

Engagement Plan

Neighborhood

Neighborhood name(s): **Kenwood Neighborhood Organization**

Time frame

Year(s): **2022 (one-year plan)**

Work summary

Summary of activities cross all programs and demographic groups.

Kenwood Neighborhood Organization recognizes the need for our board to be more proactive in seeking participation, input, and ideas from underrepresented groups in our neighborhood and broader community, especially the BIPOC (Black, Indigenous and people of color), Youth and Renter populations addressed in this Equitable Engagement Plan for 2022. Our neighborhood demographics are skewed to an older and whiter (>90% of Kenwood residents vs. ~60% for Minneapolis as whole) population which is reflected in KNO's current board composition.

Through this plan we hope to build on KNO's current engagement and outreach efforts, leveraging channels such as the KNO Newsletter and expanding upon our neighborhood events programming (e.g., events at East Cedar Lake Beach that reach a broader, more diverse metro population than Kenwood alone), with a focus on greater partnership and invitations to add new perspectives to KNO's forums, communications and community-building efforts.

In 2021 we have begun a Community Building initiative that seeks to bring events programming in 2022 and beyond that would increase the connection the Kenwood neighborhood has to the neighborhoods comprising our community pathway schools (Anwatin Middle School, North Community High School), particularly with North Minneapolis.

For this reason, we are putting a focus on both the BIPOC and Youth communities that the MPS Comprehensive District Design addresses with goals for greater integration and less racial isolation in our public schools. By bringing more diverse and underrepresented voices into the KNO board meetings and creating intentional social interactions that create new connections among and between our neighbors and the broader community.

Our work in implementing this plan will occur in three overlapping areas – communications, events and partnerships:

Communications

KNO will continue to send out a print newsletter to all resident addresses in our neighborhood, perhaps the best way we can be sure we are reaching residents in the underrepresented groups identified in this plan. However, we will work to shift our focus to not only reach these groups, but rather invite their participation and add their voices and perspectives to the newsletter itself and our board's other communications (e.g., eblasts, social media posts, etc.) and forums, especially our KNO board meetings.

Events

In recent years, KNO has made significant progress on neighborhood engagement and quality of living through increased programming and events, particularly in working in partnership with City partners (e.g., MPRB, Park Police, etc.) and local businesses and artists to increase engagement and provide family-friendly programming at East Cedar Lake Beach. Music events, recreational offerings, volunteer programs and collaboration with the Kenwood Community School, Cedar Lake Park Association, and our local business community have given our neighbors and the broader community opportunities to come together and share ideas while also making one of our neighborhood's greatest park assets a safer and more welcoming place.

The Community Building concept is one that seeks to add to the successful KNO events programming by involving new partnerships and a reach beyond Kenwood to include northside neighborhoods. We are also in discussions with local BIPOC community members and organizations that can bring new perspectives and expertise in delivering events focused on creating social interactions across diverse populations. We are targeting 2022 as the first year for the new Community Building initiative events with a scope and format that is still to be determined.

Partnerships

KNO will continue to leverage the strong partnerships that it has in working with our local businesses and organizations including the Kenwood Community School, the Kenwood Community Center, Cedar Lake Park Association and MPRB. However, our intent moving forward into 2022 is for our board to continue our work to build stronger connections and partnerships outside of this circle to include adjacent neighborhood organizations and our new pathway schools in order to expand our reach and increase engagement with underrepresented groups. We will seek to build collaborative partnerships with adjacent neighborhood organizations, including an intention to go beyond the Lakes area (e.g., Lowry Hill, CIDNA, East Isles) to focus on our neighborhood organization peers on the northside including Bryn Mawr Neighborhood Association, the Northside Residents Redevelopment Council (Near North, Willard Hay), and Harrison Neighborhood Organization.

We will also focus on leveraging our ongoing collaboration with staff and parent leadership at Kenwood Community School to build partnerships with leaders at Anwatin Middle School and North Community High School that can help us create opportunities for new connections and relationships between our neighborhoods and families.

Scope of work, outcomes and goals

Overall scope of work, outcomes and goals across all activities and demographic groups. Show how your organization will engage historically under-engaged groups.

Goals

The Kenwood Neighborhood Organization's success with the implementation of our Equitable Engagement Plan will be measured by the inclusion of members of the identified underrepresented Group becoming active participants in the Kenwood Neighborhood Organization and our outreach/engagement efforts.

A primary goal will be to recruit residents from each of the Groups to join KNO as a member of our Board of Directors in 2022. Through board member participation, we hope to gain new leadership and perspectives that can better refine this one-year Equitable Engagement Plan for future years as new ideas and initiatives are identified.

We also hope to give greater voice to each of these underrepresented groups by seeking out and inviting residents to participate as guest contributors to the KNO Newsletter and other communications including our monthly eblasts.

Newsletters and Email Communications

As the primary means to reach all Kenwood residents, KNO will look to leverage our print newsletter as a key resource to address and invite greater participation from the underrepresented groups identified and targeted by this plan. In particular, we intend to use upcoming newsletter as a way to invite guest contributors to 2022 KNO newsletters and communications with focus on Youth experiences/perspectives. We hope to have at least four articles included from authors representing these underrepresented groups in 2022.

Events Programming

KNO will seek to leverage its ongoing events programming and new inter-neighborhood Community Building initiative as a key springboard to increase engagement with the targeted underrepresented groups and achieve our goals for more diverse board representation and communications. Our events will continue to leverage our existing partnerships (e.g., CLPA, MPRB, local businesses/artists), but will also expand our partnership focus to include adjacent neighborhoods and Kenwood's new pathway community schools that can help us forge greater connections, particularly with BIPOC and Youth residents.

Planning and concept generation for the Community Building initiative is underway with key partners and neighbors, with a target for the first event in mid-2022.

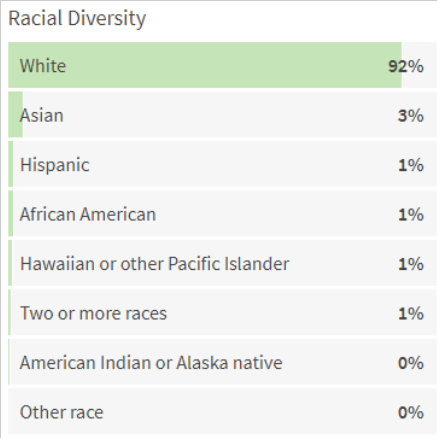
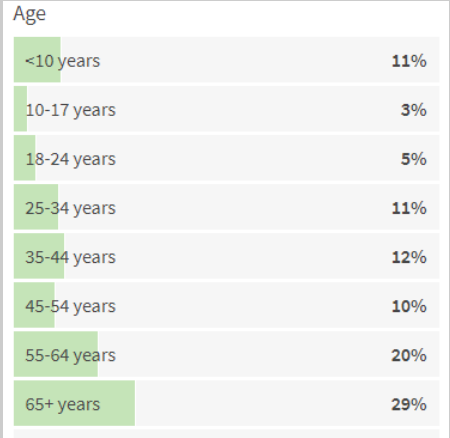
Outcomes

Ultimately, under this plan KNO hopes to achieve greater resident participation in KNO board meetings from each of the identified underrepresented groups.

As a result of our targeted effort with our communications and adjustments to the content, collaborators and channels we will pursue, we aim to add BIPOC and Youth resident voices to the KNO newsletter and other communications.

Finally, we recognize that this initial year under the new Equitable Engagement Plan approach, we have much to learn. We hope that if we can achieve these goals and outcomes, with more diverse representation and participation, our board will be able to better refine and develop KNO's Equitable Engagement Plan for 2023 and beyond with new perspectives and leadership from BIPOC, Youth and Renter residents.

Plan detail

Demographic group	BIPOC - Black, Indigenous and People of Color	Youth (18-24, 10-17)	Renters																																
<p>Numbers or percentage</p>	<p>9%</p> <p><i>Kenwood Demographics (source 1, source 2)</i></p>  <table border="1"> <caption>Racial Diversity</caption> <tr><td>White</td><td>92%</td></tr> <tr><td>Asian</td><td>3%</td></tr> <tr><td>Hispanic</td><td>1%</td></tr> <tr><td>African American</td><td>1%</td></tr> <tr><td>Hawaiian or other Pacific Islander</td><td>1%</td></tr> <tr><td>Two or more races</td><td>1%</td></tr> <tr><td>American Indian or Alaska native</td><td>0%</td></tr> <tr><td>Other race</td><td>0%</td></tr> </table>	White	92%	Asian	3%	Hispanic	1%	African American	1%	Hawaiian or other Pacific Islander	1%	Two or more races	1%	American Indian or Alaska native	0%	Other race	0%	<p>5%, 3%</p> <p><i>Kenwood Demographics (source 1, source 2)</i></p>  <table border="1"> <caption>Age</caption> <tr><td><10 years</td><td>11%</td></tr> <tr><td>10-17 years</td><td>3%</td></tr> <tr><td>18-24 years</td><td>5%</td></tr> <tr><td>25-34 years</td><td>11%</td></tr> <tr><td>35-44 years</td><td>12%</td></tr> <tr><td>45-54 years</td><td>10%</td></tr> <tr><td>55-64 years</td><td>20%</td></tr> <tr><td>65+ years</td><td>29%</td></tr> </table>	<10 years	11%	10-17 years	3%	18-24 years	5%	25-34 years	11%	35-44 years	12%	45-54 years	10%	55-64 years	20%	65+ years	29%	<p>40%</p> <p><i>(252 occupied housing units per MN Compass)</i></p>
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<p>Initiative, activity, project or program</p>	<p><i>KNO Community Building events and forums</i></p> <p><i>KNO Newsletter and eblasts</i></p>	<p><i>KNO Schools collaboration</i></p> <p><i>KNO Newsletter and eblasts</i></p>	<p>KNO Newsletter and eblasts</p> <p>KNO new resident Welcome Kit</p>																																
<p>Barriers to engagement</p>	<p><i>Lack of current KNO Board representation</i></p> <p><i>Feeling that KNO is not addressing the issues most relevant to BIPOC residents</i></p>	<p><i>Less likely to engage through traditional communication channels (e.g., print newsletters)</i></p> <p><i>More transient population (e.g., living with parents vs. college, etc.)</i></p>	<p><i>Lack of current KNO Board representation</i></p> <p><i>More transient population; less likely to be included on email distribution lists, etc.</i></p>																																

Demographic group	BIPOC - Black, Indigenous and People of Color	Youth (18-24, 10-17)	Renters
Outreach and engagement strategies	<p><i>Include more relevant content in KNO newsletters that addresses this group (e.g., initiatives focused on addressing racial disparities/equity, cultural events, public safety reform/violence prevention, etc.)</i></p> <p><i>Invite community members to author communications content</i></p> <p><i>Seek partnerships with more diverse adjacent neighborhoods to co-sponsor Community Building events, particularly in North Minneapolis (e.g., NRRC, Harrison, Bryn Mawr, etc.)</i></p> <p><i>Seek partnerships with Kenwood’s new community public schools (Anwatin Middle School, North High School) to co-sponsor Community Building events</i></p>	<p><i>Include more relevant content in KNO newsletters that addresses this group (e.g., school initiatives, youth activities, etc.)</i></p> <p><i>Invite community members to author communications content</i></p> <p><i>Continue Kenwood Community School partnership, including collaboration with Kenwood Green Team and DNR School Forest initiatives; seek greater volunteer participation from Youth residents for participation/leadership</i></p>	<p><i>Develop a Welcome Kit that can provide resources to new residents and increase Renter engagement with KNO and our initiatives</i></p> <p><i>Increase KNO presence on social media and participate in community forums (e.g., NextDoor) where new Renter residents may be engaged</i></p>

Demographic group	BIPOC - Black, Indigenous and People of Color	Youth (18-24, 10-17)	Renters
Resources needed	<p><i>KNO Newsletter content/publication/distribution</i></p> <p><i>KNO web site</i></p> <p><i>KNO social media (e.g., Facebook)</i></p> <p><i>Resident contact list</i></p> <p><i>Funding for events programming</i></p>	<p><i>KNO Newsletter content/publication/distribution</i></p> <p><i>KNO web site</i></p> <p><i>KNO social media (e.g., Facebook)</i></p> <p><i>Resident contact list</i></p> <p><i>Funding for events programming</i></p> <p><i>School communications/contact lists</i></p>	<p><i>KNO Newsletter content/publication/distribution</i></p> <p><i>KNO web site</i></p> <p><i>KNO social media (e.g., Facebook)</i></p> <p><i>Resident contact list</i></p>
Partners in the work	<p><i>Bryn Mawr Neighborhood Association</i></p> <p><i>Harrison Neighborhood Association</i></p> <p><i>Northside Residents Redevelopment Council (Near North and Willard Hay)</i></p> <p><i>Kenwood Community School</i></p> <p><i>Anwatin Middle School</i></p> <p><i>North Community High School</i></p>	<p><i>Kenwood Community School</i></p> <p><i>Anwatin Middle School</i></p> <p><i>North Community High School</i></p> <p><i>Kenwood Community Center</i></p>	<p><i>Kenwood Community Center</i></p>
Person(s) responsible	<p><i>Community Building lead volunteer (Jim Barnett)</i></p> <p><i>Communications Coordinator (Amanda Vallone)</i></p> <p><i>KNO Board – Engagement Committee</i></p>	<p><i>Current Kenwood Youth board member (Melinda Platt)</i></p> <p><i>Communications Coordinator (Amanda Vallone)</i></p> <p><i>KNO Board – Engagement Committee</i></p>	<p><i>Communications Coordinator (Amanda Vallone)</i></p> <p><i>KNO Board – Engagement Committee</i></p>

Demographic group	BIPOC - Black, Indigenous and People of Color	Youth (18-24, 10-17)	Renters
Timeline	<p>3/4Q2021: Develop plan and partnerships for 2022 Community Building initiative event(s) calendar</p> <p>4Q2021: Add invitation for guest contributors to 2022 KNO newsletters and communications with focus on BIPOC experiences/perspectives</p> <p>2Q2022: Initial Community Building initiative event</p> <p>May: KNO Board of Directors elections; goal to increase BIPOC representation on the board</p>	<p>4Q2021: Add invitation for guest contributors to 2022 KNO newsletters and communications with focus on Youth experiences/perspectives</p> <p>Continue collaboration with Kenwood Community School (Principal Johnson) on priorities and events calendar, develop plan for engaging with Anwatin and North High</p> <p>2Q2022: Initial Community Building initiative event</p> <p>May: KNO Board of Directors elections; goal to increase BIPOC representation on the board</p>	<p>4Q2021-1Q2022: Develop new resident Welcome Kit materials and resources</p> <p>2Q2022: Begin distribution of new resident Welcome Kits</p> <p>May: KNO Board of Directors elections; goal to increase renter representation on the board</p>
Quantitative goals	<p><i>Increase person of color representation on the KNO Board of Directors in 2022</i></p> <p><i>At least 1 Community Building event co-sponsored with adjacent northside neighborhoods in 2022</i></p> <p><i>At least 1 Community Building event co-sponsored with new community public schools – Anwatin Middle School and North High School in 2022</i></p> <p><i>At least 2 newsletter articles authored by BIPOC residents in 2022</i></p>	<p><i>Increase Youth (18-24) representation on the KNO Board of Directors in 2022</i></p> <p><i>At least 1 Community Building event co-sponsored with new community public schools – Anwatin Middle School and North High School in 2022</i></p> <p><i>At least 2 newsletter articles authored by Youth residents in 2022</i></p>	<p>Increase number of renters joining the KNO Board of Directors in 2022</p> <p>At least 10 new resident Welcome Kit deliveries made in 2022</p>

Demographic group	BIPOC - Black, Indigenous and People of Color	Youth (18-24, 10-17)	Renters
Qualitative goals	<p>Gain greater insight on the neighborhood/community concerns most important to BIPOC residents</p> <p>Understand the best channels and partners to reach BIPOC residents</p> <p>Add BIPOC resident voices and perspectives to KNO board meetings and communications</p>	<p>Gain greater insight on the neighborhood/community concerns most important to Youth residents</p> <p>Understand the best channels and partners to reach Youth residents</p> <p>Add Youth resident voices and perspectives to KNO board meetings and communications</p>	<p>Gain greater insight on the neighborhood/community concerns most important to Renters in Kenwood</p> <p>Understand the best channels and partners to reach Renter residents</p> <p>Add Renter resident voices and perspectives to KNO board meetings and communications</p>
Outcome of engagement	<p><i>BIPOC resident participation in KNO board meetings</i></p> <p><i>Add BIPOC resident voices to the KNO newsletter and other communications</i></p> <p><i>Refine and develop KNO's Equitable Engagement Plan for 2023 and beyond with new perspectives and leadership from BIPOC residents</i></p>	<p><i>Youth resident participation in KNO board meetings</i></p> <p><i>Add Youth resident voices to the KNO newsletter and other communications</i></p> <p><i>Refine and develop KNO's Equitable Engagement Plan for 2023 and beyond with new perspectives and leadership from Youth residents</i></p>	<p><i>Renter resident participation in KNO board meetings</i></p> <p><i>Increase ability for KNO to add Renter contacts to communication distribution lists</i></p> <p><i>Refine and develop KNO's Equitable Engagement Plan for 2023 and beyond with new perspectives and leadership from Renter residents</i></p>
Next steps	<ol style="list-style-type: none"> 1. <i>Define plan to initiate partnership outreach</i> 2. <i>Set Community Building event calendar for 2022</i> 3. <i>Share goals and invite guest contributors in next edition of KNO newsletter</i> 	<ol style="list-style-type: none"> 1. <i>Leverage current collaboration with Kenwood Community School to expand contacts and coordination to include leadership from Anwatin Middle School and North High School</i> 2. <i>Set Community Building event calendar for 2022</i> 	<ol style="list-style-type: none"> 1. <i>Develop new resident Welcome Kit materials and resources</i> 2. <i>Initiate KNO presence on NextDoor with invitation to connect with new residents</i>

