

Engagement Plan Template

Neighborhood

Shingle Creek and Victory

Time frame

2026

Work summary

In 2026, SCVC will continue to reintroduce itself to residents and businesses in the Victory and Shingle Creek neighborhoods, with intentional outreach to young people, Hmong residents, and people of color. The merger offers an opportunity for residents to help shape the organization and get involved in new ways. SCVC will focus on getting to know residents, understanding what neighbors want, inviting people to get involved, and hosting activities that bring people together.

Scope of work, outcomes and goals

Overall scope of work, outcomes and goals across all activities and demographic groups. Show how your organization will engage historically under-engaged groups

<i>Demographic group</i>	<i>All residents – introduce new neighborhood organization</i>	<i>Hmong residents in Shingle Creek</i>	<i>Young people</i>
<i>Numbers or percentage</i>	There are 3,351 residents in Shingle Creek of which 67% are people of color. There are 4,669 residents in Victory, of which 45% are people of color.	According to Minnesota Compass, 27% of residents in Shingle Creek are Asian.	44% of people in the Shingle Creek and Victory neighborhoods are under the age 35.
<i>Initiative, activity, project or program</i>	<p>1. Update and implement communications and engagement plan to reintroduce the organization to the community. Translate materials into Spanish and Hmong.</p> <ul style="list-style-type: none"> • Yard signs • Mailer • Social media • Camden News • Posters • Launch new website and branding <p>2. Host and participate in community events that attract diverse participation. Examples may include:</p> <ul style="list-style-type: none"> • LIVE on the Northside • Workshops • National Night Out • Garden events • Black Book Drive <p>3. Host community meals two to four times a year. Everyone is welcome, and each gathering will include special outreach to a specific group—such as Latino, Hmong, or youth community members—with food and activities that reflect their culture and interests.</p> <p>4. Engage with people where they meet.</p> <ul style="list-style-type: none"> • Map where people gather in the neighborhood • Door-to-door outreach • Bus stop engagement • Flyering at events 	<p>1. Better understand who lives in the Shingle Creek neighborhood and how they are organized by connecting with Hmong religious leaders, organizations, and neighbors.</p> <p>2. Add information in Hmong to event fliers, posters, yard signs, and the website.</p> <p>3. Focus one of the community meals on the Hmong community (culturally appropriate food, activities, etc.)</p>	<p>1. Continue the Youth Chore Corp to help connect youth with seniors in the neighborhood who need help with yard work.</p> <p>2. Host family friendly events like the Spring Candy Grab.</p> <p>3. Recruit a youth representative to the Board of Directors.</p> <p>4. Set up at least one meeting with Loring School and Camden High.</p>
<i>Barriers to engagement</i>	<p>Volunteer capacity.</p> <p>Factors that keep people inside (air pollution, too hot or too cold, safety, etc.)</p>	<p>Language</p> <p>Lack of knowledge about the Hmong community</p>	<p>Competing activities.</p> <p>Volunteer capacity.</p>

<i>Outreach and engagement strategies</i>	Improved communications (social media, website, print, signage) Events + community meals Partnerships Street engagement (doorknocking, bus stops, where people gather)	Educating ourselves about the community. Include Hmong language on key communications. Invite community to a meal.	Connect with Loring PTO and Camden High. Work with Block Ambassadors to identify youth in the neighborhood who might be a good fit for the Youth Chore Corp or Board representative. Use existing communication tools to advertise to families.
<i>Resources needed</i>	Staff time Volunteer time Translation services. Subscriptions to digital tools like Canva, Mail Chimp, website, etc. Printing Food and event supplies Marketing	Staff or contractor time. Translation services. Food. Marketing	Funds for Youth Chore Corp (NRP) Communication tools. Staff time Volunteer time Event supplies Marketing
<i>Partners in the work</i>	Other neighborhood organizations Local businesses	Hmong religious leaders. Hmong serving organizations. City of Minneapolis Neighborhood and Community Relations Department	Weber Camden Loring PTO Camden High
<i>Person(s) responsible</i>	Staff (to be hired) Committees	Staff/contractor Committees	Chore Corp Lead Committees Staff
<i>Timeline</i>	2026	2026	2026
<i>Quantitative goals</i>	Establish baselines on communication tools and increase overall reach by 5%. Increase number of board members from Shingle Creek. Increase number of volunteers and percentage of people of color participating. Host up to 4 meals with at least 25 people in attendance and 50% of the people from the targeted group.	Reach out to at least 2 Hmong serving organizations in Minneapolis. 20 Hmong people come to a community meal. 5 publications or communications include Hmong translation.	7 or more youth involved in the Youth Chore Corp 2 meetings with local schools At least 1 youth representative is participating in board activities.

<p><i>Qualitative goals</i></p>	<p>People feel more connected.</p> <p>See more people who aren't currently here.</p> <p>Plans for 2027 reflect changes based on new neighbor participation.</p>	<p>SCVC begins to engage with Hmong residents.</p> <p>Hmong residents feel welcome at events.</p> <p>The organization knows what resources are available from the City of Minneapolis.</p>	<p>Learn more about youth programming at Webber Camden and ways to partner.</p> <p>Gain a better understanding of how the neighborhood organization can partner with the schools.</p> <p>Participants in the Youth Chore Corp feel better connected to their neighborhood.</p>
<p><i>Outcome of engagement</i></p>	<p>More people know about SCVC.</p> <p>More people are participating.</p> <p>Hmong, Latino, and Black residents feel welcome in the neighborhood.</p>	<p>The SCVC board has a better understanding of who lives in the Shingle Creek neighborhood and Hmong residents feel better connected to their neighborhood.</p>	<p>More youth are involved in the neighborhood organization.</p>