

# CLIENT CASE STUDY

## ADLA Community Opportunity Center & Digital Literacy Center Launch

### OBJECTIVES

- Create a unified, mission-aligned brand identity
- Design and launch a modern digital literacy center
- Develop a sustainable staffing and workflow model
- Deliver vendor-managed IT, security, and workspace setup
- Ensure staff adoption and post-launch independence

### KEY CHALLENGES

- Legacy structure not aligned with expanded programming
- Urgent need for unified branding and digital infrastructure
- Multi-vendor coordination under budget and time pressure
- Ensuring sustainability post-launch across systems, staffing, and services
- Delivering a transformative project under budget

"E & I Solutions did more than manage a project—they laid the foundation for our future. From our staffing structure to our systems and signage, every detail was guided by wisdom, professionalism, and heart."



**Danny King**

Executive Director of ADLA, INC.



### OVERVIEW

ADLA, Inc. engaged **E & I Solutions** to lead the design, launch, and long-term transition of its most ambitious initiative to date: the ADLA Community Opportunity Center and Digital Literacy Center in Mount Olive, NC. This multi-functional community hub combines access to food, wellness, technology, and economic opportunity under one roof. E & I Solutions delivered end-to-end strategy, execution, and organizational alignment, ensuring the facility, staff, and systems were ready to meet the needs of 22,000+ annual service recipients.

### SCOPE OF WORK

#### I. Branding & Design

- Designed and deployed:
  - Building signage, t-shirts, retractable banners
  - Flyers, invitations, event surveys, intake materials
- Unified public messaging with the theme: "Opening Doors, Serving Hope"

#### II. Change Management & Organizational Alignment

- Delivered comprehensive change management strategy to guide ADLA's internal shift toward an integrated Opportunity Center model.
- Developed new organizational charts and role definitions that aligned with the Center's expanded mission and services.
- Recommended a team-based structure to improve accountability and streamline service delivery:
- Facilitated culture-building workshops to help teams internalize their new mission and structure.
- Created role-specific onboarding guides and tools to equip staff for success from day one.



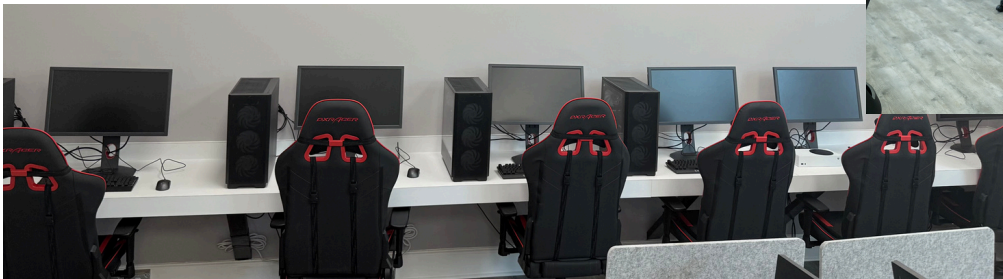
## SCOPE OF WORK (CON'T)

### III. Marketing Strategy

- Designed and implemented launch campaign strategy across:
  - Digital (social, email, RSVP platform)
  - Print (flyers, signage, banners)
  - Community engagement (partner recognition, storytelling)
- Created press releases, event day visuals, and promotional assets
- Led event communications, signage flow, and on-site engagement

### IV. Digital Literacy Center Development

- The Digital Literacy Center is a modern, tech-enabled training hub designed to bridge the digital divide in Eastern North Carolina. Outfitted with state-of-the-art computers, gaming systems, a podcast studio and collaborative workstations, the Center serves both youth and adults with hands-on access to essential digital tools.
- E & I Solutions led the full implementation—from technology infrastructure and structured cabling to workspace layout and equipment procurement—ensuring a seamless, user-friendly experience. The Center supports computer literacy classes, virtual learning, job readiness, and peer-led workshops, empowering community members to build 21st-century skills in a welcoming, functional environment.
- We managed the following disciplines:
  - Information Technology
  - Security Systems
  - Gaming & IT Equipment Procurement
  - Modular Workspace Design
  - Landscaping & Site Enhancement



## SCOPE OF WORK (CON'T)

- Vendor Management & Procurement
  - Oversaw selection, negotiation, and project coordination across trades and contractors
- Strategic Design Implementation
  - Created a tech-forward, multi-functional layout that supports training, collaboration, and client engagement
- Cross-Disciplinary Oversight
  - Delivered results across multiple workstreams while ensuring seamless delivery

E & I Solutions proudly led the selection of the furniture vendor and curated the overall design aesthetic for the ADLA Community Opportunity Center. From the conference room to the therapy spaces, classrooms, offices, and digital literacy lab, we focused on creating environments that are functional, welcoming, and aligned with the center's mission. Every piece was intentionally chosen to balance durability with comfort, while ensuring a cohesive look and feel that supports learning, healing, and collaboration.

### V. Project Handover & Knowledge Transfer

- E & I Solutions emphasizes long-term sustainability through intentional handover and training processes. For ADLA, we delivered:
  - Knowledge Transfer Coordination: From each vendor to ADLA's staff on deployed systems and technologies
  - Detailed Walkthroughs: Practical instruction on facility and tech use, plus documentation for future reference
  - Customized Training: End-user, admin, and tech team trainings on Microsoft 365, MS Forms, security systems, and more
  - Post-Handover Support Planning: Ensured that ADLA had a clear roadmap to sustain operations after launch

## RESULTS

- Delivered project under budget by more than \$150,000
- Seamless internal shift to a new staffing model and workflow system
- Built a model state-of-the-art Digital Literacy Center serving youth and adults
- Boosted ADLA's community credibility, funding readiness, and public visibility
- Successfully transitioned ADLA from siloed programming to a fully integrated service model under one centralized community hub.
- Helped ADLA increase funding for 2025-2026 by an additional \$1 million

### Ready to transform your vision into impact?

Partner with E & I Solutions to bring clarity, strategy, and execution to your next initiative. Whether you're launching a new program, aligning your team, or building systems that scale, we're here to help you lead with purpose and deliver with excellence. Contact us at [contact@eandisolutions.org](mailto:contact@eandisolutions.org).

Let's build what's next—together!

