

## Engagement Plan

### Neighborhood

Marcy-Holmes Neighborhood Association

### Time frame

2022-2025

### Work summary

To put it simply, the Marcy-Holmes Neighborhood Association needs to rebolster its efforts to engage its renter community, whether the renters are students, non-students without children, and/or members within our low-income housing community. MHNA has certainly engaged renters over the past few decades, but most often the only renters who actively participate in our meetings, activities or initiatives are empty nest Seniors living near the Mississippi River. Many, if not all, of these individuals are either comfortably retired, or are significantly above the neighborhood's median income (\$40,534).

Our work over the next few years needs to be a redoubling of our efforts to engage this renter community, which is challenging but not impossible, as we continue to work with our partners at the UMN, local non-profits, and the progressive and tolerant SE Faith Community. The largest challenge we face as an organization is that 90% of our neighborhood are renters, and over half of all renters move each year (either to other residences in the University District, or out of the area entirely). Therefore, it will be crucial to maintain productive and sustainable relationships with property managers and property owners of rental dwellings—even as the bulk of our work with their renters will be to ensure that property managers/owners are not exploiting, discriminating, or simply disregarding their tenants.

### Scope of work, outcomes and goals

Historically, MHNA was driven to increase its “official” membership total. While that number is some indication of engagement with the community, it is not a particularly useful guide to how well the organization is doing its job. For example, MHNA could host an event that would gain 50 new members (through an individual filling out a form or signing in on an attendance sheet). Yet if 90% of these new members never reengage with the organization—and more drastically, if they unsubscribe from our newsletters upon receipt of the first one sent to them—what does it say about our relevance if we only retain 5 new members from the 50?

MHNA needs to fully act from the perspective that all 15,000 of our residents (and our business and other property owners) are already members, regardless of them filling out a “Membership Form” or not. Success shouldn't be measured from the number of Members you have, but the number of people attending (virtually or otherwise) meetings, participating in activities, and sharing their perspectives.

MHNA will continue hosting robust quarterly Membership meetings and continue to allow time for public comment at the beginning of every regular Board of Directors meeting. While our community is made up of 90% renters, it seems unlikely—no matter the effort—to have a board made up of 90% renters. The number of renters has increased in the last 5 years, from 5-10% in 2015, to 25% today. Within the next 3 years the goals is to have the MHNA board be composed of 50% renters.

Still, we must let everyone know that board service isn't the only meaningful contribution to give to this organization.

## Plan detail

Demographic group	Students (Renters)	Renters (Non-Student)	Low Income Housing Community
<b>Numbers or percentage</b>	7000	5000	1500
<b>Initiative, activity, project or program</b>	Student Engagement Program (Renter's Rights)	Renter's Rights Program	Be One Neighborhood Program
<b>Barriers to engagement</b>	Student Calendars / Time of Courses High Annual Turnover Reverse Ageism Accessing apartments	Feeling Unwelcome Accessing apartments Riverfront residents not feeling connected to rest of neighborhood	Economic barriers, needing to focus on immediate needs Fear of being judged Childcare Needs
<b>Outreach and engagement strategies</b>	Continue fostering connections with property managers Partner with UMN's Office of Off-Campus Living Mini-Events in Common Areas Targeted social media campaigns	Continue fostering connections with property managers Ambassador Program (events in common areas)	Continue fostering connections with property managers Ambassador Program (events in common areas)

Demographic group	Students (Renters)	Renters (Non-Student)	Low Income Housing Community
<b>Resources needed</b>	Maintain existing contact list of property mgmt./owners  Updated, tailored messaging flyers and postcards  Social media / E-Newsletter Specialist	Maintain existing contact list of property mgmt./owners  Updated, tailored messaging flyers and postcards  Social media / E-Newsletter Specialist	Maintain existing contact list of property mgmt./owners  Updated, tailored messaging flyers and postcards  Social media / E-Newsletter Specialist
<b>Partners in the work</b>	Office of Off-Campus Living  Minnesota Student Association  UMN Office of Fraternity & Sorority Life  Office of Public Engagement  Homeline	Homeline  Conflict Resolution Center (mediation)  Mid-Minnesota Legal Aid	Marcy-Holmes Faith Community  Eastside Meals on Wheels  Southeast Seniors  Homeline
<b>Person(s) responsible</b>	Chris Lautenschlager  Executive Committee (the four officers of the organization)  Volunteers	Chris Lautenschlager  Executive Committee (the four officers of the organization)  Volunteers	Chris Lautenschlager  Executive Committee (the four officers of the organization)  Volunteers

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<b>Timeline</b>	<p>Jan.-Feb.: Send updated letters to property managers and/or owners</p> <p>Mar-Apr: Meet with students onsite (in larger building “community rooms,” nearby parks). Marcy-Holmes doesn’t have a park rec center like many other neighborhoods)</p> <p>May-Aug: Hold special mini-events, partner with OCL, in local parks</p> <p>Sept-Oct: Hold Welcome Back activities / events / elections</p>	<p>Jan.-Feb.: Send updated letters to property managers and/or owners</p> <p>Mar-Apr: Meet with residents onsite (in larger building “community rooms,” nearby parks). Marcy-Holmes doesn’t have a park rec center like many other neighborhoods)</p> <p>May-Aug: Hold monthly conversations / events Holmes Park</p>	<p>Jan.-Feb.: Send updated letters to property managers and/or owners</p> <p>Mar-Apr: Meet with residents onsite</p> <p>May-Aug: Hold monthly conversations / events Holmes Park</p>
<b>Quantitative goals</b>	<p>Increase UMN student membership by 25% by end of 2023</p> <p>Increase UMN student board representation by at least 2 seats by end of 2023 (referring to non-appointed students from MSA or COGS)</p>	<p>Have 1-2 appointed point people (beyond front office staff) to relay information</p> <p>Would like to have at least 50% board representation for renters (the next election in October 2021 may already bring us there)</p>	<p>25% Membership level in Holmes Greenway, Labor Retreat, and Holmes Park Village apartment buildings</p> <p>Would like at least 1 board member to come from this community</p>
<b>Qualitative goals</b>	<p>Identify unknown issues that need attention</p>	<p>Identify unknown issues that need attention</p>	<p>Identify unknown issues that need attention</p>

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<b>Outcome of engagement</b>	<p>Tenants have the knowledge and ability to become involved in the organization and in decision-making</p> <p>Minimally, 2-3 current student board members added (not appointed by MSA, or Council of Graduate Students)</p> <p>Student run committee leading the way to improving pedestrian experience along east side of neighborhood</p>	<p>Tenants have the knowledge and ability to become involved in the organization and in decision-making</p> <p>More tenants receive neighborhood organization updates, newsletters, and other information</p> <p>Lead to, minimally, 50% renter participation on the board</p>	<p>Tenants have the knowledge and ability to become involved in the organization and in decision-making</p> <p>More tenants receive neighborhood organization updates, newsletters, and other information</p>

**Next steps**

Feel uncomfortable talking about next steps without the active participation of the demographic group described above.

Once the new board convenes (they take office in January), will hold a board orientation / training / priority meeting like we do every year. Within this meeting, I will present not only this student-renter plan, but will provide a copy of the letter that will be distributed to property owners / landlord in January.

In this meeting, will solicit 3 (minimum) board member volunteers to serve as an overall task force dedicated to student/renter needs. Will work with the student liaisons within Kendre Turonie’s Office of Off-Campus Living—who will also serve on this task force. The task force will report back to the board each month to ensure that MHNA is moving with urgency.

This task force would immediately try to seek non-board member students to serve on the task force, so overall decisions are not simply guided by existing board members.

Start design concepts (November/December 2021) for printer/social media materials, with

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In this meeting, will solicit 3 (minimum) board member volunteers to serve as an overall task force dedicated to non-student needs. The task force will report back to the board each month to ensure that MHNA is moving with urgency.

This task force would immediately try to seek non-board member, non-student renters to serve on the task force, so overall decisions are not simply guided by existing board members.

Start design concepts (November/December 2021) for printer/social media materials, with pending approval from new board once they take office on 1/1/22.

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In this meeting, will solicit 3 (minimum) board member volunteers to serve as an overall task force dedicated to low-income housing needs. The task force will report back to the board each month to ensure that MHNA is moving with urgency.

This task force would immediately try to seek non-board member from the low-income housing community to serve on the task force, so overall decisions are not simply guided by existing board members.

Start design concepts (November/December 2021) for printer/social media materials, with pending approval from new board once they take office on 1/1/22.

**EXHIBIT C**

<b>Demographic group</b>	<b>Students (Renters)</b>	<b>Renters (Non-Student)</b>	<b>Low Income Housing Community</b>
	pending approval from new board once they take office on 1/1/22.		