

# Town Hall

September 16, 2025  
Summary



# 5-Phase Strategy & Roadmap



## Phase 1: 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.

## Phase 2: 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.

## Phase 3: Institutional Partnerships

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

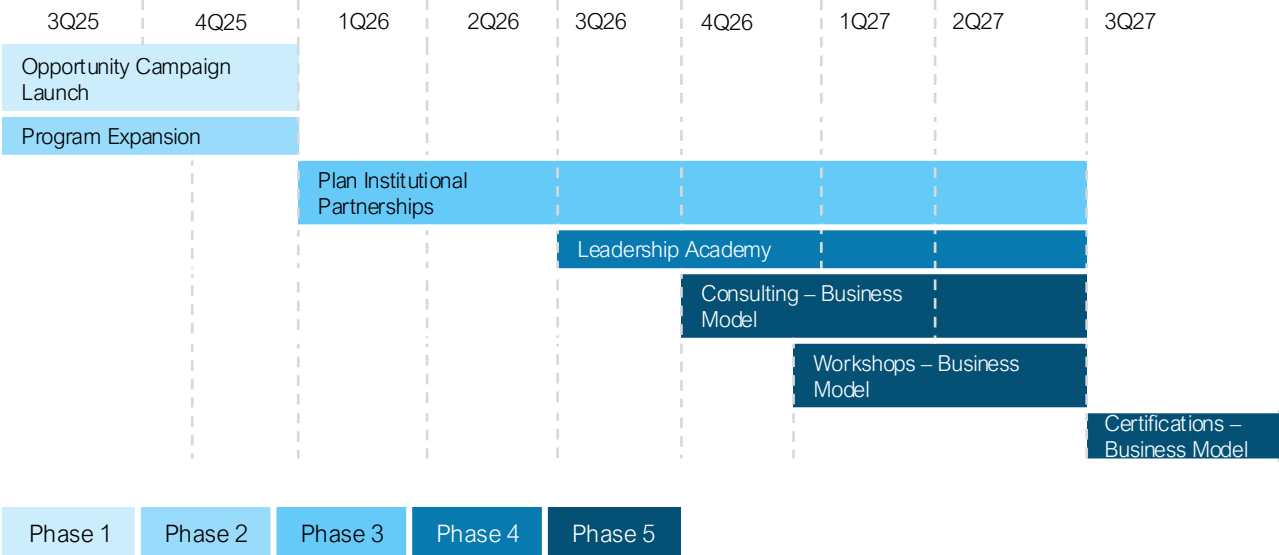
## Phase 4: Leadership Academy

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.

## Phase 5: 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.

## Roadmap



## 2 Ways You Can Invest

### Financial Capital

#### \$5M Opportunity Campaign

- ✓ Donate  
Every gift, large or small, matters

### Human Capital

#### Lighter Lift with Big Impacts

- ✓ Network  
Natural connectors
- ✓ Simple Actions
- ✓ Storytelling

### Join the Storytelling Corps. With your story + our toolkit, creating impact is simple.

- ✓ LinkedIn  
Share your career journey and how PPIA shaped it (1-2 video or short post)
- ✓ Instagram  
Use reels or carousels: *Why I applied to PPIA* or *Biggest JSI takeaway*
- ✓ TikTok  
Create quick clips (15-30 seconds): *Day in the life* or *One word to describe PPIA*

## Join Us at Town Halls

### PPIA Town Hall Los Angeles

Tuesday, September 30  
5:30 PM Pacific  
Democracy Center at the Japanese American National Museum

### PPIA Town Hall Berkeley

Wednesday, October 1  
5:30 PM Pacific  
Goldman School of Public Policy  
University of California, Berkeley