

FNA Engagement Plan

Demographic Group Number or % Initiative Activity, project or program	African American/ 2 or more races 52.60%	Youth 10-18 yr old 18.20%	Asian 15%	Renters 43.7%
	Community Equity and Diversity empowerment program	Youth Empowerment Program	Asian Engagement Program	Renters Resource Program
Barriers to Engagement	Previous relationships between board and community. Capacity of board and staff Diversity of current board to reflect community	Capacity of board and staff. No current schools within neighborhood so most engagement has to be at informal locations and draw out youth	Already have a very self dependent community- less concerned with boundaries within community . No current contact within community Assessing needs and want of community in order to outreach effectively Language barrier	No Renters on board Fluid population that might not be long term Accessing all properties that are renter occupied Assessing needs of renters Unethical Landlords
Outreach and engagement strategies	1. Connector program going door to door and creating 1:1 relationships with community 2. Celebrating historically black holidays and times of the year 3. Creating inclusive and equitable hiring and board onboarding approaches 4. Workshops for discussions surrounding equity and diversity	1. Connector program going door to door and creating 1:1 relationships with community 2. Anime Night 3. Supporting business with youth labor 4. Event support through youth volunteers 5. Youth Committee	Connector program going door to door and creating 1:1 relationships with community Work with other groups and city to work with asian communities on community projects Possibly use youth volunteers to translate documents into Hmong1.	Connector program going door to door and creating 1:1 relationships with community Utilizing city program dollars to support renters through a TBD program
Resources Needed	-Community healing groups -Story tellers -Culturally aware and respectful volunteers -Effective Communication strategies for demographic Other neighborhoods Volunteers in Neighborhood Local groups promoting black entrepreneurship and empowerment	Youth supported programs Schools Parks and Rec Effective Communication strategies for demographic Folwell Park Local Youth Programs Henry High School	Culturally aware and respectful volunteers Effective Communication strategies for demographic Asian resource centers 34th and Girard Garden- Lao resource center	Renters Resource groups Renters rights groups Translator for minorities within renter locations City of Mpls Council member Staff
Partners in the work	Staff- connectors Volunteers Board	Staff- connectors Volunteers Board	Greenteam Volunteers Board	Community Volunteers Staff- connectors Volunteers Board
Person's Responsible	Q1: Host Black history month event Q2: Host/participate in celebrating Juneteenth event Begin Connector efforts of going door to door Supply a resource fair to assess needs Q3:Creating partnerships with community empowerment groups Work to have a diverse group of applicants for board elections in September	1. End of winter break- end of school year- Host a recurring program at park and survey for summer needs-Engage with frequent youth and work with them to participate in community solutions 2. Summer- create a recurring space and program for youth to participate in during summer-Engage with frequent youth and work with them to participate in community solutions 3. Start of School year- Winter break- reach out to schools for needs of students and programs that might be helpful to safety Engage with frequent youth and work with them to participate in community solutions 1. Have 3 youth centered events- 1 per month, 1 per quarter and 1 ongoing as needed per quarter 2. Identify 1 youth leader identified in the community. 3. Aid in between 3-10 high school students in completing community volunteer hours required by school 4. Engage with frequent youth and work with them to participate in community solutions	Winter- identify and reach out to hmong businesses and community organizations on the northside Spring and Summer- engage with asian community through gardening on 34th and Girard garden and door knocking efforts Fall: host an event as a resource for asian community and engage with contacts to participate on board.	Winter: Identify and reach out to renters support groups and local representatives to identify partners in work Spring: Host a renters rights/safety event Summer: Door knocking efforts increase and resource fair Fall: Follow up on renters needs and assist in fulfilling them. Host a renter to buyers workshop.
Timeline	1. Identify 4 people per year from this demographic to mentor into community engagement in a City or County Level project. ie Upper Harbor Terminal, Park Board, School Board 2. Host 1 culturally appropriate event per quarter 3. Work to increase minority base on Board	1. Identify 4 people per year from this demographic to mentor into community engagement in a City or County Level project. ie Upper Harbor Terminal, Park Board, School Board 2. Host 1 culturally appropriate event per quarter 3. Work to increase minority base on Board	1. Door knock and receive 20% contact information for hmong and asian house holds. 2. Host 1 event throughout the year that would be a resource for the asian community	1. Find a 2 renters from our community to focus on resources and create a welcome package. 2. Obtain information from at least 50% of the renters engaged with through door knocking. 3. Host at least 1 renters informational session
Quantitative Goals	1. Encourage higher participation in community formation 2. Push for higher representation in politics 3. Understand stances on community issues surrounding diversity and equity and solutions	1. To engage with youth in a central location and create a space where both youth and families feel safe 2. To empower youth to have pride in their neighborhood and create solutions 3. Encouraging youth through activities and mentorships to embrace their own individuality 4. Empower other community resources to participate with youth and not fear them	1. Identify needs of asian community 2. Create activities and groups that support continued engagement 3. have more representation of the asian community on our board and within our engagement	1. Identify renter locations and landlords within neighborhood 2. Learn and identify what tenant needs are in the neighborhood 3. Identify barriers to ownership 4. Increase participation and renter investment within community
Qualitative Goals	More participation/representation of minorities on board Better understanding of needs	Create a space for youth to be a factor in decisions within the neighborhood	1. Community will be more culturally aware of our Asian neighbors. 2. Asian neighbors will be aware of resources within community that can be provided to them.	1. Increase renter participation and vestedness in neighborhood. 2. Change negative perception of renters.
Outcome of engagement				

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Next Step	Hire Staff and expand on board to create capacity to complete work	Hire Staff and expand on board to create capacity to complete work. Contact schools for volunteer hours	Hire Staff and expand on board to create capacity to complete work	Hire Staff and expand on board to create capacity to complete work