

Engagement Plan



Overview

SENA strives to be inclusive in its outreach and engagement efforts. Our website, which serves as a primary repository for information and resources can be accessed in multiple languages, and our communications activities include several mailings each year to every address in our service area. This engagement plan will supplement our current practices, building our community connections, and will include targeted outreach to two subsets of our population as prioritized by Neighborhood Community Relations (NCR) and the Neighborhoods 2020 guidelines.

Target Audience

Stakeholders who rent their homes and stakeholders of color who live, work and play in our community.

Demographic Information (per Minnesota Compass)

Race & Ethnicity (2015-2019)

Total Population	9,995	100%
Persons of Color	1,922	20%

Rental Occupancy (2015-2019)

Total households	4,446	100%
Households paying rent	823	18%

Strategies Narrative

Because the target audience is a relatively small subset of our general population, and keeping in mind the limited budget and human resources SENA will have to work with, year one activities will be focused on discovery. It is important to identify and understand any intersectionality between these two groups, as well as any isolated concerns or opportunities. Through our outreach activities we hope to assemble two focus/advisory groups with whom we can get a better understanding of their lived

experiences in our neighborhoods, and identify opportunities for increased participation and engagement. With respect to specific communication strategies:

- We use direct mail because it is the only mechanism that has a chance to reach every household in the neighborhood, and we use it to drive traffic to online and in-person communication.
- We have used (and continue to use) electronic means of communication, but have received feedback from residents that these are easy to miss and do not reach some portion of our residents. Electronic communication is a good tool, but not everyone has access to our website, is connected to our social media, or is signed up for our email newsletter, so this strategy has significant limitations despite being cost-effective.
- Door knocking is beyond the organization's resources to accomplish, given the funding limitations. In addition, it is difficult to target residents of color for door knocking in the absence of granular demographic information.
- When holding pop-up style events in the neighborhood that attract residents, we include efforts to connect with residents in person to further direct communication.

We welcome information about additional strategies that we have not considered or tried, particularly to the extent that these strategies have yielded communication with traditionally underserved constituents. It would be helpful for the City to provide examples of strategies they have used to identify and remove barriers and become more welcoming; as well as what tools and strategies they used to communicate directly with underrepresented groups. While not monetary, these would be welcomed and highly useful resources.

Barriers to Engagement

As SENA currently employs many of the strategies recommended by NCR for our outreach efforts--pop-up events, tabling at community events, and conducting meetings at locations throughout the community--we must surmise that we have not yet been able to identify what additional barriers may be. Our activities for year one of the plan are focused on information gathering to do just that. We will also attempt to establish a protocol for accurately documenting participation that does not include asking for intrusive demographic information everytime we seek input from the community.

Outreach Strategies

Stakeholders who rent their homes

- Targeted Direct Mailings
- Connect through existing channels/property management

- In-person communication at community events

Stakeholders of Color

- Community Events
- Targeted Direct Mailings
- Connect through existing channels/school/church/park

Resources

1. Postage and printing, etc. for mailings
2. Staff time allocation to manage initiatives and activities
3. Translation fees for printed materials
4. Stipends for participating in focus/advisory groups

Partners

Neighborhood Schools: Northrop, Folwell, Roosevelt, St. Helena's, Friendship Academy

Faith Communities: Greater Friendship Baptist; Our Redeemer Oromo Evangelical Church; God's Revelation MB Church; Bet'el Afaan Oromo Evangelical Church; All Peoples Church.

Property Management Entities: to be determined

Personnel

Activities will be conducted by administrative staff, with support from board members in conducting focus groups.

Timeline

- **January 2022**
 - Create Marketing Calendar specific to plan activities
- **First Quarter**
 - Identify, contact and confirm all partners
 - Develop outreach marketing materials
 - Covid protocols permitting, hold one monthly board meeting in community
- **Second Quarter**
 - First direct mailing community-wide regarding BIPOC Stakeholder Engagement
 - First Direct Mailing to Rental Units regarding Rental Stakeholder Engagement
 - Hold First of three stakeholder meetings with each target stakeholder group
 - Covid protocols permitting, hold one monthly board meeting in community
- **Third Quarter**
 - Hold second of three stakeholder group meetings

- Covid protocols permitting, hold one monthly board meeting in community
- Covid protocols permitting, hold Harvest Dance at Hiawatha park or alternate location
- Covid protocols permitting, hold Hoops & Hot Dogs event at Sibley Park
- Recruit participants in stakeholder focus/advisory groups for open board positions
- **Fourth Quarter**
 - Hold final of three stakeholder group meetings
 - Compile reports
 - Draft programming opportunities based on stakeholder input

Goals & Objectives

Our overarching goal is to increase awareness and participation in the organization by our more transient renter population and our BIPOC residents. Our objective is to engage and foster greater sense of community and connection to the organization through thoughtful, stakeholder driven prioritization of resources and programming to better serve all of SENA's residents.

- SENA will host 3 focus sessions for each underrepresented group.
- Sessions will be attended by 8-10 individuals.
- SENA will reach and receive input from 24-30 residents representing underrepresented groups.
- SENA will increase participation on the board of directors by underengaged groups commensurate with demographic representation.

Anticipated Outcomes

Initially, we want to identify a definition and baseline of participation, against which any progress can be measured. We also hope to achieve increased participation by targeted audiences in the decision making processes of the organization and increased diversity of representation on the board of directors and committees. In addition, we hope to obtain input from advisory or focus groups about the programs, services, or resources that SENA can provide or foster for underserved residents. That input will help to identify goals and anticipated outcomes for future years.

Next Steps

We will use the information gleaned from focus group conversations to identify the preferred engagement of otherwise underrepresented residents. This will be a collaborative effort to identify goals, projects, or other work that fits within the goals of this program while also being accomplishable given the capacity and funding of the

organization. We intend to use additional focus groups, neighborhood meetings, and social media communication for this process.