiatives.

Because of its long-standing technical assistance and policy work in urban neighborhoods, PICCED is uniquely positioned to build the capacity of the next generation of community development leadership.

In collaboration with the Pratt Institute School of Architecture and Graduate Center for Planning and the Environment, PICCED offers a number of educational entry points into the community development and planning professions. Prospective students—from those new to the field to experienced practitioners and managers of nonprofit organizations—are able to design programs of study to meet their specific project or long-term career objectives.

SEMINARS AND WORKSHOPS

PICCED offers a range of seminars and workshops on housing and community development to a variety of audiences. An introductory workshop on community economic development is offered for groups interested in the community revitalization process, including educators, social service providers, students, community organizers, neighborhood associations, church groups and financial institutions. PICCED also responds to requests for special seminars by public agencies, national, regional and local organizations, and private sector institutions interested in particular programs or policies that assist low- and moderate-income communities. Areas include micro-enterprise development, worker-owned cooperatives and alternative community development funding mechanisms.

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TECHNICAL ASSISTANCE

For over twenty-five years, PICCED has provided technical assistance to community-based nonprofits throughout New York City in support of their struggle to revitalize and sustain the neighborhoods they serve. PICCED recognized early on that such groups require access to the assistance of planners, architects and other specialists in order to formulate and carry out their vision of community development.

A community-based organization requesting assistance from PICCED usually begins with a diagnostic process which helps to articulate its program or project needs within the context of broader organizational and neighborhood issues. PICCED assists the client to assess its own management capacity and the extent to which the proposed initiative fits into an overall neighborhood planning strategy.

PICCED's long history and deep store of knowledge concerning state and local land use regulations and the political structure in which community development occurs strengthens its ability to assist local organizations in fulfilling

their goals. Groups often receive assistance in the very preliminary stages of project or program development, long before funding is available. This "up-front" planning and architectural assistance is often crucial in obtaining the public and private resources necessary to launch the project.

The Pratt Planning and Architectural Collaborative (PPAC), a related but independent entity, offers a range of comprehensive neighborhood planning and project-specific technical assistance services. Under fee-for-service contracts, PPAC is able to bring a broad range of skills to bear on the project, making appropriate internal referrals among financial packaging experts, planners, architects and construction monitors. If necessary, outside referrals are made through its extensive contacts and affiliations with other technical support organizations.

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POLICY ANALYSIS AND ADVOCACY

Through its work with local, neighborhood-based clients, PICCED has gained a broad grassroots perspective on the major development issues facing low- and moderate-income communities. Public policy research affords PICCED the opportunity to reflect on this experience and to shape comprehensive community development responses to the systemic problems that contribute to persistent poverty.

The aim of PICCED's advocacy work is to broaden public awareness of these problems and to organize support for practical policy solutions. By including strategies for their implementation within its other program areas — technical assistance and education and training — PICCED seeks to target and strengthen the impact of innovative and progressive public policies in a variety of local, national and international arenas.

COMMUNITY-BASED PLANNING AND DEVELOPMENT

PICCED has played a key role in legitimizing the participation of nonprofits in the planning and community development process. Community-based organizations are uniquely positioned to understand the physical, economic and social dynamics of their own neighborhoods. Using integrative planning techniques they can help empower neighborhood residents through local ownership of the decision-making process. PICCED's participatory planning approach is based on the conviction that, ultimately, the success of community development depends on the leadership of individuals who have a personal and vested interest in the revitalization of their communities.

TARGETED POLICY INITIATIVES

Though each community and every proposed development project presents a discrete set of challenges, PICCED's targeted policy initiatives attempt to translate effective, community-preferred solutions into practical public policy frameworks for broader application. An example is PICCED's leadership in encouraging the City of New York to abandon its policy of auctioning off large numbers of city-owned properties to the highest bidder, without

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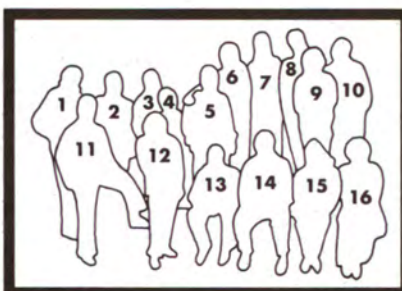
PICCED AND PPAC STAFF

Pratt Institute Center for Community and Environmental Development (PICCED) is staffed by a unique combination of professionals who possess a diversity and breadth of experience in community development, planning and architecture. The Pratt Planning and Architectural Collaborative (PPAC), a related but independent entity, carries out project-specific technical assistance. Their work is supported by a dozen or more Pratt Institute architecture and planning students who are employed each year. Among the areas of staff expertise are:

- ▲ Community planning and impact analysis
- ▲ Strategic planning and organizational development
- ▲ Community economic development training
- ▲ Housing finance and development
- ▲ Architectural design
- ▲ Planning and design of housing for homeless and special needs populations
- ▲ Construction monitoring
- ▲ Policy analysis and program evaluation



- 1 Tim Allen, Construction Project Manager
- 2 Randy Lindsay-Brisbin, Planner
- 3 Joseph Weisbord, Planner and Housing Specialist
- 4 Mila Ahern, Secretary
- 5 Naomi Johnson, Director of Operations
- 6 Ron Shiffman, Director
- 7 Brian T. Sullivan, Program Director
- 8 Rex Curry, Associate Director
- 9 Portia Fong, Architectural Student



- 10 Alene Montague, Receptionist
- 11 Rudy Bryant, Associate Director
- 12 Devyani Guha, Planning Student
- 13 Leslie Hewlett, Manager of Training Services
- 14 Dean Zias, Planner and Computer Specialist
- 15 Eva Neubauer, Associate for Program Development
- 16 Yu-Fang Lee, Student Librarian

(Not pictured)
Jonette Miller, Executive Secretary



- 1 Carola Rosask, Project Designer
 - 2 Richard Jackman, RA, Project Architect
 - 3 Travis Cloud, RA, Project Manager
 - 4 Kevin Burrows, Project Designer
 - 5 E. Perry Winston, RA, Senior Architect
 - 6 Pamela Slichter, Construction Project Coordinator
 - 7 Joan Byron, RA, Architectural Director
 - 8 William Riley, Construction Project Manager
 - 9 Lynn Gernert, RA, Senior Architect
 - 10 Eva Barrett, Architectural Administrative Assistant
 - 11 Darlene Bowers, Project Manager
 - 12 Mercedes Narciso, Project Manager
 - 13 David Halliday, Architectural Student
 - 14 Robert Zagaroli, Architectural Student
 - 15 Dermal McCrear, Architectural Student
 - 16 Pamela Basch, Project Designer
 - 17 Huy Van Le, Architectural Student
- (Not pictured)
Patrick Marc, Construction Project Coordinator

**Pratt Institute Center for Community and
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379 DeKalb Avenue
Steuben Hall, 2nd Floor
Brooklyn, New York 11205
718 636-3486
718 636-3709 Fax

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FACT SHEET AND FUNDING PRIORITIES

1991 FINANCIAL STATEMENT (9/1/90 - 8/31/91)

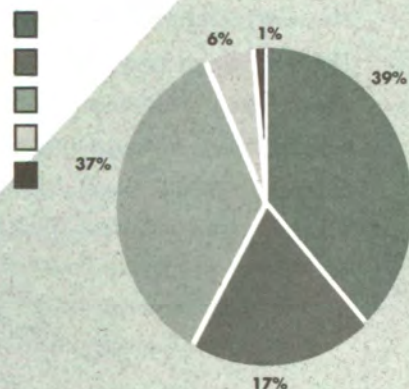
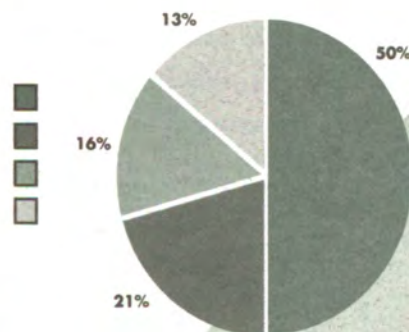
Nearly 70% of PICCED's expenses are invested in the personnel who staff its programs. A total of 56% of PICCED's income is derived from fee-for-service and public sector contracts; another 37% comes in the form of grants and contributions from foundation, corporate and individual donors. This charitable support is crucial to the long-term viability of the Center because it helps to build its capacity to underwrite the development of community projects, award scholarships and pursue targeted public policy analysis and advocacy.

EXPENSES

Salaries and Fringe	\$ 1,510,538
Consultant and Other Professional Fees	643,419
OTPS	466,063
Space and Institute Services	376,000
	\$ 2,996,020

REVENUES

Nonprofit Fee-for-Service Contracts	\$ 1,155,369
Public Sector Contracts	519,532
Grants and Contributions	1,101,465
Program Fees	191,919
Transfer from Reserves	27,735
	\$ 2,996,020



1992 OPERATING BUDGET (9/1/91 - 8/31/92)

EXPENSES

Salaries and Fringe	\$ 1,337,778
Consultant and Other Professional Fees	467,749
OTPS	636,854
Space and Institute Services	300,000
	\$ 2,742,381

REVENUES

Nonprofit Fee-for-Service Contracts	\$ 1,050,294
Public Sector Contracts	279,002
Grants and Contributions	1,286,587
Program Fees	126,498
	\$ 2,742,381

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To register for this course or for more information on any of the Professional Development Series in Emergency Management, contact your state office at:



**THE
PROFESSIONAL
DEVELOPMENT
SERIES**

DEVELOPING VOLUNTEER RESOURCES



L - 181 / September 1990

EMERGENCY MANAGEMENT INSTITUTE



ASK YOURSELF

Does your organization make full use of its volunteers?

As a manager, are you having problems with recruiting volunteers?

As a manager, are you having a problem with motivating and keeping your volunteers?

Have you developed a volunteer orientation plan that works?

Are you aware of the legal issues related to using volunteers in emergency programs?



DEVELOPING VOLUNTEER RESOURCES

is a skills building course that can help you, your organization and your community gain a great deal from your invaluable volunteer staff.

The course includes emphasis on important issues such as motivation, recruitment, orientation and effective volunteer program management.

It will help you . . .

- Identify training resources for different volunteer roles
- Understand how to effectively manage walk-in volunteers under crisis conditions
- Develop a successful orientation and training program for volunteers
- Identify and use several motivational techniques to help inspire volunteer interest



Through small group workshops, discussions with your peers and some lectures from specialists you, as a manager, can build your skills as you network among fellow emergency management professionals.