



Draft | Aug 2025



Scaling Impact. Securing Our Future.

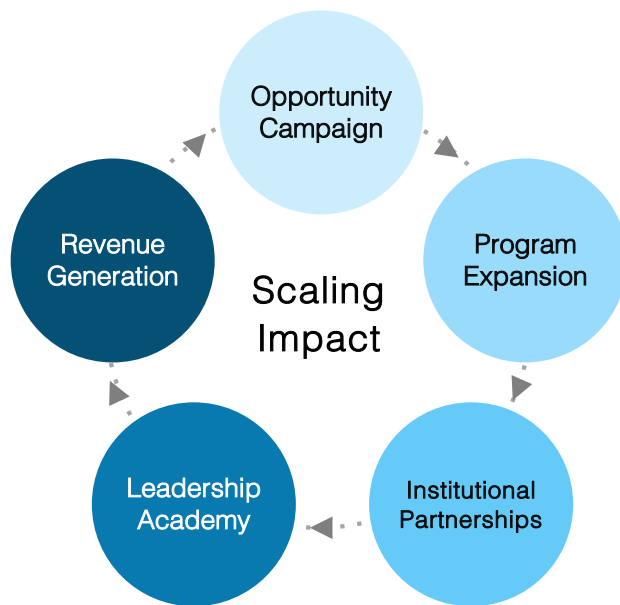
PPIA is at a crossroads —
bold action now will shape our future.



We're launching a [five-phase plan](#) to grow PPIA's impact and ensure long-term sustainability — starting with the Opportunity Campaign and scaling through program growth, partnerships, leadership, and revenue.

PPIA's Five-Phase Strategic Roadmap

Each phase strengthens PPIA's role as a national leader in public service.



01

Opportunity Campaign

Seizing our 45th Anniversary, the Opportunity Campaign rallies alumni and partners around a **\$5M endowment** to secure PPIA's future and expand access for students.

02

Program Expansion

We're meeting students where they are by empowering Consortium Schools to deliver impactful **3-day Explorer Seminars**. This approach dramatically broadens our reach and lowers financial barriers.

03

Institutional Partnerships

By partnering with the Volcker Alliance and others, we expand our platform and amplify our mission. Together, we can serve more students and share powerful, scalable programming.

04

Leadership Academy

This Academy builds the next generation of public service leaders through **learning, mentoring, and peer connection**. It is a transformational experience that begins with PPIA Fellows and Explorers.

05

Revenue Generation

To secure our future, we're **monetizing our expertise**. These offerings will allow us to generate sustainable revenue while continuing to deliver on our mission.

Launch the \$5M Opportunity Campaign

This campaign sets the foundation for everything that follows. It enables us to sustain operations, accelerate our growth, and unlock the full potential of our strategic vision.

01

Why the Name

- It **reflects our dual aim** — expanding access to public service education while giving alumni and partners a powerful opportunity to invest in PPIA's future.

Why Now

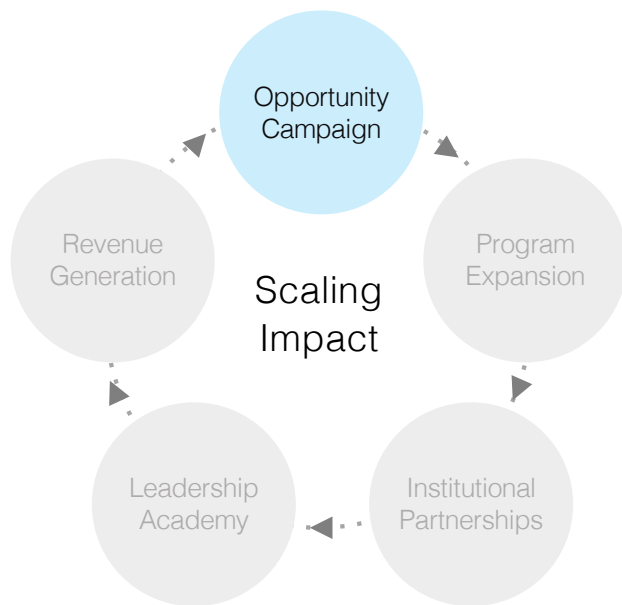
- A **milestone anniversary provides a rallying point** for alumni pride and storytelling.

Focus

- **Stabilize and scale** operations over the next 2–3 years.
- **Multi-channel strategy:** Alumni ambassadors, peer-to-peer outreach, board-led introductions.
- **Storytelling-driven:** “I was a PPIA Fellow because someone gave.”

Payoff

- **Generates** early revenue to launch programs.
- **Reconnects** alumni to the mission through shared purpose and tangible results.
- **Builds** donor momentum that carries into later phases.
- **Engages** board, alumni, and institutional champions as donor advocates.



Civic **Supporter**

Up to \$999

Access Support

Every contribution **fuels access** — covering essentials like graduate exam fees, meals, or transportation that make participation in PPIA possible for students with the greatest need.

Additional Outcomes

- **Supports** micro-grants for student needs (e.g., books, local transit, technology support).
- **Encourages** first-time donors, alumni, or younger professionals to begin their giving journey.
- **Recognition:** Thank-you email + inclusion in digital donor honor roll.

Civic **Advocate**

\$1K - \$4.9K

Barrier-Free Support

Provides **immediate aid** — such as travel stipends, relocation support, or application fee coverage — allowing promising students to participate in PPIA programs without financial barriers.

Additional Outcomes

- **Supports** individual students with critical participation costs.
- **Ensures** no student declines PPIA due to travel or housing expenses.
- **Recognition:** Name listed in the Annual Impact Report + invitation to an annual virtual donor update with student speakers

Policy **Innovator**

\$5K - \$24.9K

Leadership Development in Action

Funds leadership labs, mentorship pairings, and new policy skills workshops that equip students and alumni with practical, real-world tools to lead in public service..

Additional Outcomes

- **Expands** mentorship program pilots connecting alumni and current fellows.
- **Introduces** policy innovation labs or targeted training modules.
- **Recognition:** Invitation to donor updates and student / alumni roundtables.

Policy Architect

\$25K - \$99K

Driving Student Success & Program Growth

Fully **supports multiple students** through stipends, relocation aid, and post-Explorer and JSI career coaching while seeding new content like alumni-led workshops and skills-based leadership academies.

Additional Outcomes

- **Funds** entire cohort participation (living stipends + graduate school prep).
- **Supports** curriculum enhancement in Explorer, JSI and alumni programs.
- **Recognition:** Featured in newsletters and donor briefings with program updates

Public Service Champion

\$100K - \$499K

Scaling Impact & Sustainability

Transforms **PPIA's reach** by underwriting major program expansions, new university partnerships, and digital infrastructure — enabling alumni networks, job boards, event platforms, and scalable mentorship programs.

Additional Outcomes

- **Launches** alumni digital platform with networking, jobs, events.
- **Underwrites** revenue-generating workshops and consulting pilots.
- **Recognition:** Prominent acknowledgment at events, reports, and online.

Legacy Leader

\$500K+

Investing in Generations to Come

Secures **PPIA's future** by establishing endowed scholarships or funding cornerstone initiatives like the Leadership Academy and alumni-led workshops — ensuring growth and impact for generations to come.

Additional Outcomes

- **Endows** fellowships or major programmatic initiatives.
- **Provides** capital for PPIA's new business model (certifications, consulting).
- **Recognition:** Custom stewardship plan, naming opportunities and annual impact reports.

Expand Access Through Consortium Schools

By leveraging the strength of our Consortium network, we're introducing a scalable way to engage undergraduates early in their policy journey: **3-day Regional Explorer Seminars**

02

Why the Name

- We are **rebranding our 3-day Public Service Weekend as the PPIA Explorer Seminars**, and participants who complete the seminar will be known as Explorer Fellows.
- "Explorer" reflects how **students are just beginning to navigate** the world of public policy through these short, immersive experiences.

Why Now

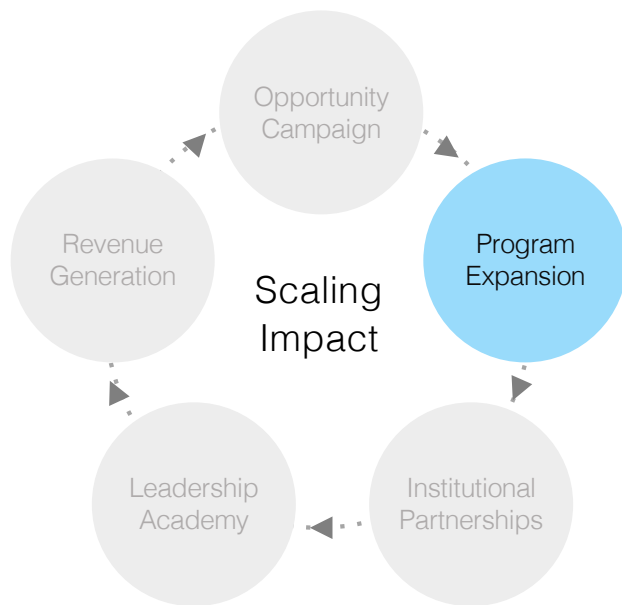
- Many Consortium Schools are eager to engage but **unable to host a 7-week JSI**.
- Explorer provides a financially and logistically feasible option.

Focus

- **Co-create** regional 3-day Explorer Seminars with Consortium partners.
- Provide **PPIA-branded** facilitator toolkits and content templates.
- Structure **post-seminar engagement**: virtual modules, mentoring, and policy exposure.

Payoff

- **Expands** access to more institutions and students across the country.
- **Strengthens** university relationships and re-establishes a national footprint.
- **Creates** a talent pipeline that feeds into future PPIA programs and partnerships.



Enhanced Value for Explorer Seminars

PPIA brings more than brand recognition — we bring curricular substance, speaker access, and national cohesion. Our support helps ensure that each university's seminar meets a consistent standard of excellence and leads into a broader, purpose-driven learning journey.

Curriculum Architecture & Program Design Expertise

- **Collaborate with host universities** to co-design seminar curriculum with learning objectives, scaffolding of sessions, and built-in reflection moments
- **Share a modular template** with flexible session types (e.g., policy simulations, leadership storytelling, policy writing, cross-sector analysis)
- **Provide access to PPIA-developed** virtual workshops and seminars

National Talent and Speaker Network

- Leverage our **40+year alumni network** to match host sites with policy professionals, including senior agency leaders, state/local officials, and nonprofit innovators.
- Curate **public service storytelling panels** that showcase diverse, values-driven leadership journeys.

National Cohesion, Cross-Site Visibility, and Recognition

- **Confer the “PPIA Explorer” designation** to all attendees, with digital credentials and recognition on PPIA platforms.
- Establish a **national calendar and shared program dashboard** to coordinate dates, themes, and cohort insights across universities.
- **Feature university-hosted events** on PPIA's national communications platforms, including social media, newsletter, and the Explorer alumni network

Continuous Quality Improvement & Impact Tracking

- Provide **learning evaluation tools**, including pre/post surveys and session feedback templates.
- Hold annual **cross-institution debriefs** to share best practices and highlight outstanding seminar model.

Follow-Up Programming for PPIA Explorers

PPIA’s post-Explorer curriculum is not a static download — it’s an evolving, scaffolded learning and leadership development experience that invites sustained engagement, growth, and public service alignment. Each tier builds cumulative value.

Phase	Proposed Follow-Up Offering	Description
Core Engagement for All Explorers (Baseline Program)	Thematic Future Frame Series	Monthly virtual conversations with policy leaders in public health, climate, tech regulation, etc.
	Policy Essentials Modules	Self-paced mini-courses (~1-2 hours each) on writing memos, stakeholder mapping, budget basics
	Ethics & Public Purpose Dialogue	Two-session virtual seminar exploring real-world ethical dilemmas and public impact framing
Cohort-Based Development Tracks (Optional Enrollment)	Explorer Learning Labs	4-week virtual learning groups with readings, case studies, and policy design challenges
	Foundations in Public Policy Seminar	Intensive weekend course featuring curated faculty content from Consortium partners
	Peer Policy Studios	Guided small-group projects addressing pressing social challenges with presentations and feedback loops
Long-Term Accelerator Pathways (Selective Participation)	Leader Academy	Includes leadership diagnostics, coach pairing, public impact capstone, and graduate school navigation
	Mentorship Tracks	3 tailored tracks: Micro-Mentoring, Career Coaching, and Graduate Pathways (6-12 months)
	Explorer Research Assistantships	Connect high-performing Explorers with research or applied policy internships at Consortium schools
	Certificate Pilots	In partnership with Consortium faculty, launch 3 certificate options with rigorous assessments: Policy Communication & Influence; Government Change Strategy, and Community-Led Policy Design

Forge Strategic Institutional Partnerships

Through collaboration with the Volcker Alliance and others, we extend the reach of our mission. This partnership allows us to co-create programs and expand students' exposure to public service.

03

Why Now

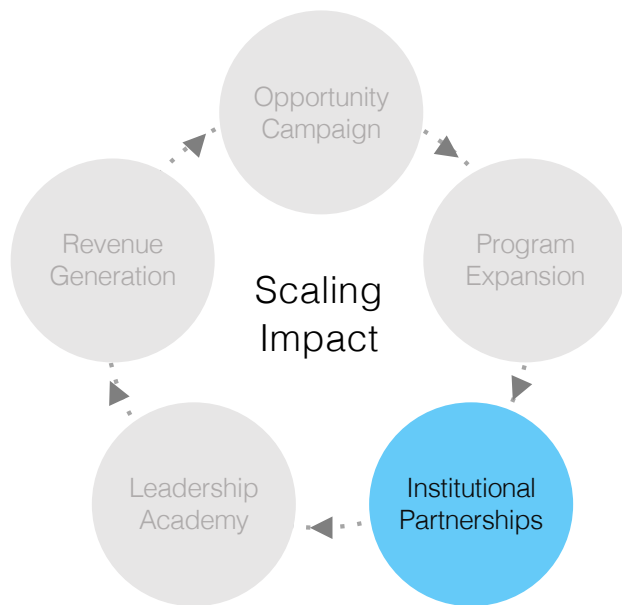
- The **Volcker Alliance, National Academy, Partnership for Public Service, and PPIA** share a **deep commitment** to building the next generation of public service leaders.
- Our complementary programs create new synergies for national impact.

Focus

- **Co-create programming with Volcker Alliance, National Academy, and the Partnership** to inspire the next generation of public servants (e.g., summer program, speaker series).
- Explore **content integration** between Volcker's NextGen Service Corps and PPIA's Explorer and Alumni base.
- Expand **student access** to mentors, speakers, and leadership modules.
- Amplify both organizations' **reach and visibility** through co-branding

Payoff

- **Amplifies** visibility through shared branding and engagement.
- **Strengthens** funding opportunities through shared grant applications and philanthropic visibility.
- **Delivers** high-impact content to a wider network of students, institutions, and public service advocates.



PPIA's Impact on the Volcker Summer Experience

PPIA adds year-round depth to the Volcker Academy through virtual learning, alumni engagement, and national policy connections.

Phase	Proposed PPIA Enhancement	Description
Enriched DC Immersion Experience	Policy Simulation Workshops	PPIA can co-develop simulations (e.g., legislative drafting, crisis response) anchored in real-world DC policy dynamics.
	Alumni Fireside Chats	PPIA can facilitate small-group conversations with its alumni now serving in federal agencies for candid, career-minded reflections.
	Applied Skill Deep Dives	Add focused modules on policy communication, ethical decision-making, and data visualization to deepen the hands-on learning of the DC segment.
Integrated Follow-Up Programming Across Both Phases	Explorer Learning Labs	Offer 4-week virtual labs post-summer that let participants continue learning through case studies related to their host school's policy topic (e.g., democracy, social policy, global issues).
	Future Frame Virtual Series	Host webinars featuring speakers aligned with each host school's thematic focus, open to all participants for sustained intellectual engagement.
	Policy Essentials Modules	Bite-sized courses on memo writing, budgeting, stakeholder mapping, and equity tools.
Deeper Network & Community Building	Peer Policy Studios	Post-program small-group mentorship facilitated by PPIA Explorers or Fellows, aimed at guiding continued development and peer support.
	PPIA Annual Expo Access	Include Volcker alumni in PPIA's Expo, giving them exposure to graduate schools, current fellows, and service career opportunities.
	Co-Branded Gatherings	Host a shared digital or in-person gathering to strengthen connections between Volcker and PPIA cohorts and build a broader ecosystem.
Shared Resources & Recognition	Digital Credentialing	Grant a co-branded "Explorer + NextGen Service Academy Alum" badge, reflecting connection to both networks.
	Alumni Spotlights & Storytelling	Jointly feature standout participants in Volcker and PPIA communications — newsletters, blogs, social media — raising visibility and institutional alignment.

Launch the PPIA Leadership Academy

PPIA develops Explorer and JSI alumni into public service leaders through the Leadership Academy's structured learning, mentorship, and collaboration.

04

Why Now

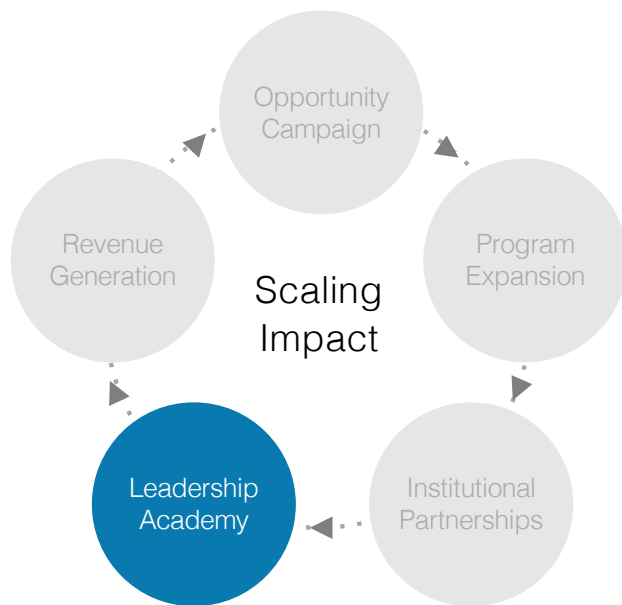
- The **Academy gives PPIA an offering to retain top talent** and provide continued value.

Focus

- **Leadership Tracks:** Structured learning journeys tailored to each stage of public service leadership, beginning with Explorer Fellows and JSI participants and progressing through a continuum of alumni experiences.
- **Mentoring Program:** A flexible, tiered model offering Explorer Fellows, JSI participants, and PPIA alumni the support they need.
- **Future Frame Virtual Series:** Webinars with public sector leaders, regional meetups, and professional development panels.
- **Project Labs & Leadership Challenges:** Participants join cross-cohort policy innovation teams, receive guidance from senior advisors, and present outcomes at a capstone event

Payoff

- **Creates** a talent funnel for graduate programs and public service careers.
- **Engages** alumni, Consortium faculty, and Volcker facilitators in content delivery.
- **Fosters** mentor-mentee relationships that extend well beyond the classroom.



PPIA Leadership Academy

Web page prototype – not a live or functional site

Your experience matters—and so does your growth.

The PPIA Leadership Academy is designed to help alumni at every stage build the confidence, skills, and community to lead boldly in public service. Open to Explorer Fellows, JSI alumni, and other members of the PPIA network, this signature initiative blends structured development, peer learning, and expert support. We're investing in our alumni — so they can invest in others.



Leadership Tracks

Build relevant skills for every career stage

Emerging Leader – for Explorer Fellows and JSI participants who are 0–1 years post-college

Builds confidence, strengthens professional identity, and grows core skills to navigate early career transitions

Collaborative Leader – for alumni 1–5 years post-college

Leads teams and coalitions by developing inclusive practices, managing group dynamics, and fostering collaboration across sectors

Strategic Leader – for alumni 5–10 years post-college

Drive systems-level impact through strategic thinking, policy innovation, and high-level stakeholder engagement

Visionary Leader – for alumni 10–15+ years post-college

Defines and communicates a bold leadership vision, influence institutional change, and guide future leaders through experience and insight

Civic Catalyst – for senior or civically engaged alumni

Gives back to the PPIA community by mentoring, shaping programs, and supporting the next generation of public service leaders

Peer Coaching & Mentoring

Connect through shared experience

Micro-Mentoring (3 months)

Short-term engagement through monthly 1:1s

Career Coaching (6 months)

Practical coaching for JSI alumni navigating jobs or graduate school

Graduate Pathways Mentoring (9–12 months)

Deep mentorship for alumni in transition

[Become a Mentor or Mentee](#)

Future Frame Virtual Series

Grow your skills and network year-round

Virtual webinars with public sector leaders

Regional meetups and policy roundtables

Alumni-led panels and professional development workshops

[See Upcoming Events](#)

Project Labs & Leadership Challenges

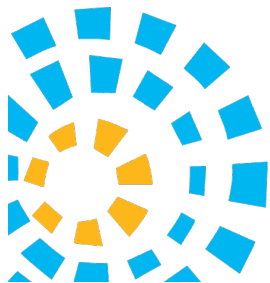
Lead from where you stand

Join cross-cohort policy innovation teams

Receive guidance from senior advisors

Present projects at a capstone virtual event

[Apply to Participate](#)



PPIA Mentorship Program

Web page prototype – not a live or functional site

Be the Mentor You Once Needed – Or the One You Need Now.

Our flexible, life stage-based or tiered mentoring model is designed with you in mind—whether you're early in your journey or decades into your career. You choose your level of commitment and impact.



Tiered Commitment Mentoring

Choose the level of involvement that fits your schedule—from short-term guidance to long-term career support

Micro-Mentoring (3 months)

Perfect for busy schedules—connect with a mentee once a month to offer advice, encouragement, and support for undergraduates

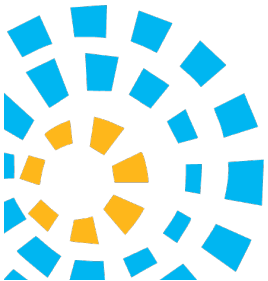
Career Coaching (6 months)

Provide practical guidance for JSI alumni around resumes, job search strategy, and grad school planning—focused, flexible, and high-impact

Graduate Pathways Mentoring (9–12 months)

Form deeper relationships with alumni in transition. Help them navigate long-term career paths, fellowships, and life decisions

[Become a Mentor or Mentee](#)



Generate Revenue Through PPIA Services

PPIA will generate mission-aligned revenue through professional development, training, and scalable services.

05

Why Now

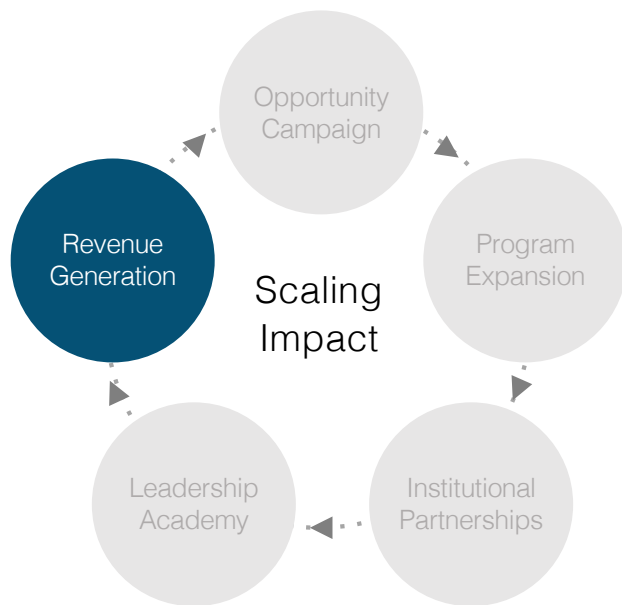
- **Relying solely on grants is no longer sustainable.**
- To secure our future, we must diversify funding through self-sustaining, mission-aligned services..

Focus

- **Workshops:** Fee-based offerings for universities, nonprofits, and agencies on topics like inclusive leadership, policy innovation, and career development — led by alumni facilitators.
- **Consulting:** Alumni consultants deliver policy insight, leadership training, and public service guidance to mission-aligned institutions.
- **Certifications:** Digital credentials tied to alumni-led trainings that support professional advancement and strengthen institutional partnerships.

Payoff

- **Creates** new, reliable income that reduces dependence on grants.
- **Positions** PPIA as a thought leader in public service capacity-building.
- **Increases** engagement from universities, alumni, and employers seeking structured professional development.



Suggested Workshops - for Clients & Students

Short-format and immersive sessions designed to strengthen leadership, policy skills, and collaborative impact.

Title	Description	Duration	Delivery	Target Audience
Practical Policy Implementation	Applying policy frameworks in public institutions	1 day	In-person or Virtual	Government, Nonprofits
Leading High-Performing Teams	Tools to build effective and collaborative leadership habits	3 hours	Virtual	Corporate, Government
Data Visualization in Public Policy	Presenting complex data clearly to inform public policy decisions	Half-day	In-person	Government, Policy Schools
Navigating Power & Influence	Building self-awareness around leadership dynamics and personal influence	Half-day	In-person	Emerging Leaders
Cross-Sector Collaboration	Techniques for fostering shared purpose and achieving results across sectors	2 hours	Virtual or Hybrid	Multi-Agency Teams
Storytelling for Public Leaders	Narrative-building for policy initiatives and public impact	90 minutes	Virtual	Fellows, Communicators
Budgeting for Impact	Aligning fiscal decisions with strategic priorities and measurable outcomes	Half-day	In-person	Government Agencies
Rapid Response Facilitation	Train-the-trainer for leading community-engaged processes in fast-moving situations	Full day	In-person or Hybrid	Local Governments, NGOs
Facilitated Policy Retreats	Customized retreats or offsites to address real-time policy challenges and strategy setting	1–2 days	In-person	Government Agencies, Universities, Foundations

Suggested Consulting Services

PPIA offers tailored consulting on policy and stakeholder engagement.

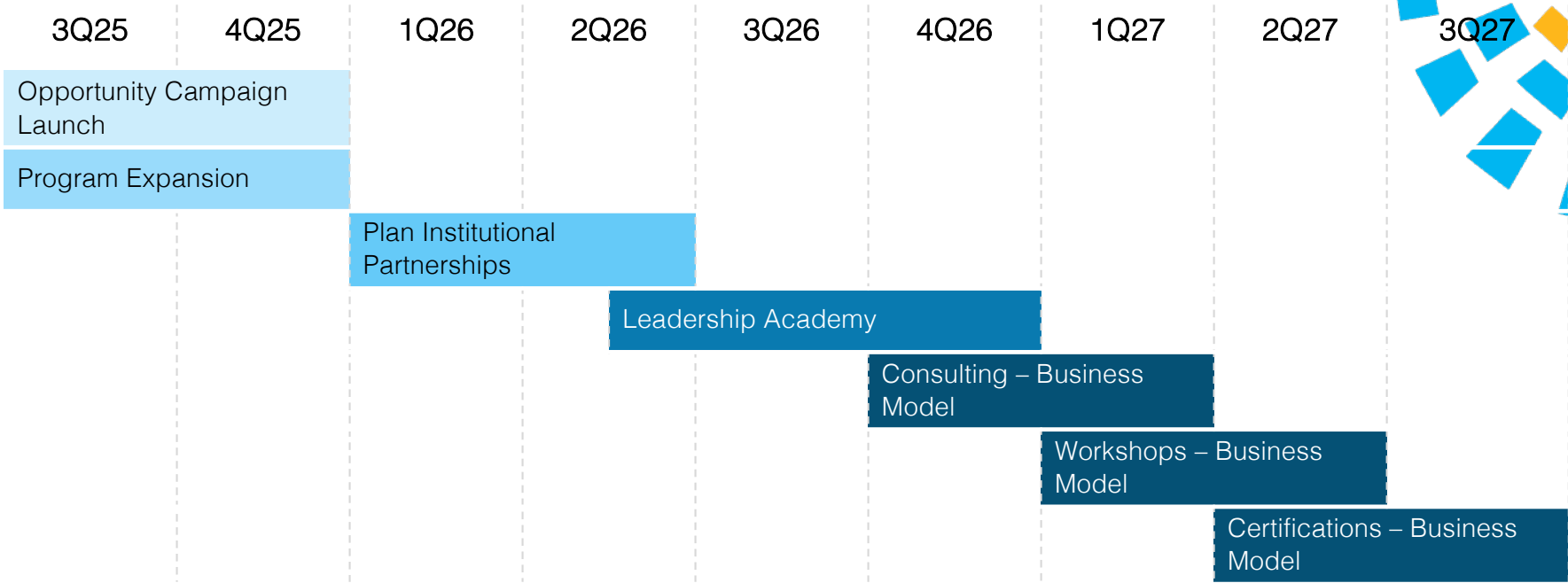
Title	Description	Model	Delivery	Target Audience
Community Input Strategy	Tools for co-designing with stakeholders to shape policy or programs	Varies by project	Virtual or In-person	NGOs, City Councils
Civic Fellowship Design	Design fellowships to build pathways into public service careers	Project-based	Remote	Universities, City Governments
Leadership Assessment	360-degree evaluations for executives and leadership teams to strengthen performance	2–3 weeks	In-person or Virtual	C-Suite, Boards
Social Impact Program Advising	Review alignment of organizational strategies with mission-driven goals	Retainer	Virtual	Mission-Aligned Corporates
Public Participation Mapping	Facilitate mapping of community stakeholders and engagement strategies	Project-based	Hybrid	Municipal Planning Departments
Crisis Response Planning	Develop frameworks for rapid public sector response to emergencies	Project-based	Hybrid	Municipal Agencies, NGOs
Cross-Sector Partnership Design	Create frameworks for collaboration across public, private, and nonprofit sectors	Project-based	Facilitated Workshops	Foundations, Regional Councils, Coalitions
Public Policy Communications Strategy	Craft narratives to communicate policy initiatives and engage stakeholders	Retainer or project-based	Hybrid	Advocacy Coalitions, Universities
Impact Measurement & Evaluation	Design metrics to assess public program outcomes and track performance over time	Project-based	Dashboards & Reports	Government Agencies, Philanthropic Foundations

Suggested Certification Programs that Empower and Endure

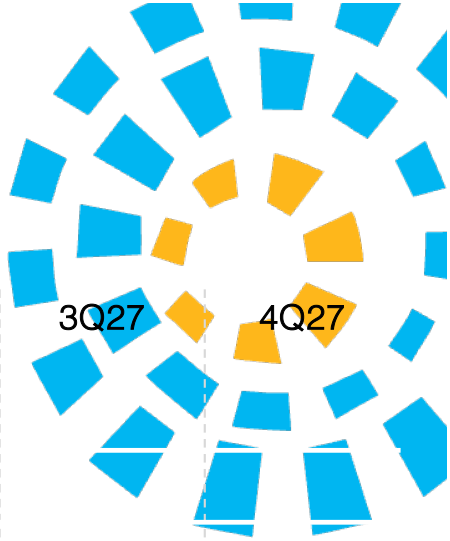
PPIA certifications are verifiable, shareable, and boost professional visibility while reinforcing a commitment to lifelong learning.

Title	Description	Duration	Delivery	Target Audience
Foundations of Public Policy	Principles & frameworks for effective public policy design	6 weeks	Online	Early-career professionals
Public Sector Leadership	Mid-career training in management, operations, and team leadership	10 weeks	Online	Team leaders in gov/NGOs
Ethical Decision-Making in Policy	Developing critical thinking and moral reasoning in policy contexts	5 weeks	Virtual	Policy analysts, program officers
Global Public Leadership	International perspectives and approaches to public sector leadership	10 weeks	Hybrid	Emerging global leaders
Community Co-Design	Collaborative design methods for engaging communities in policy solutions	6 weeks	Virtual	Urban planners, nonprofits
Data Analytics for Public Policy	Applying data analysis to inform decisions and measure policy outcomes	8 weeks	Online	Policy analysts, program managers
Public Budgeting & Finance	Managing public resources and fiscal decision-making in government settings	6 weeks	Hybrid	Government finance officers
Change Management in Public Organizations	Leading organizational change in public sector environments	6 weeks	Online	Public managers, directors

A Multi-Year Roadmap



- Phase 1
- Phase 2
- Phase 3
- Phase 4
- Phase 5



This Is Our Launchpad.

Actions Requested from the Board.

Champion the \$5M Opportunity Campaign (Phase 1)

Help us lay the financial foundation to fuel everything that follows.

- Make a personal contribution and set a leadership example.
- Leverage your networks to secure anchor gifts and donor introductions.
- Promote the campaign within your spheres of influence.

Activate Program Expansion (Phase 2)

Support the growth of Explorer Seminars and Alumni Pathways initiatives.

- Identify institutional connections for new university-hosted Explorer Seminars.
- Elevate alumni engagement opportunities that build long-term community.
- Encourage cross-sector partnerships that extend our impact.

Serve as Phase 1 Board Leads

Lend credibility, visibility, and momentum to early campaign efforts.

- Volunteer to co-lead the Opportunity Campaign or Explorer/Alumni initiatives.
- Help set pacing goals and track early wins.
- Provide strategic guidance during the launch phase.

Launch Strategic Committees

Translate strategy into execution.

- Once Board leads are designated, we'll form committees for fundraising and program development.
- Committees will drive planning, outreach, and implementation for Phases 1 and 2.

Be Ambassadors for PPIA's Growth

Use your voice to generate confidence and support.

- Share our vision with alumni, partners, donors, and Consortium contacts
- Reinforce that this is not a pivot — it's our next level of scale, access, and impact.





This Is Just the Beginning

Let's build what comes next — together.