

Engagement Plan

Neighborhood

Marcy-Holmes Neighborhood Association

Time frame

January 2023 – December 2024

Plan detail

Demographic group	Renters (Students)	Renters (non-students in single-family homes and multi-unit buildings)	Women and people of color
Numbers or percentage	7000	5000	Women comprise 51% of the neighborhood. People of color comprise 25% of the neighborhood.
Initiative, activity, project or program	Student Engagement Program Building Ambassadors Program Renters in the Park Series Renters’ Rights Education Rent Discount Program (non-City funds) Eviction Prevention Outreach	Building Ambassador Program Renters in the Park Series Renters’ Rights Education Rent Discount Program (non-City funds) Eviction Prevention Outreach Leave a Light On	<u>Diversify Leadership</u> :.Board discussions are currently dominated by strong, male voices, people of color are under-represented, and key leadership positions are held by men. MHNA would like to take steps in 2023-2024 to remedy this.

EXHIBIT C

Demographic group	Renters (Students)	Renters (non-students in single-family homes and multi-unit buildings)	Women and people of color
Barriers to engagement	<p>Accessing apartments</p> <p>Transient population; lack of connection to neighborhood and/or community</p> <p>Busy schedules / packed course load</p> <p>Absence during breaks</p> <p>Reverse ageism</p> <p>Unfamiliarity with concept of neighborhood association</p> <p>Duplication of existing efforts by University</p>	<p>Unfamiliarity and distrust of neighborhood associations</p> <p>Busy schedules</p> <p>Doubtful that things can change</p> <p>Unresponsive management (Rent Discount Program)</p> <p>Vacant / foreclosed properties</p> <p>Accessing apartments</p> <p>May have lower rate of access to computers and/or digital illiteracy</p> <p>Transportation</p>	<p>White, male-dominated culture</p> <p>Busy schedules</p> <p>Unfamiliar with neighborhood association</p> <p>Topics discussed may not be of interest</p>

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Demographic group	Renters (Students)	Renters (non-students in single-family homes and multi-unit buildings)	Women and people of color
Outreach and engagement strategies	<p>Connect with property managers/owners and University via phone, email, and 1:1 meetings if possible. Maintain and grow existing contact list of property mgmt./owners. (Rent Discount)</p> <p>Door-knocking</p> <p>Tabling at events for students (Student Engagement; Renters' Rights)</p> <p>In-person meetings in dorms and University locations (Student Engagement; Renters' Rights)</p> <p>Social media</p> <p>Paper mailing (Eviction Outreach)</p> <p>Invite students to participate in strategic planning in 2023. Participation may include giving feedback on a survey, attending listening sessions or pop-up events, or participating in a board retreat.</p>	<p>Connect with property managers/owners and renters to share information about MHNA. Maintain and grow existing contact list of property mgmt./owners. (Rent Discount; Leave a Light On)</p> <p>Paper mailing (Eviction Outreach)</p> <p>Social media</p> <p>Door-knocking</p> <p>In-person meetings in community locales, trying different strategies to see what works best (Renters in the Park; Renters' Rights)</p> <p>Identify resident leaders (Building Ambassadors; Renters' Rights)</p> <p>Invite renters to participate in strategic planning in 2023. Participation may include giving feedback on a survey, attending listening sessions or pop-up events, or participating in a board retreat.</p>	<p>Develop a task force, led by and primarily made up of women and people of color, to discuss how to diversify the board of directors and key leadership positions. This might include changes to the by-laws, one-on-one conversations with people in the community, connecting with outside resources, and training.</p> <p>Connect and learn from groups like Board Repair, CURA, Nexus Community Partners, Propel Nonprofits, and Re: Power</p> <p>Encourage women and people of color to run for the board in all announcements about the elections.</p> <p>Invite women and people of color to participate in strategic planning in 2023. Participation may include giving feedback on a survey, attending listening sessions or pop-up events, or participating in a board retreat.</p>

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Demographic group	Renters (Students)	Renters (non-students in single-family homes and multi-unit buildings)	Women and people of color
Resources needed	Staff time: Outreach and Engagement Meeting and event supplies Graphic design and printing of flyers and postcards Social media / E-Newsletter content	Staff time: Outreach and Engagement Meeting and event supplies Graphic design and printing of flyers and postcards Social media / E-Newsletter content	Volunteer power on the task force Staff time to coordinate Meeting and event supplies
Partners in the work	HOME Line UMN Office of Off-Campus Living Minnesota Student Association UMN Office of Fraternity & Sorority Life UMN Office of Public Engagement	HOME Line Center for Urban and Regional Affairs (CURA) at UMN Conflict Resolution Center (mediation) Mid-Minnesota Legal Aid Marcy-Holmes Faith Community Eastside Meals on Wheels Southeast Seniors	TBD

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Demographic group	Renters (Students)	Renters (non-students in single-family homes and multi-unit buildings)	Women and people of color
Person(s) responsible	Executive Director Chris Lautenschlager Community Engagement Organizer Executive Committee (the four officers of the organization) Volunteers	Executive Director Chris Lautenschlager Community Engagement Organizer Executive Committee (the four officers of the organization) Volunteers	Board of Directors Executive Director. Chris Lautenschlager Volunteers

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Timeline	<p>Jan.-Feb. 2023: Send letters of introduction to property managers/owners; update building contact lists, coordinating with Off-Campus Living</p> <p>March 2023: Follow up with building owners to schedule door-knocking days; start conversations about rent discount program</p> <p>April 2023: Door-knocking, share general information about summer programming and Rent Discount Program; I.D. students staying during summer; recruit Building Ambassadors; cohost renter education course with HOME Line at Arvonne Fraser Library</p> <p>May-Aug. 2023: host Renters in the Park events, host 1-2 public renter education courses in Holmes Park based on responses from April door-knocking conversations; host street cleanups and other volunteer opportunities</p> <p>Sept. 2023: table at student welcome events; distribute student welcome print materials through Off-Campus Living; send more letters to building owners to update contact lists and schedule door-knocking sessions</p> <p>Sept-Oct. 2023: door-knocking; recruit more Building Ambassadors; share information on Rent Discount Program and October Board Elections; hold</p>	<p>Jan.-Mar. 2023: Send letters of introduction to property managers/owners; update building contact lists</p> <p>April 2023: Follow up with building owners to schedule door-knocking days; start conversations about rent discount program</p> <p>April 2023: Door-knocking, share general information about summer programming, Rent Discount Program, and Leave a Light On; recruit Building Ambassadors; cohost renter education course with HOME Line at Arvonne Fraser Library and/or at an apartment building on the east side of the neighborhood</p> <p>May-Aug. 2023: host Renter in the Park events, host 1-2 public renter education courses in Holmes Park based on responses from April door-knocking conversations; host street cleanups and other volunteer opportunities</p> <p>Sept-Oct. 2023: send more letters to building owners to update contact lists and schedule door-knocking sessions; door-knocking; recruit more Building Ambassadors; share information on Rent Discount Program and October Board Elections; hold check-in meetings</p>	<p>Jan-Mar 2023: Articulate task force goals, create task force, and invite members</p> <p>Mar-May 2023: Discuss ways to diversify the board and attract more women and people of color to the organization. Develop a plan to identify barriers of participation, get to know people in the neighborhood, and connect to outside resources.</p> <p>June 2023-Dec 2024: Implement plan and continue to meet at least quarterly.</p>
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check-in meetings with Building Ambassadors to assess priorities	with Building Ambassadors to assess priorities
Nov-Dec. 2023: Host renter education courses / listening sessions in University locations and/or larger buildings; reflect on lessons learned in 2023	Nov. 2023: host in-person meetings and renters education courses in the neighborhoods based on Sept-Oct door-knocking conversations
Jan 2024: Board training; hold check-in meetings with Building Ambassadors to assess priorities	Dec. 2023: reflect on lessons learned in 2023
Feb. 2024: CURA Neighborhoods Now! trainings for tenant leaders and/or Building Ambassadors; hold in-person tenant meetings (co-hosted with OCL) in to coordinate next steps	Jan 2024: Board training; hold check-in meetings with Building Ambassadors to assess priorities
Mar-April 2024: Help tenant leaders send letters to management	Feb. 2024: CURA Neighborhoods Now! trainings for tenant leaders and/or Building Ambassadors; hold in-person tenant meetings (co-hosted with HOME Line) to coordinate next steps
May-Aug. 2024: host Renters in the Park events, host 1-2 public renter education courses in Holmes Park; host street cleanups and other volunteer opportunities; host 1-2 public listening sessions to highlight community priorities for election season	Mar-April 2024: Help tenant leaders send letters to management
Sept. 2024: table at student welcome events; distribute student welcome print materials through Off -Campus Living; send more letters to building owners to update contact lists and schedule door-knocking sessions	May-Aug. 2024: host Renters in the Park events, host 1-2 public renter education courses in Holmes Park; host street cleanups and other volunteer opportunities; host 1-2 public listening sessions to highlight community priorities for election season
	Sept. 2024: table at student welcome events; distribute student welcome print materials through Off-Campus

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Demographic group	Renters (Students)	Renters (non-students in single-family homes and multi-unit buildings)	Women and people of color
	<p>Sept.-Oct. 2024: door-knocking; recruit more Building Ambassadors; share information on Rent Discount Program, October Board Elections and National Elections; hold check-in meetings with Building Ambassadors to assess priorities; voting outreach</p> <p>Nov.-Dec. 2024: reflect on lessons learned in 2024; hold check-ins with Building Ambassadors and tenant leaders to identify what they need from MHNA to sustain their work</p>	<p>Living; send more letters to building owners to update contact lists and schedule door-knocking sessions</p> <p>Sept.-Oct. 2024: door-knocking; recruit more Building Ambassadors; share information on Rent Discount Program, October Board Elections and National Elections; hold check-in meetings with Building Ambassadors to assess priorities; voting outreach</p> <p>Nov.-Dec. 2024: reflect on lessons learned in 2024; hold check-ins with Building Ambassadors and tenant leaders to identify what they need from MHNA to sustain their work</p>	

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Demographic group	Renters (Students)	Renters (non-students in single-family homes and multi-unit buildings)	Women and people of color
Quantitative goals	<p>Increase UMN student membership by 25% by end of 2023</p> <p>Increase UMN student board representation by end of 2023 (referring to non-appointed students from MSA or COGS)</p> <p>Have conversations with 25% of tenants whose doors were knocked and obtain contact information from 50% of them. Add them to the distribution list</p>	<p>Have at least 50 total people turn out to every Renters in the Park event</p> <p>Host at least 2 renters' rights education courses in Holmes Park, Holmes Greenway, labor Retreat, and Holmes Park Village each year</p> <p>Increase renter membership by 50% by end of 2024</p> <p>25% Membership level in Holmes Greenway, Labor Retreat, and Holmes Park Village apartment buildings</p> <p>Increase renter board representation by end of 2024</p> <p>Have conversations with 25% of tenants whose doors were knocked and obtain contact information from 50% of them. Add them to the distribution list</p>	<p>At least 5 members on the task force</p> <p>More women and people of color participating on the board of directors, committees, and volunteering and holding leadership positions within the organization</p> <p>A written diversification plan</p>

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Demographic group	Renters (Students)	Renters (non-students in single-family homes and multi-unit buildings)	Women and people of color
Qualitative goals	<p>Identify and track unknown issues that need attention</p> <p>Identify and track “problem” properties in Marcy-Holmes</p> <p>Strengthen relationship between MHNA, student population in Marcy-Holmes, and OCL</p> <p>Provide renters the tools and knowledge to address issues with their housing and track interactions</p>	<p>Identify and track unknown issues that need attention</p> <p>Identify and track “problem” properties in Marcy-Holmes</p> <p>Strengthen relationship between MHNA and renters in Marcy-Holmes</p> <p>Provide renters the tools and knowledge to address issues with their housing and track interactions</p>	<p>Women, students, and people of color feel engaged and able to participate in board discussions</p>

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Outcome of engagement	<p>Students feel more connected to the Marcy-Holmes community and are incentivized to stay longer or, better yet, to continue serving MHNA</p> <p>More representation of students on MHNA board and/or committee membership</p> <p>There is a robust culture of neighborhood participation among students that is passed down organically from class to class</p> <p>Students have the knowledge and ability to get involved in MHNA and in decision-making</p> <p>Issues are identified in the community</p> <p>More students subscribe to updates via our e-newsletter and social media accounts</p>	<p>Renters feel more connected to the Marcy-Holmes community as well as other renters in the neighborhood; building out this network will promote more frequent communication between neighbors, which will enhance livability and safety in the neighborhood</p> <p>More renter representation on MHNA board and/or committee membership</p> <p>There is a robust culture of neighborhood participation that flourishes among renters and is used to actively improve their living conditions</p> <p>Renters have the knowledge and ability to get involved in MHNA and in decision-making</p> <p>Issues are identified in the community</p> <p>More renters subscribe to updates via our e-newsletter and social media accounts</p>	<p>An organization that is more reflective of the community it serves</p> <p>Diverse voices involved in strategic planning</p> <p>More diverse leadership</p>

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Next steps	<p>Draft letter to be distributed to building owners and managers in January 2023</p> <p>Hold check-ins with existing Building Liaisons to assess successes and gaps in the program</p> <p>Analyze 2022 eviction data from the past year to inform which properties we should prioritize in 2023-24</p> <p>Actively recruit students for the 2022 October Board Elections to ensure we're in good shape by January 2023</p>	<p>Draft letter to be distributed to building owners and managers in January 2023</p> <p>Hold check-ins with existing Building Liaisons to assess successes and gaps in the program</p> <p>Analyze 2022 eviction data from the past year to inform which properties we should prioritize in 2023-24</p> <p>Actively recruit renters for the 2022 October Board Elections to ensure we're in good shape by January 2023</p>	<p>Encourage participation in the October 2022 board elections</p> <p>Work with new officers and the board of directors to establish the task force and recruit members</p> <p>Brainstorm who would be good to sit on the task force (student leaders, UofM officials, past and present board members, etc.)</p>

2025 Amendment

Marcy-Holmes

TIMELINE

Q1: Rebuild mailing list (newsletters and agenda), ensuring that subscriptions are current, and subscribers are engaging with the content provided.
Rebuild website to be more interactive and easily navigable.

Begin, or rebuild more novel social media platforms that might have better engagement (BlueSky, TikTok), moving away from platforms that are either problematic politically, or require continued payment for pushing content (X, Facebook, respectively).

Q2: Participate in a pop-up activity in Dinkytown for Neighborhood Day in May 2025.

Rebuild Adopt-a-Street Program (and attendant activity) for University Avenue SE, 4th Street SE, and Marcy-Holmes' portion of 15th Avenue SE).

Lead Earth Day Activity in Marcy Park and Father Hennepin Bluff Park.

Host 1st renter engagement meeting at Arvonne Fraser Library.

Participate in 2nd pop-up activity in Stadium Village (University Neighborhood) in June 2025.

Q3: Host 2nd renter engagement meeting at Arvonne Fraser Library

Continue the rebuilt Adopt-A-Street Program Clean up event for University Avenue SE, 4th Street SE, and Marcy-Holmes' portion of 15th Avenue SE.

Q4: Participate in 3rd pop-up activity in Marcy-Holmes (western portion) in October 2025.

Create conditions for 1 new young, student rent to join the board of directors at Annual Election Meeting in October 2025.

GOALS

1. Increase student participation (membership, activities, events) by 25% by the end of 2025.

2. Host 2 (total) renter engagement meetings at Arvonne Fraser Library, partnering with U of M Legal Services and HOME Line, assisting at least 15 renters in need.

3. Host 3 pop up tabling / activity events at 3 different locations throughout the neighborhood (Spring / Summer / Fall), meant to increase participation by less represented groups, encouraging 25 new participants in regular, standing committee meetings.

4. Deemphasize (but not eliminate) social media platforms that may no longer be effective (Facebook, X), and build up two new, or underutilized social media platforms (BlueSky, TikTok) to see if that drives engagement, as well as participation in organization activities. Hope to earn 100 followers on each of the latter platforms by end of 2025.