

Engagement plan template with example

Neighborhood

Neighborhood name(s)

Time frame

2023

Plan detail

Demographic group	Seniors	Renters	Youth	Demographic group 4
Numbers or percentage	75	50	100	

Demographic group	Seniors	Renters	Youth	Demographic group 4
Initiative, activity, project or program	Senior Network-NRRC will work with Seniors in our community to develop a communication network that does not rely as heavily on social media or email.	Increased participation in board and committee meetings from renters who live in Apartment Buildings.	Continue to develop our current youth programming which happens mostly in the summer. Also we want to develop regular youth participation in board and committee meetings.	

Demographic group	Seniors	Renters	Youth	Demographic group 4
Barriers to engagement	<p>Seniors Fear of COVID</p> <p>Lack of Transportation</p> <p>Seniors strained relationship with current communication technologies</p>	<p>Lack of understanding as to how NRRC serves as a vehicle for them to build their community</p> <p>Stress and Fatigue</p> <p>Focus on daily living</p> <p>False perception that as a renter their voice is not important</p>	<p>Year-round participation and attendance may not fit into youth/parent schedules</p> <p>Young people's lives are constantly transitioning so consistent participation is difficult</p>	

Demographic group	Seniors	Renters	Youth	Demographic group 4
Outreach and engagement strategies	Utilize NRRC Seniors who are interested in developing a Senior Network to facilitate communication about NRRC programs and other resources useful to Seniors. These are individuals who have lived in this community for over 50 years and have deep connections to other seniors.	Table at large apartment buildings in the NRRC Zone. Create new posters specific to the residents in each of our main apartment buildings. These posters will advertise gift cards for initial participation in board meetings.	Tabling at neighboring schools and youth centers Social media (Facebook, Instagram, TikTok) Word of mouth from other young people/parents/youth workers Family surveys to identify youth needs	
Resources needed	Senior Leaders Large spaces where seniors can congregate if desired Transportation	Tabling Staff Graphic designer for the posters	Connections to partners in the work Tabling staff Coordinator for youth-focused social media outreach Stipends for youth participation	

Demographic group	Seniors	Renters	Youth	Demographic group 4
Partners in the work	Seniors in our community who have offered to help with this work.	Translation services Property Managers	Neighboring schools (Hall Elementary School, North High School, PCYC.) Community Centers (North Commons, Phyllis Wheatley, Hospitality house) Seeds to Harvest program The Loppet Foundation	
Person(s) responsible	Senior Leaders	NRRC Outreach Staff	NRRC Staff	

Timeline	<p>January/February: Work with Senior leaders to deliver senior needs assessment to seniors along with information about NRRC meetings and other resources</p> <p>March: Develop outreach plan with Senior leaders based on results of Senior Needs Assessment</p> <p>April -October: Based on the most effective method determined by the senior leaders, hold monthly senior meetings and communicate with information from our email blasts using the newly formed Senior Network</p> <p>November and December: Meet with Senior Leaders to evaluate what worked and lay out the ground work for the upcoming year.</p>	<p>January/February: Determine poster content, meet with graphic designer to create posters and identify Somali translation services</p> <p>February/March: Print and distribute posters. Connect with property managers to create tabling plan at apartment buildings</p> <p>April through October table at apartment buildings throughout the NRRC Zone</p> <p>November/December</p>	<p>January/February: Meet with returning youth to plan this summer 2023 Youth Green Team activities and the details of an outreach plan to recruit youth participation on the board.</p> <p>February-April Recruit youth by tabling at organizations that serve youth</p> <p>May-August: Green Team will install gardens at Demonstration Site and hold outreach events where they invite other youth</p> <p>October: Continue to recruit and encourage youth to participate in committee and board meetings</p> <p>November/December: Review and evaluate the work that was completed with participating youth to determine successes and areas for improvement.</p>	
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Demographic group	Seniors	Renters	Youth	Demographic group 4
Quantitative goals	<p>Established Senior nNtwork for seniors in the NRRC Zone to stay connected to NRRC and other resources</p> <p>Fifty or more seniors connected to and/or signed up for the senior network</p> <p>Equip seniors interested in participating in community offerings via zoom with the needed technology</p>	<p>Increase renter participation on our board and committees</p> <p>Increase the number of renters who receive our paper newsletter and email blast.</p>	<p>Gain at least 3 young people to sit-in and/or participate at a monthly board or committee meeting</p> <p>Reach at least 4 young people who will help with youth recruitment</p> <p>Maintain partnerships with at least 3 of our past Youth Urban Agriculture Youth Staff</p> <p>Generate conversation and participation with at least 90 young people to learn about youth needs in the community</p>	
Qualitative goals	<p>Learn more about NRRC seniors' needs and concerns</p> <p>More senior input and participation at NRRC Board and committee meetings</p>	<p>Learn about issues for renters living in Apartment Buildings</p> <p>Renters from apartment buildings connecting and strategizing with each other to address concerns</p>	<p>Youth voices in our community are valued and heard</p> <p>Identify youth needs and prioritize their concerns/needs</p>	

Demographic group	Seniors	Renters	Youth	Demographic group 4
Outcome of engagement	<p>More representation of seniors on our board and committee meetings</p> <p>Develop new programming and adapt current programming based on new ideas generated from seniors</p> <p>More seniors receive neighborhood organization update, newsletters, and other information and then share that information with their network</p>	<p>More renters attend NRRC events along with board and committee meetings.</p> <p>Renters help shape the future of development in particular housing development in North Minneapolis</p> <p>More renters receive NRRC updates, newsletters and other information</p> <p>More renters utilize NRRC's Demonstration Site for Healthy Urban Living as Third Space</p> <p>More renters are equipped to address community issues</p> <p>More renters access financial coaching services</p>	<p>Engaged young people interested in community involvement and restoration</p> <p>Youth voices in our community are involved in decision-making</p> <p>Accessible and realistic resources for young people</p>	

Next steps	Meet with our identified senior leaders to move forward with this plan.	Meet with our outreach and communication staff to develop the poster	Connect with Youth Green Team leads from 2022 to set up the first meetings of 2023.	
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2025 Amendment

Near North, Willard-Hay

TIMELINE

January-March

Begin to hold in person board meetings in January

Hold 1 senior luncheon and 1 senior coffee hour

Distribute 1 issue of the newsletter

2 renters join the board as new members

Plan 1 youth social event

Table at apartment buildings

April-June

Continue to hold in person board meetings monthly

Hold 1 senior coffee hour

Distribute 1 issue of the newsletter

Plan 1 youth social event

Spring Daze event

Summer Kickoff event

Green Team begins

Distribute 1 issue of the newsletter

Table at apartment buildings

Hold the 2nd senior coffee hour

July-September

Hold 2nd senior luncheon

Hold a youth social event

National Night Out

Host Ward 5 City Council Candidate Debate

Continue to hold in person board meetings monthly

October-December

Continue to hold in person board meetings monthly

Distribute 1 issue of the newsletter

Hold 3rd senior luncheon and 3rd coffee hour

Hold a youth social event

GOALS

1. Hold in person board meetings
2. Continue 3 senior luncheons per year and add 3 senior coffee hours per year
3. Develop safe space for youth ages 12-18 to socialize with peers
4. Recruit 2 new renters to join the Board of Directors
5. Distribute paper newsletters 3x per year and increasing the number of apartment buildings that receive them