

1. NEIGHBORHOOD ORGANIZATION

Southeast Como Improvement Association

2. ORGANIZATIONAL INFORMATION

Neighborhood Organization Contact: [Cody Olson](#)

Organization Address: [PO Box 18460 Minneapolis, MN](#)

Organization Address 2:

Organization ZIP: [55418](#)

Organization Email Address: cody@secomo.org

Organization Phone Number: [612-385-0371](#)

3. ORGANIZATION WEBSITE AND SOCIAL MEDIA

Website: www.secomo.org

Facebook: <https://www.facebook.com/SoutheastComo>

Twitter: <https://twitter.com/SouthEastComo>

Other: <https://instagram.com/secomompls>

4. DATE OF BOARD APPROVAL

Once your board has reviewed this draft annual report, please provide the date of the meeting at which the board approved submission of this report to NCR. Note: Meeting minutes may be requested by NCR.

03/06/2018

Community Participation Program

WHICH OF THE FOLLOWING OUTREACH ACTIVITIES DID YOUR ORGANIZATION USE IN 2017?

5. **MEETINGS** (please check all that apply)

- Held regular committee meetings or discussion groups that are open to all stakeholders
- Held at least one general membership or community meeting (in addition to the annual meeting) to gather input from residents and other stakeholders for a neighborhood specific initiative
- Hosted at least one general membership or committee meeting in response to a City request for input - such as a development proposal, transit planning or public works project
- Conducted one or more focus groups

6. **DOOR-TO-DOOR** (please check all that apply)

Door-Knocking (with goal of face-to-face engagement)

- At least once reaching a portion of neighborhood
- At least once reaching most or all of the neighborhood
- For more than one issue/outreach effort
- On a routine basis
- Conducted primarily by staff members
- Conducted primarily by volunteers
- Carried out primarily to increase membership and participation
- Carried out primarily to gather input or inform on a specific city or neighborhood issue

7. **Approximately how many households did you reach through DOOR-KNOCKING in 2017?**

250

8. **FLYERING** (please check all that apply)

Distributing flyers (dropping literature at doors)

- At least once reaching a portion of neighborhood
- At least once reaching most or all of the neighborhood
- Carried out primarily to inform and increase membership and participation
- Carried out primarily to gather input or inform on a specific city or neighborhood issue

9. **Approximately how many households did your organization reach through FLYERING in 2017?**

550

10. **EVENTS** (please check all that apply)

- Staffed a booth or table at neighborhood event or other community event that included sign-up sheets, surveys or information about your organization
- Organized one or more issue specific event (such as a safety forum, housing fair, Open Streets, Creative Citymaking, etc.)
- Organized smaller events for specific outreach to target audiences (e.g., sidewalk tabling to reach renters, lemonade stands, tabling at Farmer's Market, etc.)

11. **COMMUNICATION** (please fill in all that apply)

Print a paper newsletter Quarterly
(if so, at what frequency?)

Number of subscribers to 414
your email list

Number of followers on 601
Facebook and Twitter Combined

12. **OTHER** (please check all that apply)

- Conducted at least one community-wide survey (such as a random sample or all-household survey)
- Conducted another form of survey (e.g., intercept survey)
- Developed partnerships with cultural, religious, professional or business associations to expand outreach into under-represented populations

Other activities (please describe here):

Advertised events on Facebook targeted specifically to the neighborhood

13. **Please provide an estimate of VOLUNTEER HOURS provided to your organization in 2017**

2850

14. How did your organization reach out to under-represented groups in your neighborhood? (please check all that apply)

- Worked on an issue of particular interest to an under-represented group within the neighborhood
- Provided notices of annual and special meetings in multiple languages
- Provided newsletter articles or web pages in multiple languages
- Targeted outreach in apartment buildings or blocks to reach renters
- Targeted tabling at other events or locations (such as farmers markets, cultural events, etc.)
- Held focus groups or open meeting formats for under-represented communities
- Met with other agencies in the community that work closely with under-represented constituencies in the neighborhood
- Included an Americans with Disabilities Act statement on meeting and event notices
- Reviewed participation activities, and identified new leaders and volunteers for volunteer, committee and board participation
- Held one-time/pop up events in areas of the neighborhood that don't often have neighborhood meetings

Other activities (please describe here):

Revitalized our Community Building Committee with a focus of continually increasing outreach to under-represented communities in our neighborhood.

15. What more would you like to tell NCR or the community about your Stakeholder Involvement? What are you doing that is new or particularly successful to involve residents and others?

We have had two strategies that have been particularly effective for involving our community, one old, one new. Door-knocking and flyering continue to be useful strategies for communicating with our neighbors and usually yields very positive results. Our newest strategy is using paid ads on Social Media to further drive communications with our student renter population. It is incredibly cost effective, and a great way to get our events and organization in front of the eyes of a lot of new renters in the community.

Community Participation Program

PLEASE DESCRIBE ONE OR TWO MAJOR HIGHLIGHTS

Consider the following when describing each highlight:

- What was the issue or opportunity the neighborhood was facing?
- Who was impacted?
- What steps did you take to address the issue or opportunity?
- What was the outcome?

17. MAJOR HIGHLIGHT #1

Southeast Como is a community called home by long time homeowners as well as student renters. With our population being anywhere from 60-75% rental, our organization set a goal to make sure that the Board of Directors was actively representative of the community.

We used a multi-faceted outreach strategy which included door-knocking, flyering, advertising, direct mailing, and a variety of other communications. At our Annual Meeting, we had four open positions to elect and had six candidates vying to fill them, with four of those six candidates being renters. With about 30 community members in attendance, there was broad support for representation for our renters. Three of the four seats were filled by a renter, all new to the board, with the fourth being filled by our returning board president. Additionally, the community elected to welcome a Minnesota Student Association appointee to our board as well, putting the total number of student renters on our board to five out of thirteen.

We still have a way to go to be truly representative of our community, but 2017 was a major shift in the makeup of our board. In 2018, we plan to continue our efforts to inform and involve all members of our community. We have a revamped and ready Community Building Committee as well as an office full of new staff and interns ready to continue to reach out and inform our neighborhood of opportunities and work to make the community a safe, fun, and welcoming place for all.

18. MAJOR HIGHLIGHT #2

2016 was a year filled with instability for our organization. We started the year with a brand new Executive Director, and that May we lost our longtime office space. In 2017, we returned to a level of stability that took a major concerted effort, as well as a lot of volunteer hours, staff time, and help from our partners to achieve.

Starting in late 2016 we were able to use space in Northeast College Prep, and we have continued that agreement indefinitely. With a permanent office space, in 2017 we were able to resume standard operations and have a home base for our staff and bookkeeper to work out of. Because of this stability, we were able to bring the organization to a new level of success. We saw an increase in our involvement and volunteer hours as well as in our programming and activities. Our events and activities ran more smoothly and efficiently. We found room in our staffing budget to begin the process of hiring two interns and two new part time staff (who have since been hired in 2018).

This stability has allowed our organization to resume our programming and capacity in a more meaningful way, which marked a significant change between 2016 and 2017.