

Agency: Heartland Equine Therapeutic Riding Academy (HETRA)  
 Contact Name: Jodi Teal  
 Phone Numbers: 402.699.0937 / 359.8830 (barn)  
 Email: [jodi@hetra.org](mailto:jodi@hetra.org)  
 Web site: [www.hetra.org](http://www.hetra.org)

**Heartland Equine Therapeutic Riding Academy**  
 Service-Learning Projects "Wish List"  
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Please complete information in the columns, below and provide contact info in the box at left. If you have questions, you may call Carlynn Hartman-Kurtz @ 554-2712

Project Description	Possible Academic Discipline(s) for partnership	Projected Start Date or other time considerations	Please Prioritize this project: 1=very important, 2=moderately important, 3=less important or can be done another way.
<b>Program Evaluation:</b> <ul style="list-style-type: none"> <li>• <b>Purpose</b> - Gather data to measure outcomes of the program.</li> <li>• <b>Duties</b> - Analyze current surveys for effectiveness, Review best practices, review measures, conduct questionnaire sessions, document results of sessions.</li> </ul>	Social Work, Educational Psychology, Special Education	Ongoing need	1
<b>Marketing / Public Relations Strategic Plan:</b> <ul style="list-style-type: none"> <li>• <b>Purpose</b> - To have a strategic marketing plan</li> <li>• <b>Duties</b> - Create a timeline for the year, including our schedule events and additional drip marketing. Media Outlet connections. Donor relations</li> </ul>	Marketing and Public Relations	Fall 2007 / Spring 2008	2
<b>Assistance in Grant Writing:</b> <ul style="list-style-type: none"> <li>• <b>Purpose</b> - to gather and prepare information to make a case for funding our programs</li> <li>• <b>Duties</b> - Determine demographics of clients served, demographics of community. Research and gather information about other similar non-profits and their services. Assist in identifying potential sponsors, donors and partners.</li> </ul>	Public Administration, American Humanics, Public Health, Social Work, Social Work	Spring 2008	3

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<p><b>Strategic Planning:</b></p> <ul style="list-style-type: none"> <li>Review and revise 3 year old strategic plan, incorporate capacity building, fund raising and partnership development.</li> </ul>	<p>Business Management, Public Administration, American Humanics, Public Health</p>	<p>Spring / Summer / Fall 2008</p>	<p>2</p>
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