

Engagement Plan

Neighborhood

Seward

Time frame

January – December, 2022

Work summary

Summary of activities cross all programs and demographic groups.

Scope of work, outcomes, and goals

Seward Neighborhood is committed to work towards an engagement strategy that is inclusive and collaborative. It is our overall goal to reach under-represented and historically under-engaged individuals and families within our community so that all members can leverage the information and resources provided and contribute to the activities and strategies to build a stronger, supportive, and resilient community.

Our overall goal is to eliminate disparities in our Seward neighborhood, and ensure innovative and equitable engagement in our community. Our approach is informed by the data links that provided by the City. We will achieve these goals through:

- Creating a consistent public participation process
- Ensuring that communication, social media, and information is inclusive of the multiple languages spoken in Seward
- Defining more opportunities and ways for people to get involved
- Researching other neighborhood’s successful engagement programs as models for us to consider and customize to our community

Plan detail

Demographic group	Renters	East African
Numbers or percentage	67% of occupied housing units in Seward are renter-occupied.	Of Seward’s total population, 3,000 (39.3 %) identify as Black or African American, a significant portion of which are East African. 2,577 (36.2%) of Seward residents speak a primary language other than English, primarily Somali, Oromo, and Arabic.

Demographic group	Renters	East African
Initiative, activity, project, or program	Renter Engagement Initiative	East African Resident Engagement Initiative
Barriers to engagement	Access to buildings; transient population.	Cultural and linguistic barriers
Outreach and engagement strategies	<p>In 2022, SNG will hire a full-time Community Organizer. The job description and work plan for this position are still being finalized but currently include the following elements:</p> <ul style="list-style-type: none"> • Actively recruit renters and BIPOC residents to leadership roles in the community and within the organization. • Recruit and staff an active SNG community engagement committee as well as a renter engagement working group • Develop a communications and engagement plan in consultation with community leaders and stakeholders; create and enact strategies to engage all community members in SNG activities. • Promote a welcoming organization that embraces new members and new ideas. • Partner with organizations to support community building and community improvement initiatives lead by renters and BIPOC people. • Collect input from diverse community members to create and evaluate SNG initiatives; record and analyze data on participation in SNG initiatives to establish benchmarks and monitor improvements in equity. • Engage stakeholders, including renters and BIPOC people, to ensure that SNG is fostering initiatives that meet stakeholder needs and goals. • Facilitate community forums on matters of community interest. 	<p>In 2022, SNG will hire a full-time Seward Towers Community Facilitator. This position, a partnership between SNG and Seward Towers Corporation (STC), is currently vacant, pending a new contract between SNG and STC.</p> <p>The job description and work plan for this position focus on three primary areas:</p> <ul style="list-style-type: none"> • Facilitating interaction between Seward Towers residents (renters), the Seward Towers Corporation (landlords), and Common Bond staff (service providers). • Facilitating connections between the diverse groups of residents in the Seward Towers. • Facilitating connections between the residents of Seward Towers and the broader Seward Community. <p>This position will be filled in early 2022. East African cultural and linguistic competencies are a requirement for this position and it is very possible that we will hire from within the Seward Towers Community.</p> <p>Given the significant overlap between the Renter and East African populations in Seward, the Community Facilitator and Community Organizer will collaborate on initiatives.</p>

Demographic group	Renters	East African
Resources needed	Enough funds to hire and retain a qualified and competent Community Organizer: \$48,000 – \$60,000. Funds for specific renter engagement initiatives.	Funds for specific East African engagement initiatives.
Potential Partners in the work	Property owners/managers; renter advocacy organizations; renters themselves.	Seward Towers Corporation; Common Bond; Council on American-Islamic Relations (CAIR); neighborhood mosques.
Person(s) responsible	Community Organizer, SNG Community Engagement Committee, Renter Engagement Working Group, SNG Board of Directors	Community Facilitator, SNG Community Engagement Committee, East African Engagement Working Group; SNG Board of Directors
Timeline	<p>SNG’s goal is to hire a full-time Community Organizer in early 2022. The first order of business for the Community Organizer will be to recruit members for the Community Engagement Committee and the Renter Engagement Working Group.</p> <p>These groups will then conduct outreach within the board Seward renter community to develop actionable initiatives in consultation with the Community Organizer, the SNG Executive Director, and the SNG Board of Directors.</p>	<p>SNG’s goal is to hire a full-time Community Facilitator in early 2022.</p> <p>The job description and work plan for this position will be developed in consultation with the Seward Towers Corporation Board of Directors, which includes resident representatives.</p>
Quantitative goals	<p>The initial quantitative goal for the Renter Engagement Initiative is to recruit 10+ renters as members of the Community Engagement Committee and/or the Renter Engagement Working Group.</p> <p>These groups will then establish further quantitative (and qualitative) goals around actionable initiatives in consultation with the SNG Community Organizer, the SNG Executive Director, and the SNG Board of Directors.</p>	<p>The initial quantitative goal for the East African Engagement Initiative is to recruit 10+ members of the Seward East African community as members of the Community Engagement Committee and/or the East African Engagement Working Group.</p> <p>These groups will then establish further quantitative (and qualitative) goals around actionable initiatives in consultation with the Seward Towers Corporation Board of Directors, the SNG Community Organizer, the Seward Towers Community Facilitator, the SNG Executive Director, and the SNG Board of Directors.</p>
Qualitative goals	To engage renters through initiatives that have a meaningful impact on their lives.	To engage members of the East African community through initiatives that have a meaningful impact on their lives.

Demographic group	Renters	East African
Outcome of engagement	<p>Increased number of renters on SNG board, committees, and working groups.</p> <p>Increased number of renters aware of SNG and engaged in its initiatives.</p>	<p>Increased number of East African community members on SNG board, committees, and working groups.</p> <p>Increased number of East African community members aware of SNG and engaged in its initiatives.</p>
Next steps	<p>Final adoption of SNG 2022 Work Plan, Budget, and Staffing Plan by SNG Board of Directors; SNG board approval of Community Organizer position; hiring for Community Organizer position.</p>	<p>Adoption of new contract between SNG and Seward Towers Corporation; final adoption of SNG 2022 Work Plan, Budget, and Staffing Plan by SNG Board of Directors; hiring for Community Facilitator position.</p>

