



MANCHESTER BIDWELL
CORPORATION

2013-14
FACTS & STATISTICS
Revised March 2015

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MANCHESTER BIDWELL CORPORATION

BIDWELL
TRAINING
CENTER

MCG
YOUTH &
ARTS

MCG
JAZZ

DREW
MATHIESON
CENTER

NATIONAL CENTER
FOR
ARTS & TECHNOLOGY



ADULT
CAREER
TRAINING

YOUTH
ARTS
EDUCATION

JAZZ

HORTICULTURE

SOCIAL
ENTREPRENEURSHIP

REPLICATION

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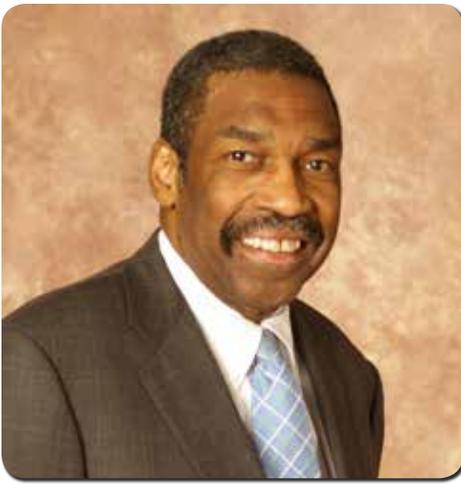
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MANCHESTER BIDWELL'S GUIDING PRINCIPLES

- **Environment shapes people's lives:** Everything about the physical, emotional and philosophical atmosphere at Manchester Bidwell is purposeful – the way the light fills the rooms, the art on the wall, the friendliness of our staff. We believe that everyone, no matter their background, deserves beauty, respect and the opportunity to learn in a safe space. When provided with these, the underserved will become world-class, productive citizens.
- **People are assets:** We believe that people are born as assets. Given the proper positive environment, any person can grow the seed of personal genius buried inside them. By providing encouragement, opportunity and resources, we strive to keep community members, young and older, on the positive side of the social balance sheet.
- **Creativity fuels enterprise:** Society and the economy is driven forward when new ideas become reality. At Manchester Bidwell, we embrace and encourage creative thought. Given the chance to dream, anyone may have an opportunity to create something – a product, artwork, a business – that will change the world.

MANCHESTER BIDWELL'S CORE VALUES

- **Respect:** I will treat others with respect and conduct myself with reason, focus and belief.
- **Embrace:** I will acknowledge my limitations and embrace life-long learning opportunities.
- **Shape:** I will design and shape solutions to problems.
- **Influence:** I am aware of how my work intentionally and unintentionally influences others.
- **Listen:** I will listen with the intent to understand and be responsive.



WILLIAM E. STRICKLAND JR.

- Social architect, community leader and visionary.
- President and CEO of Manchester Bidwell Corporation and its affiliates.
- Founded Manchester Craftsmen's Guild in 1968.
- Assumed leadership of Bidwell Training Center in 1972.
- Incorporated the National Center for Arts & Technology in 2007.

BIOGRAPHY

- Born in Pittsburgh in 1947.
- Graduated from David B. Oliver High School in 1965.
- Earned a Bachelor's degree from the University of Pittsburgh, graduated cum laude, in American History and Foreign Relations.

AWARDS AND ACCOLADES

Below is an abbreviated list of Mr. Strickland's awards and accolades.

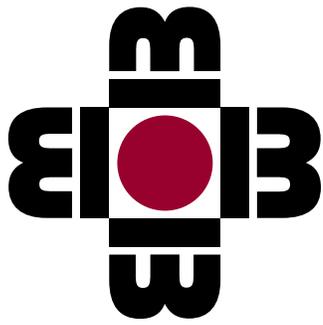
- Allegheny County Council's Pittsburgh Circle of Courage Award in Education (2014)
- YMCA Hill of Hope Award (2014)
- University of Pittsburgh's Johnson Institute Exemplary Leader Award (2013)
- George W. Crawford Black Bar Association's Visionary Award (2013)
- Lawnside Christian Development Corporation Dream Maker Award (2012)
- Selected and served on the Task Force for Child Protection by PA Governor Tom Corbett (2012)
- Rodef Shalom Pursuer of Peace Award (2012)
- Chuck Cooper Foundation Chuck Cooper Award (2012)
- Chicago Ideas Week, 2011 Hero Award (2011)
- Goi Peace Awardee presented by the Goi Peace Foundation (2011)
- Appointed to the White House Council for Community Solutions (2010)
- "Coming up Taller" Award (accepted on behalf of Manchester Craftsmen's Guild) – Presented by First Lady Hillary Rodham Clinton
- MacArthur "Genius" Award for Leadership and Ingenuity in the Arts (1996)

PROFESSIONAL INVOLVEMENTS AND ASSOCIATIONS

- **Honorary doctorates:** Babson College, Bethany College, Bloomfield College, Carnegie Mellon University, Chatham University, Columbia College, Edinboro University, Hood College, Kendall College, Maryland Art Institute, Marywood University, Middlebury College, Quinnipiac University, Robert Morris University, Rutgers University, San Francisco Art Institute, Slippery Rock University, University of Pittsburgh and Westminster College.
- **Guest lecturer:** Farleigh Dickenson University, Harvard Business School & School of Education, Indiana University of Pennsylvania, Kellogg School of Management – Northwestern University, Robert Morris University and Stanford School of Business.
- **Member:** The Institute for Social Enterprise at Harvard Business School.
- **Former board member:** Americans for the Arts, President's Committee on the Arts and Humanities and The National Endowment for the Arts.

PUBLICATIONS

- Make the Impossible Possible: One Man's Crusade to Inspire Others to Dream Bigger & Achieve the Extraordinary (Doubleday, 2007).
- "How Schools Kill Neighborhoods – and Can Help Save Them" from the book Waiting for "Superman": How We Can Save America's Failing Public Schools, Karl Weber, Editor



Bidwell Training Center

MISSION

- We change lives by providing career training and academic enrichment to adults in transition.

OVERVIEW

- Founded in 1968, a post-secondary and career training institution.
- Built a new facility in 1987 and in 1999 became an affiliate of Manchester Bidwell Corporation.
- Provides career training for approximately 180 adults in transition per year.
- Reaches approximately 200 adults through academic remediation services.
- Was named a 2012 Accrediting Commission of Career Schools and Colleges (ACCSC) School of Excellence, the highest honor given by BTC's accrediting body.

STATISTICS¹

- The graduation rate for all combined majors is 82 percent.
- The job placement rate for all combined majors is 77 percent.

MAJORS AND SERVICES

- **Accreditation:** BTC is accredited by the Accrediting Commission of Career Schools and Colleges (ACCSC).
- **License:** BTC is licensed by the Pennsylvania Board of Private Licensed Schools and offers degree and diploma programs.
- **Memberships:** BTC is a member of or has an affiliation with numerous national and regional professional associations.
- **Six Diploma Majors:** Culinary Arts, Electronic Record Medical Assistant, Horticulture Technology, Medical Claims Processor, Medical Coder and Pharmacy Technician.
- **Occupational Associates Degree in Specialized Technology:** Chemical Laboratory Technician.
- **Student Services:** BTC offers a robust compliment of admissions, advising and job placement services to assist students in enrolling, completing and obtaining training-related employment.
- **Academic Support Services:** BTC's Academic Support Center provides math and reading skills enrichment to individuals seeking entry to a BTC program.

FACILITIES

- Modern simulation laboratories for the medical assisting, chemical laboratory and pharmacy technician majors.
- Six dedicated computer labs.
- Modern lecture/computerized classrooms.
- 42,000 square foot greenhouse with instructional lab.
- Learning Resource System houses over 3,500 books, 65 periodicals/professional journals as well as videos, trade catalogs, references materials and career information and library blog.
- Web-linked electronic card catalog accessible on all computers.
- 24-seat culinary demonstration amphitheater and a fully equipped teaching kitchen.
- Dining hall seats up to 200 guests.

¹ Bidwell Training Center's 2014 Annual Report to Accrediting Commission of Career Schools & Colleges (ACCSC) submitted October 2014.

HIGHLIGHTS

- More than 350 Pittsburgh area teens enrolled in at least one of the 48 after school studio arts courses offered by MCG Youth & Arts in 2013–14.
- Pittsburgh native and MCG Youth & Arts alumnus Sharif Bey is an Assistant Professor of Art Education at Syracuse University. Bey earned his PhD in Art Education from Penn State University, and continues to exhibit nationally and internationally. His studio work ranges from decorative/functional pottery to conceptual wearable ceramic works, which are influenced by ritual and identity. Bey returned to MCG for an exhibition of his work, Here & Now, in the fall of 2013.
- Over 350 students, teachers, parents and community members attended the May 2014 reception for the third annual MCG Invitational Art Exhibition. Local celebrity Kristine Sorensen, KDKA news anchor and Pittsburgh Today Live host, made a special guest appearance.
- MCG Youth & Arts is now offering 3D modeling and printing in its after school program.

PROGRAMMING

- **Apprenticeship Training Program (ATP):** The program on which MCG was founded more than 40 years ago, offers high school students the opportunity to refine their art skills in a safe and productive after school environment. The courses prepare students for successful futures by providing nurturing relationships with MCG's staff of teaching artists. All ATP courses are developed to encourage learning through skills refinement, critical thinking, experiential learning opportunities as well as other activities focused on higher education and career connections. MCG offers 16 unique courses each trimester Mondays through Thursdays and open studios on Fridays.
- **Supplemental Education Program:** In 2010, MCG Youth & Arts launched a new program with the Allegheny Department of Human Services (DHS) and Holy Family Institute that offers year round arts centered learning for students who are housed and educated in residential and alternative school settings.
- **Summer Studio Intensives:** Each summer, MCG offers classes for regional youth. Students ages 10-18 can create and produce original works of art. They also develop creative thinking skills while exploring community resources.
- **Visiting Artists and Exhibitions:** This series connects contemporary artists with high-school age students through gallery exhibitions, hands on demonstrations, workshops and discussions. Recognizing art as a universal form of communication, MCG Youth & Arts promotes cultural discovery and empathy by connecting diverse and accomplished artists such as Phil Borges, Annie Leibovitz, and Faith Ringgold to young people and their communities.
- **Creative Development for Educators and Adults:** Our year round Art After Dark programming offers adults access to high quality tools and materials. Teachers have the opportunity to earn continuing education credit hours.
- **MCG Invitational Art Exhibition:** This event showcases art made by Pittsburgh region high school students. The exhibition is open to the public and helps students learn professionalism. It encourages a greater sense of ownership and pride in their work while exposing the community to talented local youth. Annually, over \$100,000 in scholarships and prizes are available to entrants.



MISSION & VISION

- **Mission:** To educate and inspire urban youth through the arts.
- **Vision:** MCG Youth & Arts is a local, regional and national resource for initiating and supporting positive change in the lives of young people through engagement in the visual arts.

OVERVIEW

- Established in 1968.
- An affiliated program of Manchester Bidwell Corporation.
- **Studios:** Ceramics, Design Arts, Digital Arts and Photography.



MISSION

- To preserve, promote and present jazz.

OVERVIEW

- Founded in 1987.
- Over the past 27 years, more than a half a million patrons have attended MCG Jazz' almost 1,700 concerts.
- MCG Jazz offers one of the longest-running subscription series for jazz performance in the country. Annually, MCG Jazz presents approximately 45 concerts in its 350-seat music hall and numerous additional performances at other venues in Pittsburgh and around the country.
- MCG Jazz has won five GRAMMY® Awards — including two Latin GRAMMY® Awards.
- An affiliated program of Manchester Bidwell Corporation.

HIGHLIGHTS

- The MCG Jazz 28th annual jazz concert season began September 27, 2014 and runs through May 8, 2015, showcasing 24 headlining artists and over 140 individual musicians. Diversity is the key this season with artists ranging from the versatile singer and entertainer Patti Austin to MCG's first foray into traditional blues with the Blues Hall of Fame Tour featuring Charlie Musselwhite, John Hammond and James Cotton.
- MCG Jazz has inducted 20 musicians into its Pittsburgh Jazz Legends program. The archiving of the Pittsburgh Jazz Legends stories is part of a program to document Pittsburgh's Jazz legacy in partnership with the Smithsonian Institution's Jazz program at the National Museum of American History.
- MCG Jazz released two new live performance recordings with five additional albums of new and archived music scheduled for release in 2015.
- MCG Jazz is producing a full-length documentary suitable for television, film festivals and other public and private screenings, supported by a multiple-platform, multi-year distribution effort on the subject of Pittsburgh's Jazz Legacy. Pittsburgh Jazz [working title] will be a multi-faceted arts and culture program designed to celebrate Pittsburgh's extraordinary contributions to the history of jazz music. The film will be aimed at a large, general-consumer audience and will capture the spirit of an art form, the character of a locale and the soul of a people, shedding light on the inspiring story of jazz in Pittsburgh and the connection between it and the community from which it arose.

PROGRAMMING, EDUCATION AND SERVICES

- **Concert series:** MCG Jazz's concert activities focus on: 1) presenting artistic excellence in an environment conducive to creative expression; 2) engaging students to further their musical abilities and understanding of jazz, 3) increasing public awareness and appreciation for jazz as an American art form; 4) exposing diverse artists to the Western Pennsylvania region; and 5) documenting and making available, through web streaming, the performances for future generations and for the purpose of evaluating impact and procedures.
- **Recording label:** MCG Jazz has released 45 CDs and DVDs commercially through brick and mortar and its digital download store.
- **School of Swing:** This music-based youth education program discusses jazz vocabulary, history, themes, techniques and styles of jazz and promotes jazz awareness. School of Swing is designed as a sequence of learning activities giving children an appreciation of jazz as an art form, its uniquely American historical context and prepares a foundation for performing jazz and incorporating its techniques in their creative expressions.
- **Jazz Is Life® lectures:** This series explores what jazz and "right brain" qualities like empathy and playfulness teach about improvisation, collaboration and innovation. Marty Ashby, executive producer of MCG Jazz, presents a provocative conversation on the themes of partnership, leadership, teamwork, risk-taking and creative problem-solving in the workplace done in the non-traditional setting of a jazz guitar trio.
- **Ensembles:** MCG Jazz also maintains a number of ensembles for various performance and educational activities including: The 21st Century Swing Band, JazzMagic, Aurora Jazz Fusion, and the Pittsburgh Jazz Legacy project.

PROGRAMS AND SERVICES

- The Drew Mathieson Center for Horticultural and Agricultural Technology (DMC) is one of Western Pennsylvania's premier educational greenhouses. The 40,000 square foot complex is situated on the Manchester Bidwell Corporation campus and was established as a nonprofit wholesale greenhouse and home to Bidwell Training Center's Horticulture Technology program.
- The DMC greenhouse offers locally grown, boutique quality *Phalaenopsis* Orchids and a variety of annuals, ferns, and herbs year-round. Our seasonal offerings include Poinsettias, hardy Hydrangeas, hardy Hibiscus, and premium hanging baskets.
- DMC is currently in the research and development phase working towards the implementation and expansion of youth horticultural and agricultural engagement, as well as increased community outreach.
- DMC continues to seek out partner organizations to expand urban sustainable agriculture and environmental outreach throughout our local communities.

STATISTICS

- In 2014, the Drew Mathieson Center greenhouse produced:
 - Over 7,500 *Phalaenopsis* Orchids;
 - 2,500 Poinsettias & Poinsettia topiaries;
 - 2,000 perennial Hibiscus;
 - 3,838 hardy Hydrangeas;
 - 546 premium Hanging Baskets, including Proven Winner combinations and in-house combinations; and,
 - A wide variety of potted ferns, ivy, herbs and vegetables.

FACILITY

- 40,000 square foot greenhouse including four large growing areas for main crops and a smaller space for hydroponics.
- DMC also includes a hands-on classroom and an office area.
- The Argus Computer Environmental Control system allows for individually controlled environmental growing zones within the greenhouse. This makes it a perfect space to test the feasibility of crops ranging from herbs and ferns to hanging baskets.

DREW MATHIESON CENTER
for Horticultural and Agricultural Technology

MISSION

- Growing plants to bring hope and inspire the community.

OVERVIEW

- Construction completed in January 2003.
- Received the Master Builders' Association 2003 Building Excellence Award in the category of "Best Project Under \$5 Million."
- An urban facility offering enrichment and education in the plant sciences to Southwestern Pennsylvania residents including Pittsburgh Public School students, unemployed and under-employed adults.
- The revenue generated by the greenhouse directly benefits the students at Bidwell Training Center and Manchester Craftsmen's Guild.



MISSION & VISION

- **Mission:** To impart the Manchester Bidwell educational model by catalyzing the creation of centers for arts and technology.
- **Vision:** To create healthy communities through culture and enterprise.

OVERVIEW

- NCAT works with cities across the United States and Canada.
- Each center is modeled after the successful programs of Manchester Craftsmen's Guild and Bidwell Training Center and is adapted to fit the needs of its community.
- NCAT was incorporated in 2005 and is an affiliate of MBC.

AFFILIATED CENTERS

CATC - Cincinnati, OH, cincinnatiartsandtechnologycenter.org

- CATC opened in the autumn of 2003 and serves 400-600 students annually.
- CATC's youth programs include web design, ceramics and drawing.

BAYCAT — San Francisco, CA — baycat.org

- BAYCAT opened in the autumn of 2004 and serves 300-400 students annually.
- BAYCAT offers programs in graphic disciplines including digital filmmaking, web/graphic design and animation/motion graphics.

NewBridge — Cleveland, OH — newbridgecleveland.org

- NewBridge opened in November 2010.
- NewBridge offers youth programs in ceramics, photography and digital arts/music, and adult programs in phlebotomy and pharmacy technician.

WMCAT — Grand Rapids, MI — wmcat.org

- WMCAT opened in the autumn of 2005.
- After school, in-school and special project youth programs include photography, digital arts, web design and fine arts.
- Adult programs are provided in medical coding and pharmacy technology.
- The renovation of the facility was LEED (Leadership in Environmental and Energy Design) certified.

CONNCAT — New Haven, CT — conncat.org

- CONNCAT opened in April 2012, with youth after school programs beginning in the 2012–13 school year.
- CONNCAT offers adult programs in medical coding and phlebotomy.

BCAT— Brockway, PA — brockwaycat.org

- BCAT is NCAT's first rural initiative, opening in the spring of 2013.
- BCAT offers cultural enrichment and arts education to high school youth from a seven county area with studio-based after school ceramics classes.
- Brockway provides pharmacy technician and medical assistant programs for unemployed and underemployed adults.

BATC — Buffalo, NY — buffaloartstechnologycenter.org

- BUFCAT is the first center in the nation to co-locate with ArtSpace.
- BUFCAT opened in Fall 2013 and offers adult training programs in pharmacy technician and medical coding.
- Afterschool educational programs for high school students include studio-based digital and design arts.

NECAT — Boston, MA — ne-cat.org

- The New England Center for Arts and Technology opened in Boston in Fall 2013.
- NECAT launched its first adult education & career training program in culinary arts in September 2013.
- NECAT is home to one of the only culinary teaching auditoriums on the East Coast. It has ample gallery space for student art exhibitions, and significant opportunities for earned revenue through rentals and corporate culinary team building programs.
- NECAT will also offer after school, studio-based arts programming for urban teens in 2015.