



FREE MIND

ENTREPRENEUR NETWORK

FALL 2023 REPORT

Fellow: Anneliese Ashley

Students: Paul Urban

Denzel Jones

Jhonathan Fritz

Isabella Colina Hidalgo

TABLE OF CONTENTS

- 03** Introduction
- 04** Website
- 09** Comparative Media Analysis
- 15** Golden Circle
- 17** Social Object
- 18** Analysis of Social Media
- 19** Community Engagement Metrics
- 21** Storytelling Strategy Suggestions
- 24** Conclusion and Suggestions



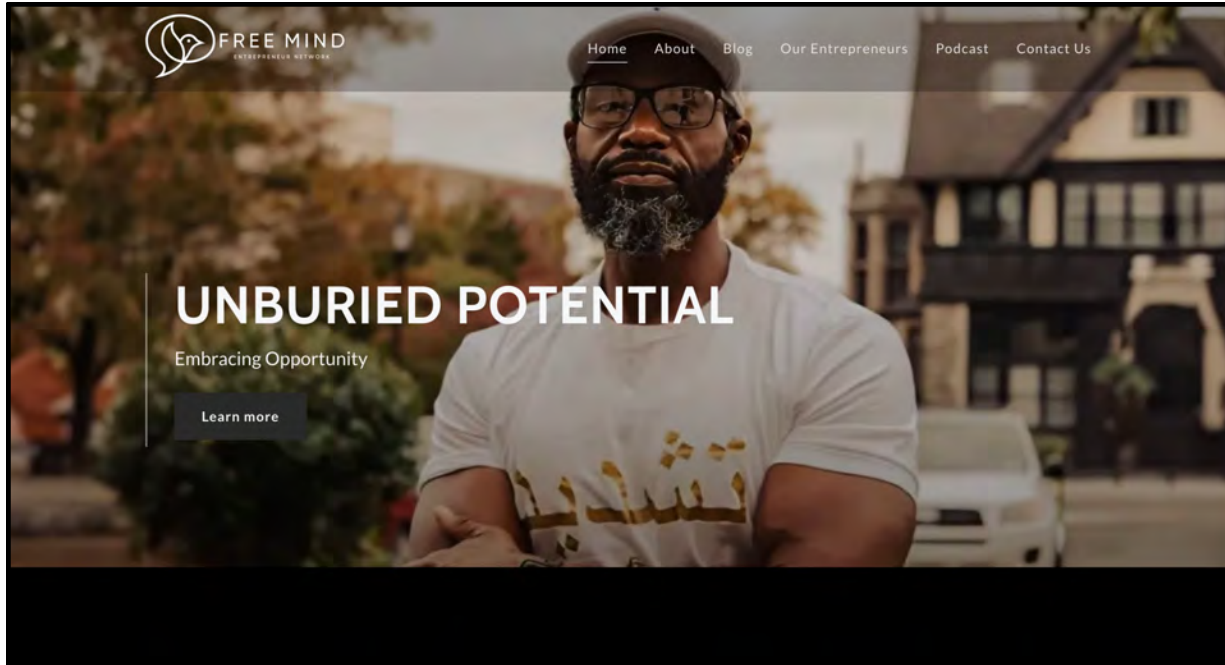
INTRODUCTION

Revamping The Free Mind Entrepreneur Network's website has been a strategic and thoughtful journey, aiming to address previous shortcomings while enhancing user engagement.

The focus on providing a user-centric experience has led to improvements across various aspects of the website. This summary highlights the key enhancements made during the transformation process and the strategies employed to align Free Mind's online presence with its mission and values.



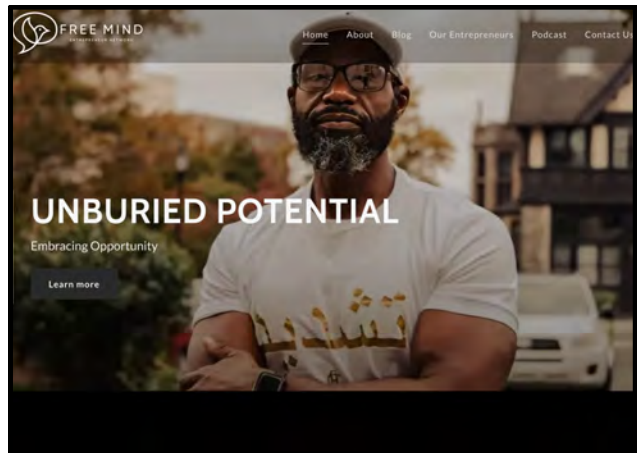
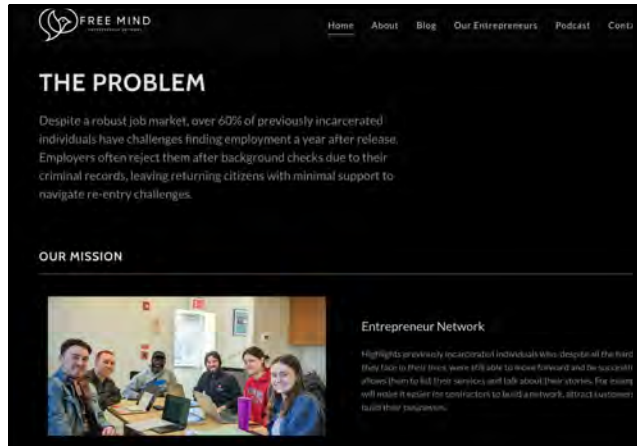
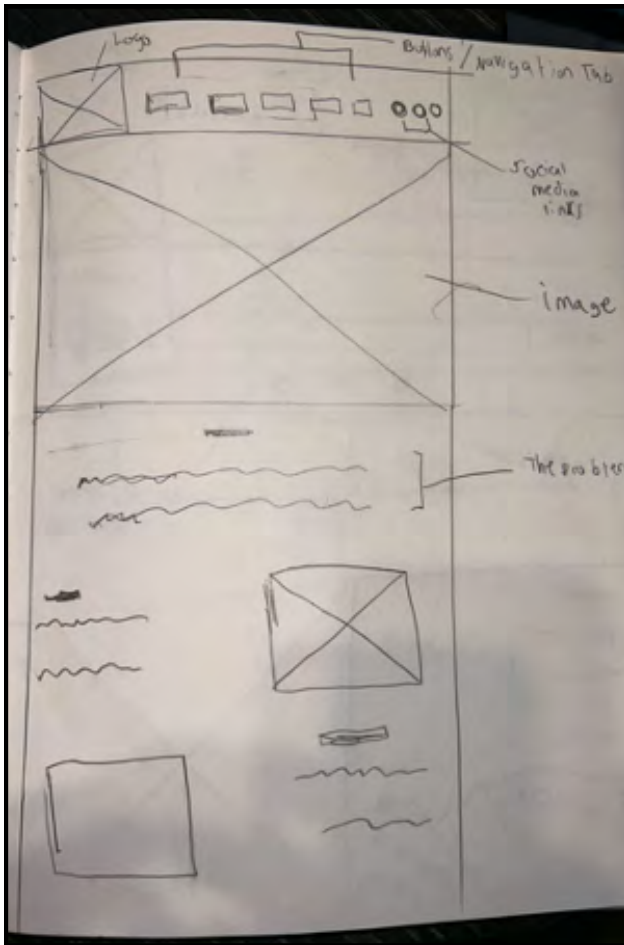
WEBSITE



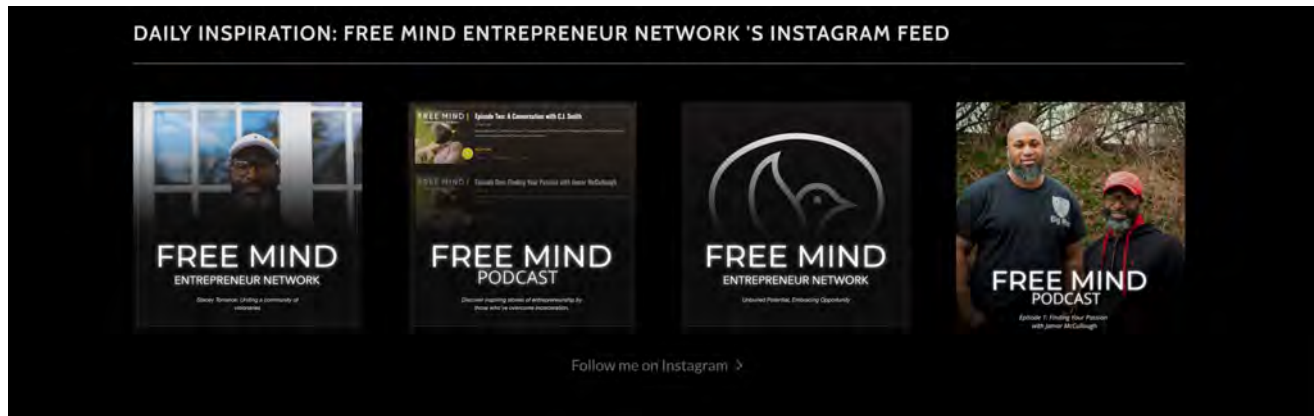
We decided to revamp and refresh The Free Mind Entrepreneur Network's website and address the areas that we identified as lacking in the previous version. The process involved extensive planning, including sketches, prototypes, and analyses, to determine the most conducive user experience illustrated in Figure 1. To enhance the homepage, we added more information about the organization and provided detailed descriptions to break down each facet of what The Free Mind Entrepreneur Network does. We also added social media links in the navigation section as well as the footer. Additionally, we included a Learn More button that directs users to the About section to help them learn more about Free Mind and the Founder (See Figures 2 & 3).



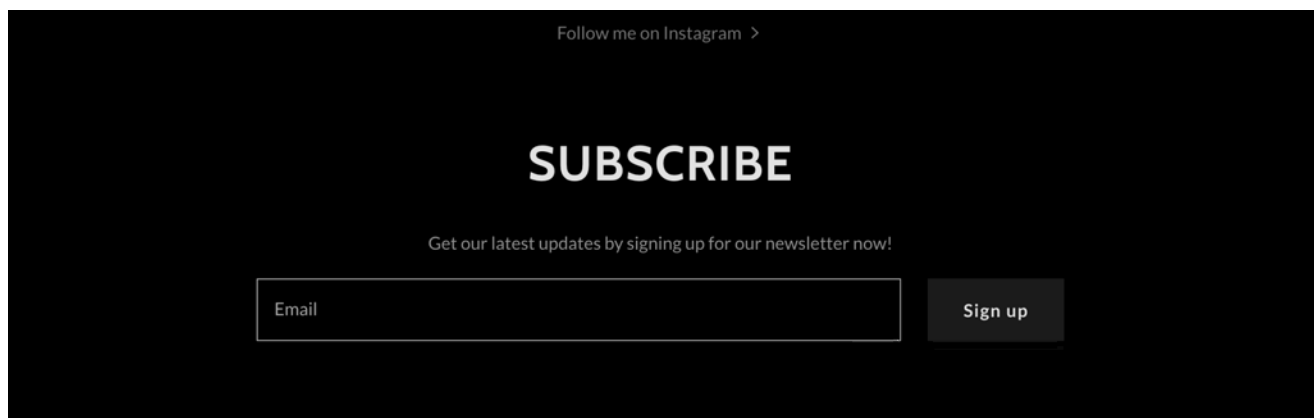
WEBSITE



WEBSITE



Instagram Feed Integration: We thought it would be a good idea to integrate Free Mind's Instagram feed on the homepage as well. This adds a personal touch to the page and helps users connect with the organization on a more personal level (see Figure 4).



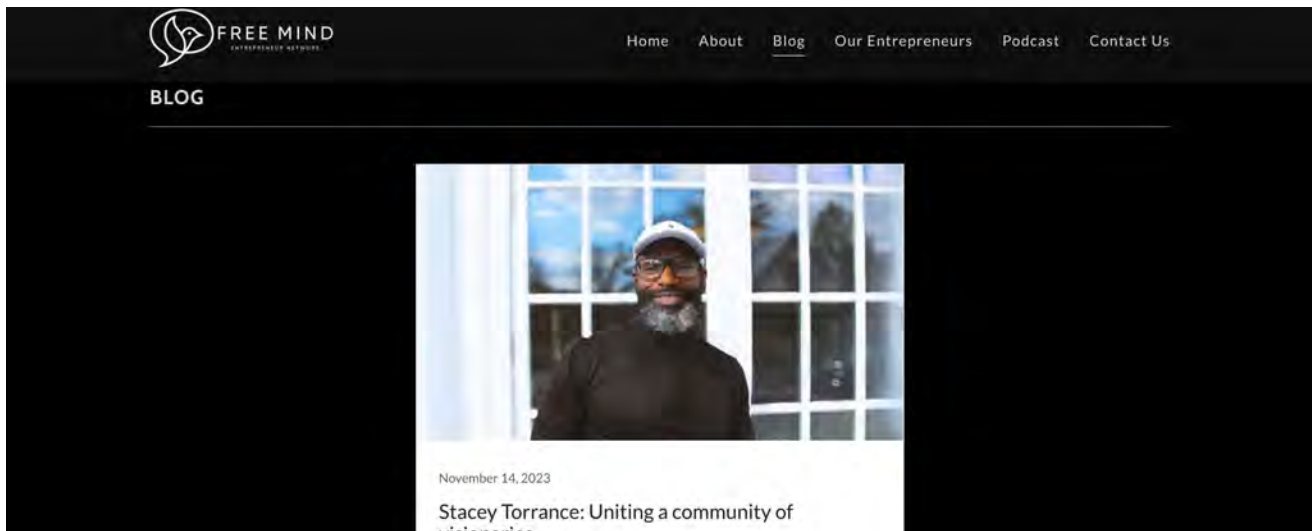
Input to encourage the user to subscribe to the Newsletter: Above the footer of each page, we added a prompt to Subscribe to the newsletter. This is a crucial part of the website as we want to draw attention to the newsletter, which will be the focal point of Free Mind. It will have all updates regarding the blog, podcast, and other important information (see Figure 5).



WEBSITE



About Page: The About page is updated with a more extensive description of the founder and the organization itself. Having more information on this page gives more resonance with users and provides more context for individuals who are new to Free Mind (see Figure 6).

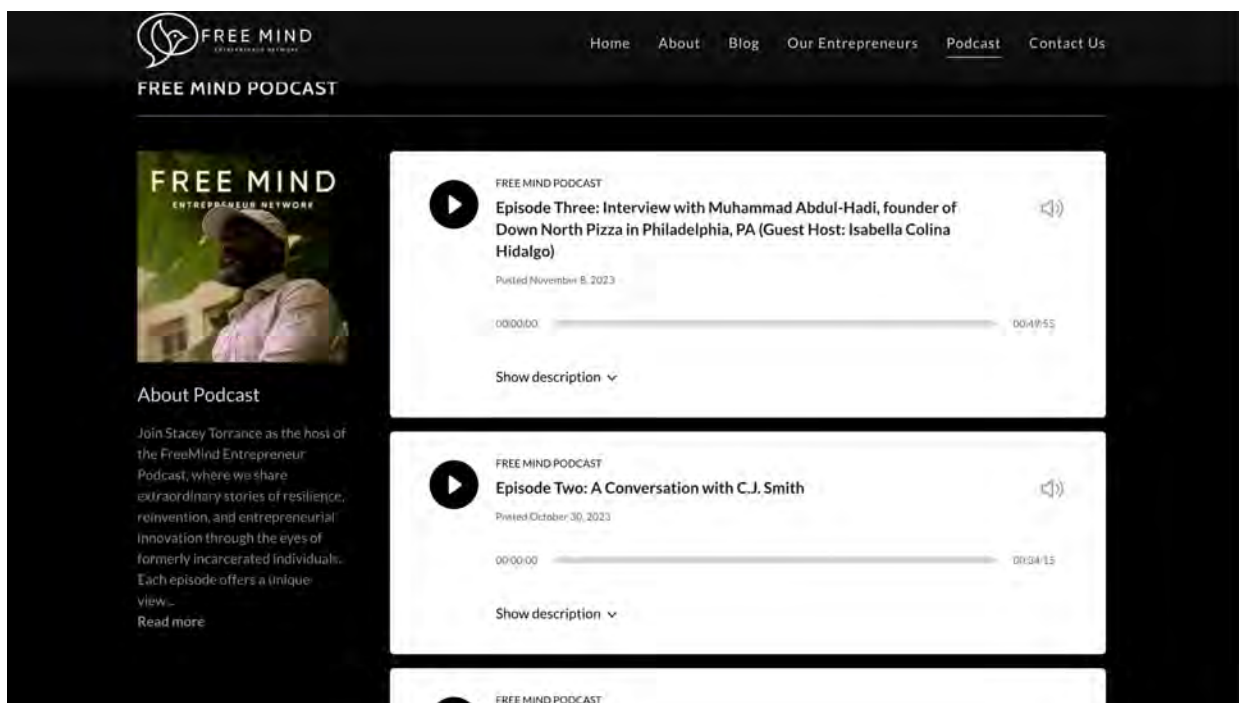


Blog: We added a blog to the site to elaborate on the topics Free Mind explores through interviews, articles, and other information regarding themes related to Free Mind's Mission (see Figure 7).



WEBSITE

Podcast Page: We also integrated the podcast on the website. Users can experience great content regarding extraordinary stories of resilience, reinvention, and entrepreneurial innovation through the eyes of formerly incarcerated individuals. Each episode offers a unique view into the world of entrepreneurship, highlighting those who have rebuilt their lives against all odds (see Figure 8).



COMPARATIVE MEDIA ANALYSIS

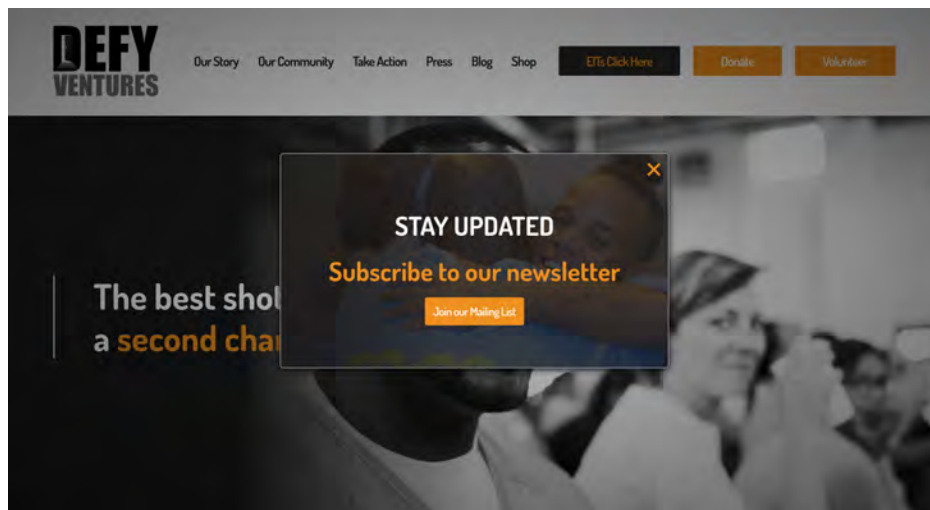
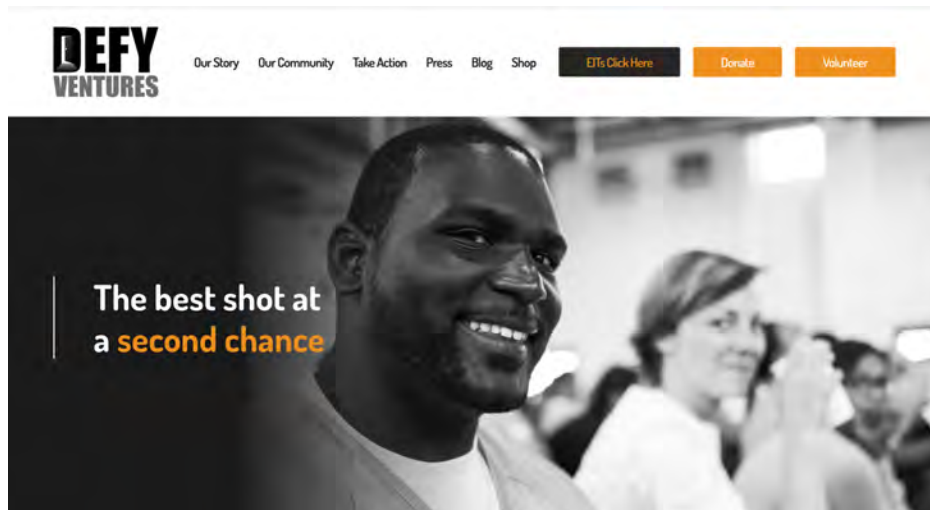
When looking for our mentor accounts we were able to find three organization accounts that do a really good job especially when it comes to both their newsletter and website. The good thing about finding these three specific accounts is that they all have similar objectives and values as the Free Mind network. For instance, all three accounts support second changes by providing resources to help returning citizens. Overall these accounts aim to lower recidivism rates which is why we thought it would be great to have them as our mentor accounts. Not only that, but the accounts also use media in a very effective way.



COMPARATIVE MEDIA ANALYSIS

Defy Ventures

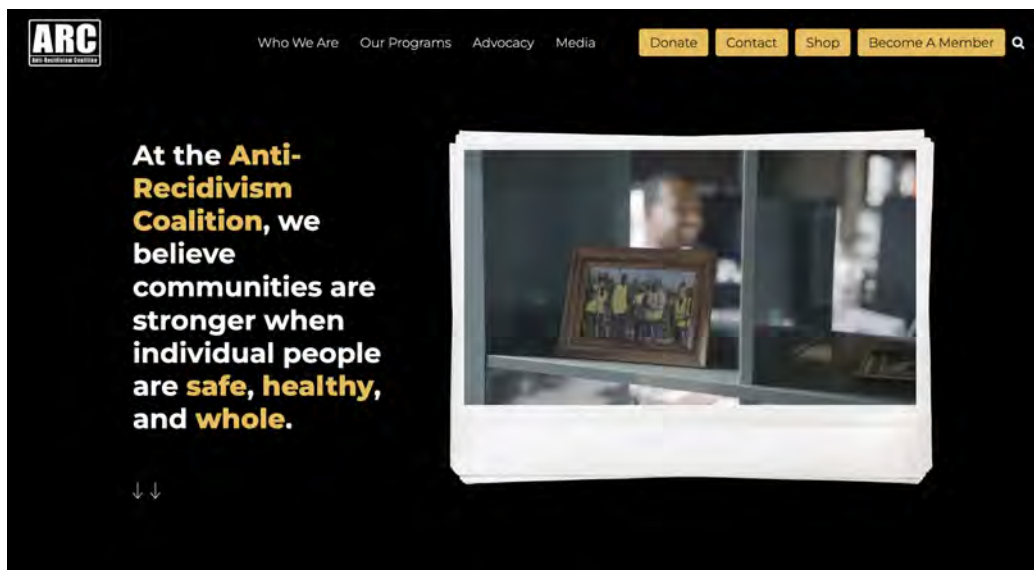
We loved the website of this account because of its layout but more importantly, the pop-up they use to advertise their newsletter is done well. Because of this pop-up, we decided that for the Free Mind website, we needed something similar so that when people visited the website they could easily sign up to receive our newsletter.



COMPARATIVE MEDIA ANALYSIS

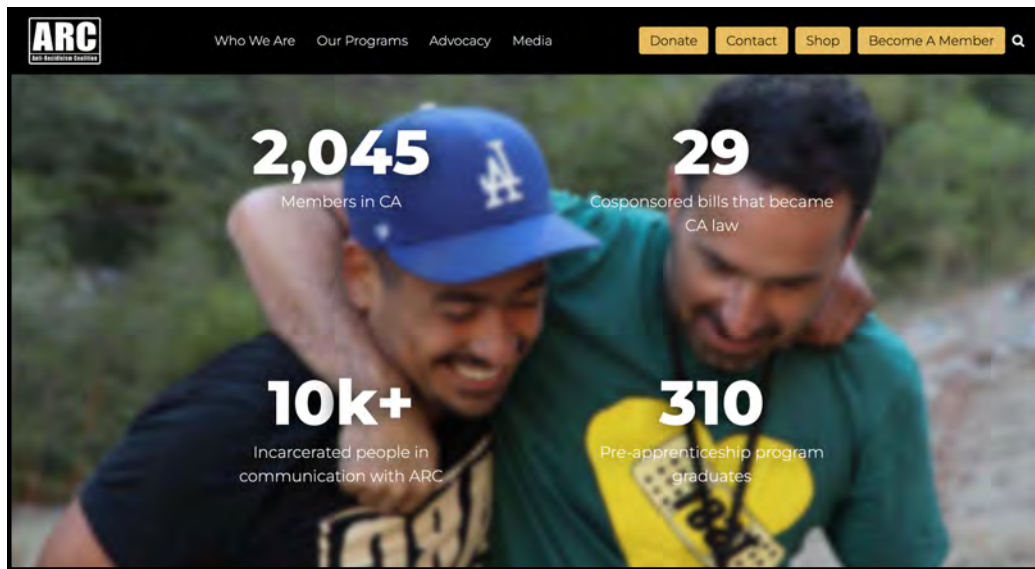
Anti-Recidivism Coalition

This mentor account does a really good job, especially with their website. We liked the layout and the many drop-down menus from the main “toolbar”. We also liked how interactive the website is and we thought some of the sections that they have would go hand in hand with the Free Mind’s website. For instance, something that caught our attention was the “Impact Stories” section. This is a section that we could start implementing in a slightly different way. For example, when highlighting our partners and entrepreneurs and telling their stories.



COMPARATIVE MEDIA ANALYSIS

Anti-Recidivism Coalition



Impact Stories



Pamela Thompson

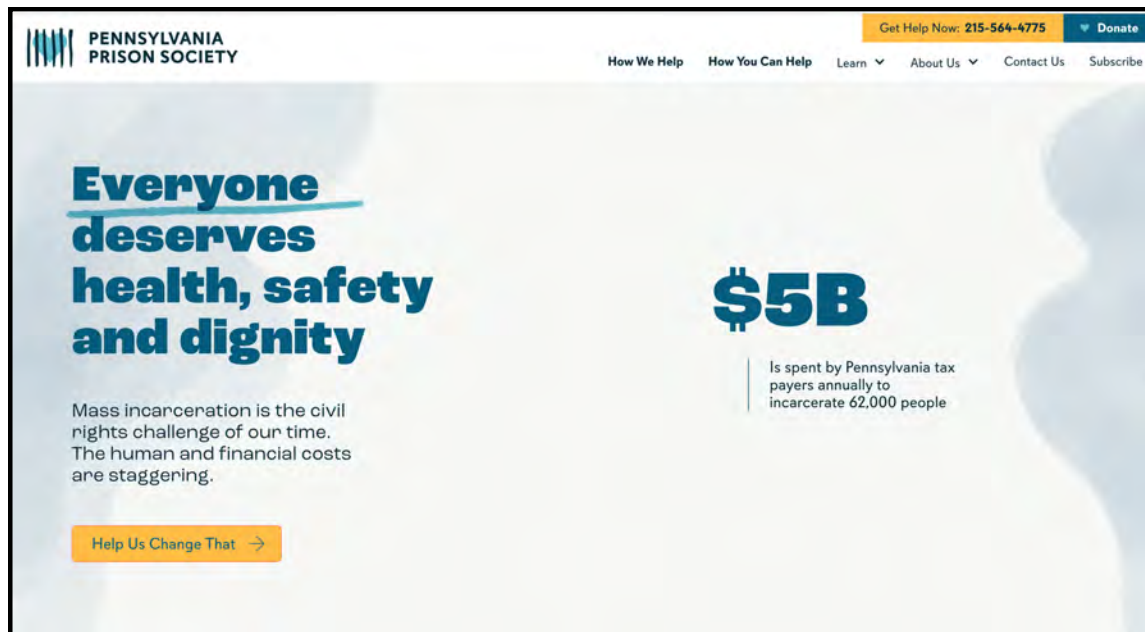
When I was sentenced to 33 years to life under the third strike law, I thought my life was over and lost hope. 17 years into sentence, I got tired of feeling hopeless and decided to start attending self-help groups. Soon enough, I was the one leading them. After serving 24 years I was resentenced and released under 1170 (d)(1). I am now enjoying my freedom by giving back to my community through the work with ARC and different local organizations. As a life coach, I help ARC Members by lending my lived experiences to help guide and mentor them as they navigate their own reentry journey.



COMPARATIVE MEDIA ANALYSIS

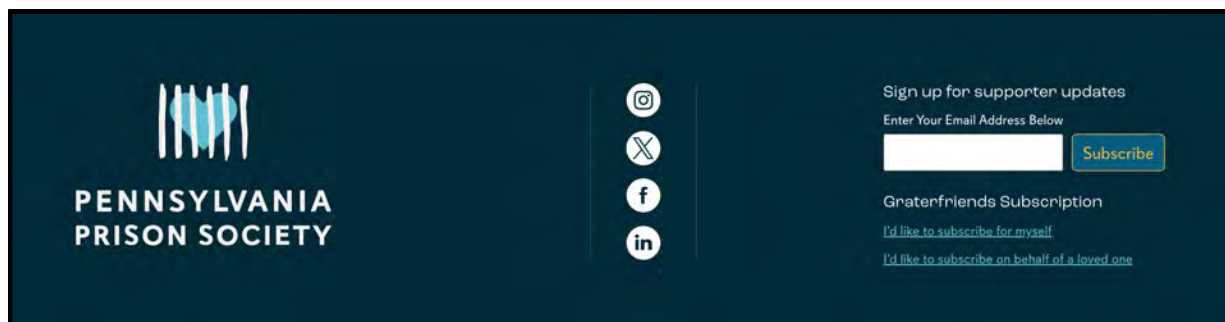
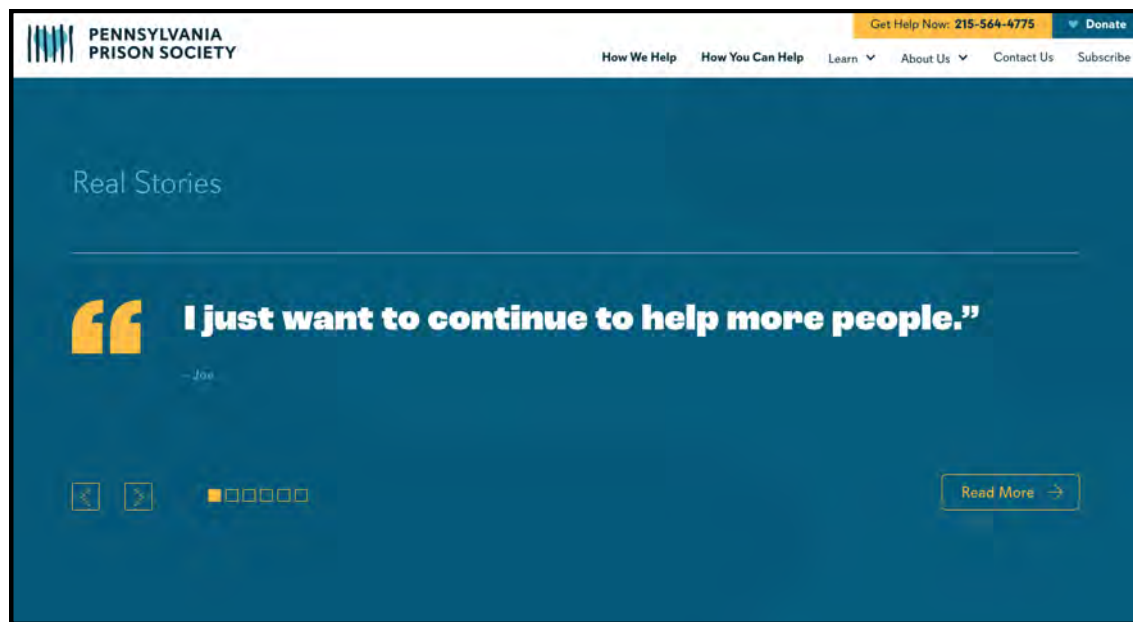
Pennsylvania Prison Society

This account has something distinctive. When you start to scroll down the page becomes really interactive. Having interactive things on the homepage is good because it makes for a better user experience. The other thing that this website implements is linking Instagram posts to the home page. This is something that we took into consideration when revamping the Free Mind's website because it makes it look more up to date which is good for our audience to stay in the loop. Lastly, they also have a sign-up box at the bottom of the page which means we should definitely implement that onto the Free Mind's website.



COMPARATIVE MEDIA ANALYSIS

Pennsylvania Prison Society

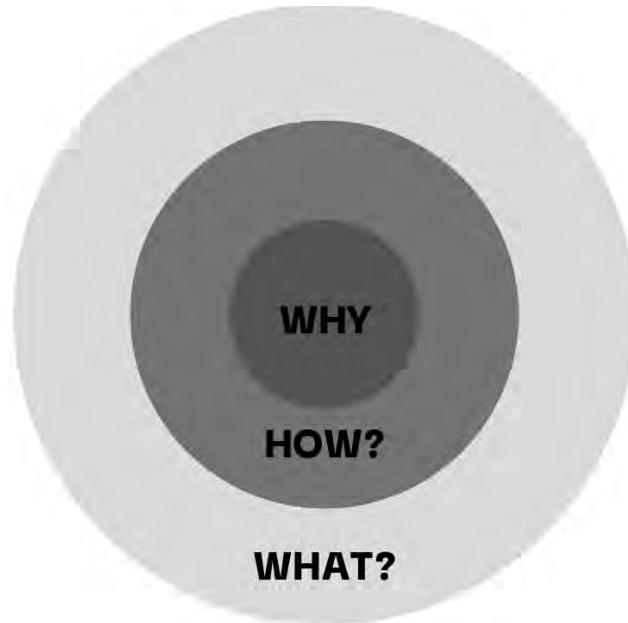


GOLDEN CIRCLE

The Golden Circle is a concept developed by Simon Sinek, an author and speaker who looks to improve how organizations do business. Sinek developed the Golden Circle as a strategy for businesses to adapt centered around the “WHY” of your organization. What is the “WHY”? It is the reason and belief you started the organization in the first place. It is a purpose or belief that your work centers around. Every organization should have that driving force that makes you do what you want to do. For Free Mind, we said that the WHY is about second chances and lowering the recidivism rates. Knowing this, we can look at techniques to spread this message within everything Free Mind does, including their media. The “what” is the surface level of the organization. It is what you are as an organization. What do you do? The “how” is how you achieve the “what”. How are you achieving what you are doing? The “why” that we mentioned earlier is at the center of it all. Why is this important to you? If you can express this to your audience, the audience will more easily connect with you and your organization.



GOLDEN CIRCLE



WHAT- Networking service that aims to provide equal job opportunities for returning citizens.

HOW- The Free Mind Entrepreneur Network provides a networking opportunity for returning citizens. The network plans to use newsletters and a renewed website to keep people informed and updated about professional opportunities. We plan to remove the stigma behind previously incarcerated individuals by sharing the reality of parole and the criminal justice system. Free Mind wants to serve its community by providing equal job opportunities and communicating these issues to a broader audience.

WHY- Free Mind believes in second chances. The network believes in lowering recidivism rates by giving previously incarcerated individuals equal job and networking opportunities.

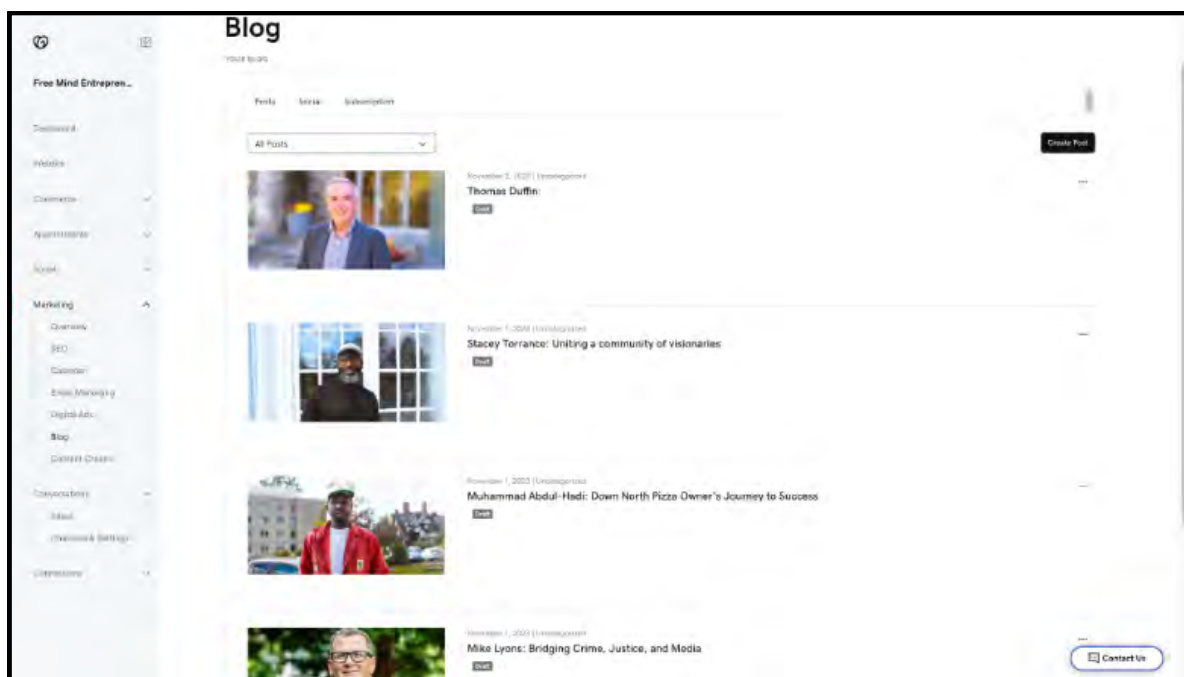


SOCIAL OBJECT

Our main social object is lowering recidivism rates while shedding light on the issue. But with this social object, many other sub-objects come into place. For instance, the root of the issue would be both racism and mass incarceration. The Free Mind Entrepreneur Network wants to provide support for individuals who have been previously incarcerated, their families, and their communities as a whole. By providing support and the right resources we want to work towards making recidivism rates decrease.

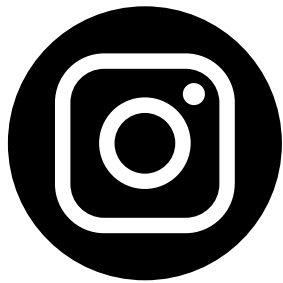
The Free Mind Entrepreneur Network also looks towards highlighting and supporting those who chose the route of entrepreneurship. This is why the network partners with entrepreneurs to build and maintain meaningful connections.

In addition to this, the network also uses social media and the website to tell the stories of the people who need their stories out there. We want to create awareness around these issues so that the general public can see exactly what's going on. By posting blog posts that highlight these issues, talking to people who have been affected by these issues, etc., we want to make sure we create a network where conversions are happening so that there can be change.



ANALYSIS OF SOCIAL MEDIA

The Instagram app itself can measure this engagement. Each post can be broken down individually to see how well it did. It also breaks down weeks overall. This can help us know what types of posts are successful, and what hashtags and posts reach the most. We choose to focus on Instagram as our main form of social media, it's the most used and easy-to-reach algorithm. The website and Instagram go hand in hand as our focus and main presence. These will work to promote community events and engage with the community. These media will also promote and show our newsletters, as well as the podcast. Links in bio for podcasts and newsletters. Posts relevant to our mission, that promote the newsletter, site, and community engagement. Instagram gives much feedback on what posts, hashtags, and reels are successful. We can ensure positive growth by brainstorming posts and posting more often. As well as social media 'takeovers' and sharing our work on our personal pages.



COMMUNITY ENGAGEMENT METRICS

Promoting Podcast on Social Media:



FREE MIND | **Episode Two: A Conversation with C.J. Smith**
ENTREPRENEUR NETWORK
24 hours ago
Stacey talks with C.J. Smith who runs an IT business called 'Go toTeks' in the Philadelphia area and offers advice on how to approach employment in the IT sector post-incarceration.
[READ MORE](#)
👍 Like 👎 Comment 🔄 Share

FREE MIND | **Episode One: Finding Your Passion with Jamar McCullough**
ENTREPRENEUR NETWORK
2 days ago
Stacey talks with Jamar McCullough about his experiences with entrepreneurship and how he overcame incarceration to start a business.
[READ MORE](#)
👍 Like 👎 Comment 🔄 Share

FREE MIND PODCAST

Discover inspiring stories of entrepreneurship by those who've overcome incarceration.



COMMUNITY ENGAGEMENT METRICS

thefreemindnetwork

94 Posts 137 Followers 218 Following

Free Mind Entrepreneur Network
Business Consultant
Philadelphia based organization that provides networking and resources for individuals who had the courage to take the risk of entrepreneurship.

freemindsentrepreneurnetwork.com

Followed by isahealthyeats, maggiesbooksandhooks and 3 others

Following Message

Grid of posts including: FREE MIND PODCAST, What Do You Think?, Philly Interspersed Workshop, and Financial Wellness Workshop.

73 3 10 8

Overview

Accounts reached	642
Accounts engaged	--
Profile activity	68

Reach

642 Accounts reached

111 Followers 531 Non-Followers



STORYTELLING STRATEGY SUGGESTIONS

Free Mind's story began when Stacey Torrance was sentenced to life without parole at 14 years old. The punishment didn't fit the crime, especially at his young age. After 30 years in prison, Stacey was released and became an entrepreneur. Many people who are released from prison face a struggle with finding work, leading to strong recidivism rates. Becoming an entrepreneur is difficult, so people do not take the courageous step that Stacey did.

Stacey realized that he wanted to create something that helped people in a similar situation. Because of this, Stacey started The Free Mind Entrepreneur Network, a Philadelphia-based organization that provides networking and resources for individuals who had the courage to take the risk of entrepreneurship. Stacey's mission, as we mentioned in the Golden Circle is to give second chances to others and lower recidivism rates. Stacey and many others were the victims of the system who didn't want to give them another chance. Stacey is using this to fight back against that system.

The story aligns with the golden circle because our why was- Free mind believes in second chances. Lowering recidivism rates by giving previously incarcerated individuals equal job and networking opportunities.



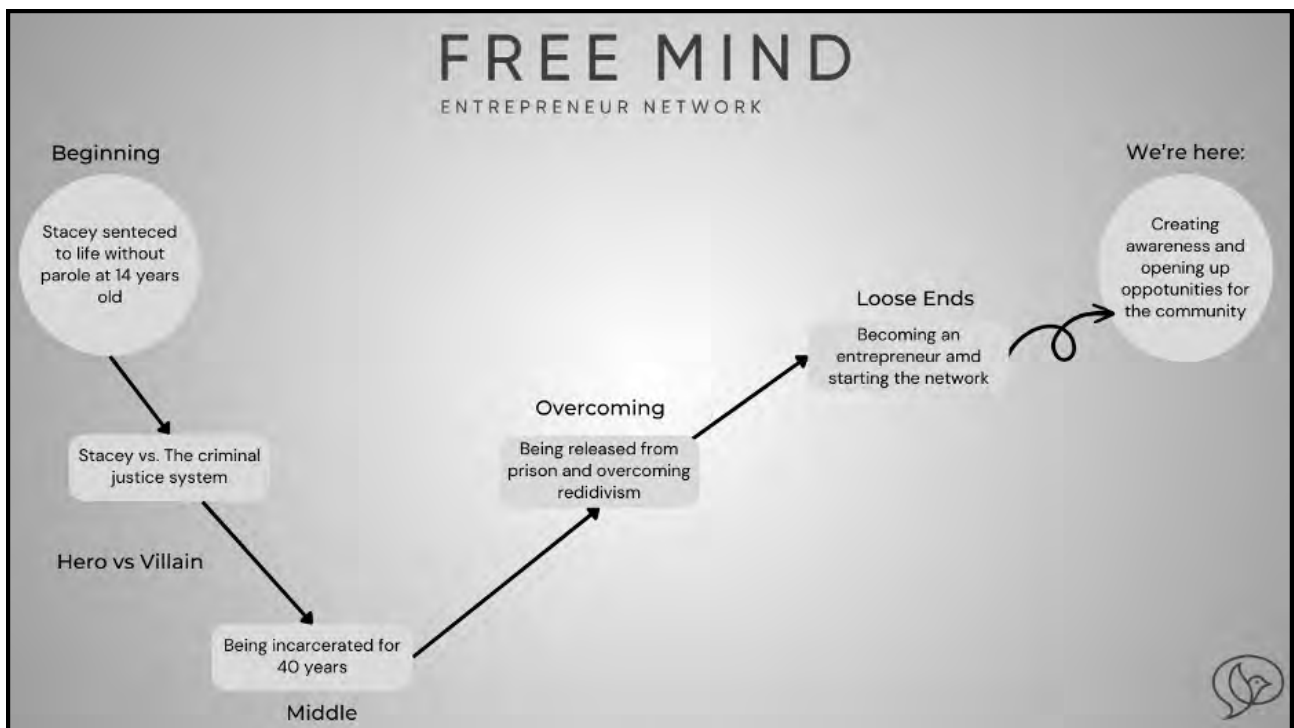
STORYTELLING STRATEGY SUGGESTIONS

To help achieve these goals, Stacey created a website with a podcast, newsletter, and testimonials from past participants of Freemind. Stacey has created a network, a group of highly motivated individuals who want to break through the system and create their own path as an entrepreneur, just like he did. Using this, he can gain influence, while also learning from these individuals. For the podcast and newsletter, he allows other stories to be told and helps grow the already growing network. There are many different platforms he allows to expand on the network into not only the local communities but communities around the country. There are different podcast episodes about the different stories and different paths people took. They are all different success stories. It doesn't have to be just one. Knowing this, if it can reach people beyond just in his community, it can reach people who really need that sort of network.

Each story aligns with the golden circle because Free mind believes in second chances. Lowering recidivism rates by giving previously incarcerated individuals equal job and networking opportunities. That's his mission and getting more people who believe in that mission is important for different people.



STORYTELLING STRATEGY SUGGESTIONS



CONCLUSION AND SUGGESTIONS

Overall, this report displays Free Mind's mission and how we plan to engage with the community. Ideas around the golden circle, thinking through who our audience is and what Stacey, Mohammed, and Don Jones want us to do. Which is focused on high-quality newsletters and media outreach. We want to better the community and showcase that truly one person can. This is a vision, Stacey's vision, for so many who need it. They are amazing people. So use story-telling. Data visualization and storytelling are important as well. Provide hope, care, and assistance. Get the community involved. We have already interviewed four individuals who have provided incredible insight and are very knowledgeable about Free Mind's goals.

We plan to post more, get our first couple of newsletters up, publish the new and improved website, keep podcasts up and brainstorm ideas, and continue to research/build our newsletters. These give people hope on the inside, they are for them and to help the community get engaged, our two main goals.

A suggestion is to break down information and have three newsletters outlined. Then focus on getting one out at a time that is high quality. Also just remember the newsletters are for people on the inside, to give them hope as well as get the community engaged.

Next semester - Increase the social media presence specifically Instagram. Media and outreach. Implement three high-quality newsletters a semester. Inform Stacey about how to continue newsletters. Keep all the work in the same folder.

