

# Engagement Plan Template



## Neighborhood

Armatage

## Time frame

2026-2028

## Work summary

We will continue to try to engage renters, but our main focus will shift to engaging the youth in our community as they are by far our largest percentage of residents.

## Scope of work, outcomes and goals

We will engage the youth in our neighborhood through playdates at the Community Center. We held two of these in 2025; the highest attendance being about 25 kids + parents. We worked with the Armatage Elementary School's PTA to get the word out to families & will continue to build this relationship. We hope to continue to grow these events by at least 10% in 2026.

The principal of the school was also a tremendous help in drawing neighborhood families to our largest event - Summer Jam - by posting class lists during the event. He has committed to doing so again in 2026.

By working with both the PTA & Principal of the school, we will be able to reach the families of children who attend, including renters. We have ANA representation talking with folks attending these events and a plan to send invitation postcard to our Board election directly to renter address procured from the City. Through these efforts, we hope to recruit volunteers and possibly board members from the renters in our community.

We hope to help our senior population feel/be more relevant in our community by giving them a space in our print newsletter addressing an issue specifically related to aging. Through this outreach, we aim to attract 2-3 seniors to either our board or one of our committees.

<i>Demographic group</i>	<i>Youth</i>	<i>Seniors</i>	<i>Renters</i>
<i>Numbers or percentage</i>	29% of Residents	13.2% of residents	15.9 % of households

<p><i>Initiative, activity, project or program</i></p>	<p>We want more kids (and families) to become involved with our park &amp; neighborhood.</p> <p>The majority of the regular events we sponsor, or co-sponsor, are kid friendly. Examples include Fire &amp; Ice, tool swap (we provide rock painting &amp; chalk), Summer Jam - our annual neighborhood party!</p> <p>Last year, we began holding periodic "Playdates" at the Community Center, offering books &amp; juice boxes.</p>	<p>We want to encourage more engagement from our senior population.</p> <p>We are hoping to work with "Free Geek" to offer tech support to our senior population.</p> <p>We are also going to be adding a "Seniors' Corner" to our printed newsletter, recruiting senior volunteers to provide content.</p>	<p>We will work to bring more renter families to ANA &amp; park events through our work with the school.</p> <p>We will work with apartment managers to hang fliers advertising these events. We will also send post cards to renters with a "personal" invite to our board election/ neighborhood day.</p>
<p><i>Barriers to engagement</i></p>	<p>Communicating w/children (families) who do not attend Armatage Elementary.</p> <p>Unpredictable weather and social unrest have caused us to cancel events.</p>	<p>Planning a tech workshop that is easily accessed.</p> <p>Finding willing author to write articles.</p> <p>Ensuring the newsletter is read.</p>	<p>Misconception that events are only for homeowners.</p> <p>Communication to renters not attending Armatage Elementary.</p>

<p><i>Outreach and engagement strategies</i></p>	<p>We will use our school contacts, social media and our printed newsletter. To promote our events.</p> <p>We will continue to offer surveys of these events in an effort to keep them relevant and engaging.</p>	<p>Add a “Seniors’ Corner” section to our print newsletters written by a senior in Armatage.</p> <p>Advertise the tech workshop on social media &amp; in the printed newsletter.</p> <p>Post fliers at the community center.</p>	<p>We will flier apartment buildings.</p> <p>We will send invitation postcards to all renters (most are in single-family homes) for our Annual Election/ Neighborhood day event.</p>
<p><i>Resources needed</i></p>	<p>Park building access.</p> <p>Donations/ sponsorships.</p> <p>Staff &amp; volunteers.</p>	<p>Volunteers to write articles.</p> <p>Funds for printing.</p>	<p>Funds for printing/ postage for the postcards.</p> <p>Staff &amp; volunteer time.</p>
<p><i>Partners in the work</i></p>	<p>Armatage Park.</p> <p>Volunteers.</p> <p>Sponsors/donors</p> <p>PTA</p> <p>Steve Searl, principal @ Armatage School.</p>	<p>Free Geek.</p> <p>Volunteer authors.</p>	<p>Armatage Park.</p> <p>Rental managers.</p> <p>MPLS rental records.</p>
<p><i>Person(s) responsible</i></p>	<p>Community connectors committee.</p> <p>ANA Staff</p>	<p>Green Team.</p> <p>ANA Staff</p>	<p>Community Connectors Committee.</p> <p>ANA Staff</p>

<p><i>Timeline</i></p>	<p>Jan/Feb: Co host Fire &amp; Ice Plan playdate for February. Begin to contact food vendors for Summer Jam. March: Initial contact of potential Summer Jam Sponsors. Begin planning for tool swap May/June: Follow-up with potential sponsors for Summer Jam July/Aug: Main focus will be on Summer jam planning &amp; execution. Plan “back to school” playdate</p>	<p>Jan/Feb: Coordinate with Free Geek re: tech event Ask for volunteer authors for newsletter March: Tech event April: Newsletter published June: Ask for volunteer authors for newsletter July or August: Newsletter published</p>	<p>Feb: Flier apt buildings with playdate information April: Mail invitation post cards for Board elections/ neighborhood day</p>
<p><i>Quantitative goals</i></p>	<p>See an increase of 10% in playdate participation.</p>	<p>Recruit 2 senior authors to write for our newsletter. We would also like to recruit a senior to join our board.</p>	<p>Talk with renter families and attract 1-2 renters to join the board or a committee.</p>

<p><i>Qualitative goals</i></p>	<p>To engage more youth &amp; families to participate at out events.</p> <p>Make the ANA more known in the neighborhood</p>	<p>Ensure that seniors feel welcomed by the ANA &amp; throughout the neighborhood</p>	<p>Establish renter engagement and participation with the ANA and our events</p>
<p><i>Outcome of engagement</i></p>	<p>Greater youth &amp; family participation at events</p>	<p>Ensuring that seniors feel part of the community and have more involvement with the ANA</p>	<p>More engagement with the renter population</p> <p>Adding a board member to our Board</p>