

# Engagement Plan

## Neighborhood

Neighborhood name(s) Victory Neighborhood

## Time frame

Year(s) 2023-2024

## Plan detail

| Demographic group                        | Board Members  | Committee Members  | Youth   | Black and Brown   |
|--|--|--|---|---|
| Numbers or percentage                    | 7 members  | 5-7 members per committee  | According to MN Compass, Victory has 1,013 people under the age of 18, or 21% of the population | According to MN Compass, 32% of Victory residents are people of color. 17% are Black and 7% are Latino. |
| Initiative, activity, project or program | Rebuild the ViNA Board of Directors to full capacity with a diverse group of people that represents the neighborhood | Engage new people in the work of the organization through committees and the Block Ambassador program.<br><br>Committees include: <ul style="list-style-type: none"> <li>• Livability</li> <li>• Anti-Racism</li> <li>• Environment</li> <li>• Business</li> </ul> | Youth Corp.   | Resident Engagement   |

**EXHIBIT C**

| <b>Demographic group</b>      | <b><i>Board Members</i></b>  | <b>Committee Members</b>                                | <b>Youth</b>  | <b>Black and Brown</b>   |
|-------------------------------|--|---|---|--|
| <b>Barriers to engagement</b> | <p><i>People are busy</i></p> <p><i>It's a lot of work with no staff</i></p> <p><i>Involvement has dropped</i></p> | <p>People are busy</p> <p>No staff to help organize</p> | <p><i>Access to information on youth residing or attending schools/activities in Victory neighborhood</i></p> <p><i>Youth feeling unwelcome</i></p> <p><i>Youth and their families trusting neighborhood organization</i></p> <p><i>Cost to create engagement events and activities for youth</i></p> | <p>Feeling unwelcomed at meetings</p> <p>Distrust or unfamiliarity of organization</p> <p>People are busy</p> <p>Might not see people who look like them participating</p> |

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| <b>Demographic group</b>                  | <b>Board Members</b>   | <b>Committee Members</b>  | <b>Youth</b>   | <b>Black and Brown</b>   |
|---|--|---|--|--|
| <b>Outreach and engagement strategies</b> | <p><i>Identify leaders within the community and ask them to participate</i></p> <p><i>Put the word out on social media and in the newsletter</i></p> <p><i>Ask block ambassadors to help identify people who might be a good fit</i></p> | <p><i>Identify leaders within the community and ask them to participate</i></p> <p><i>Put the word out on social media and in the newsletter</i></p> <p><i>Ask block ambassadors to help identify people who might be a good fit</i></p> <p>Door Knock</p> <p>Ask young people to participate</p> <p>Pop up events to tell people about the opportunities</p> | <p>Expand Youth Corp Program</p> <p>Build relationships with local schools and organizations that focus on youth</p> <p>Connect with youth during outreach activities at the community garden and through block ambassadors, committee members, and people who attend events</p> | <p>Create engagement activities that uplift and are welcoming to Black and Brown community members</p> <p>Build relationships with community members through engagement activities</p> <p>Identify community leaders</p> |
| <b>Resources needed</b>                   | <p><i>Website updates</i></p> <p><i>Social media campaign</i></p> <p><i>Information about board service and the role of the board</i></p> <p><i>New board member orientation</i></p>   | <p><i>Website updates</i></p> <p><i>Social media campaign</i></p> <p><i>Information about the committees</i></p> <p><i>Volunteers</i></p> <p><i>Money for initiatives developed by the committees</i></p>   | <p>Wages for Youth Corp</p> <p>Funding for engagement activities and events</p> <p>Flyers with neighborhood information</p> <p>Funding for administrative help</p>   | <p>Volunteers</p> <p>Anti-Racism committee</p> <p>Information about the neighborhood and how to get involved</p> <p>Funding for people to help with outreach activities</p>  |

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| <b>Demographic group</b>     | <b><i>Board Members</i></b>   | <b>Committee Members</b>   | <b>Youth</b>  | <b>Black and Brown</b>  |
|------------------------------|---|--|---|---|
| <b>Partners in the work</b>  | <i>Block Ambassadors</i><br><br><i>Existing Board Members</i>   | Block Ambassadors<br><br>Business leaders<br><br>Groups like Black Army Brigade and Appetite for Change                                  | ViNA food garden<br><br>Committees<br><br>Local businesses and schools  | Anti-Racism committee<br><br>Board members<br><br>Block Ambassadors   |
| <b>Person(s) responsible</b> | <i>Board of Directors</i>   | Board of Directors<br><br>Volunteers<br><br>Committee chairs   | Board of Directors<br><br>Committee volunteers  | Board of Directors<br><br>Volunteers<br><br>Stipend staff   |
| <b>Timeline</b>              | <i>Identifying great candidates for leadership roles is ongoing.</i><br><br><i>August-September Recruit candidates for the board</i><br><br><i>September-Annual Meeting</i><br><br><i>October-Elect officers and new board member orientation</i> | 2023-focus on improving the Livability and Business committees<br><br>2024-focus on improving the Anti-Racism and Environment Committees | Spring 2023 &2024-outreach to youth and seniors for the Youth Corp program<br><br>Ongoing-engagement of youth in the neighborhood | 2023-Assess how work is done in the neighborhood and ensure that Black and Brown residents are included<br><br>2024-Build Anti-racism committee |

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|------------------------------|--|--|--|--|
| <b>Quantitative goals</b>    | <p><i>Grow the board to 7 members and maintain involvement at this level.</i></p> <p><i>Work to have a diverse group of qualified candidates for each election</i></p> | <p>5-7 members on each committee</p> <p>Committee participation is representative of neighborhood demographics</p> | <p>10 kids signed up for Youth Corp</p> <p>Connect with 3 organizations/institutions that serve Victory youth</p> <p>Have at least 2 young people working in the community garden</p>  | <p>Number of Black and Brown people participating on the board, on committees, in Youth Corp, and at events is reflective of the neighborhood's demographics.</p>                                |
| <b>Qualitative goals</b>     | <p><i>Develop leaders within the community</i></p> <p><i>People enjoy serving on the organization's board of directors</i></p>   | <p>New leadership emerges</p> <p>People enjoy serving on the organization's committees</p>                         | <p>Youth Corp participants building inter-generational relationships in the neighborhood</p> <p>Youth building skills in the garden and community</p>  | <p>Identify issues that need attention in the community</p> <p>Learn about what community members care about and what makes them want to be involved</p>   |
| <b>Outcome of engagement</b> | <p><i>A full board to represent the neighborhood.</i></p> <p><i>Diverse candidates running for election</i></p> <p><i>New leaders emerging</i></p>                     | <p>Vibrant committees</p> <p>Diverse participation</p>   | <p>More youth involved in the neighborhood</p> <p>Youth gain employment and other life skills</p> <p>Youth build relationships in the neighborhood</p> <p>Youth voice is uplifted as they influence how decisions are made in the neighborhood</p> | <p>Black and Brown community members feel welcomed at community activities</p> <p>Black and Brown community members are directly involved in decision making</p> <p>More people are involved</p> |

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|--------------------------|--|--|---|--|
| <b>Next steps</b>        | <i>Hold a board election in November 2022 to add 2-4 new members who can help with the transition to a volunteer led organization.</i> | Review committee structure and assess current involvement.<br><br>Develop messaging and materials for outreach | Assess current Youth Corp program<br><br>Find a team of neighborhood volunteers to lead the program and recruit new members | Identify people who have been involved recently and ask them to get involved as the organization transitions to a volunteer led organization |