

## **2/4/13 Outreach and Civic Engagement Presentation: Christine and Adele**

### **Overall goals of the outreach plan:**

- Make visible the ongoing work of the San Francisco Youth Commission
- Create community partnerships that build the Youth Commission's strategic effectiveness
- Ensure a community-informed policy program that is responsive to the 'unmet needs' of young people in San Francisco
- Strengthen the commission's role in educating and building the capacity of local youth to speak up about issues affecting them.
- Expand opportunities for youth engagement in public process and local government.
- Ensure the Youth Commission can act as a key site for updates and insight about local youth issues.

### **Overview of Types of Outreach Planned or Underway:**

#### Outreach related to general YC functions:

- Targeted outreach during the resolution research and drafting process that includes directly-affected groups, whenever possible
- Targeted outreach to community members about upcoming agenda items
- Soliciting agenda items from community groups
- Meetings with appointing officials
- Off-site full YC meetings
- Support for committees in developing plans for community engagement

#### Web and Media:

- Revived newsletter and tracking of community contacts!
- Regular website updates
- A stepped up social media presence with news updates and original content
- An improved press contact list for press releases and engagement of youth media outlets
- Community outreach survey tool

#### Civic Engagement:

- Civic engagement and community mobilization curriculum in SFUSD classrooms
- Budget advocacy training sessions for community partners
- City Hall tours

#### Other School and CBO outreach:

- Wellness centers
- School TV stations and newspapers
- Speakers bureau from city departments

- Visits to neighborhood forums and district townhalls
- CBO site visits

Events:

- The SAC summit
- Bay Area-wide YC summit
- Youth Advocacy Day
- And others!

**Where Do You Individual Commissioners Come In?**

- Developing a community engagement plan in your committees
- Helping plan off-site events and community forums
- Site visits to CBO's in your district. We want everyone to do one by the year's end!
- Attendance at neighborhood forums or district townhalls. At least one!
- Keeping up with your appointing officer

**“This is awesome! I’m so excited about outreach and getting people involved! How else can I take the lead on this?”**

- Start brainstorming ideas for off-site events, forums, and places to hold full YC meetings outside City Hall!
- Post on YC social media sites and invite people you know!
- Volunteer with the YC speakers bureau and help with our civic engagement efforts! Present in a classroom! Offer a tour of city hall! Facilitate a workshop on budget advocacy!
- Interview a fellow youth or community leader so that we can feature them on social media!
- Help outreach in your own school!
- Help plan summits and events!

**“This sounds like a lot. What kind of support can I expect from outreach staff and the outreach officer?”**

- We can coordinate and schedule site visits, school visits, and meetings for you. We can also attend with you.
- We will help you prepare and set goals for site visits and community meetings.
- Staff will help outreach to community members who can inform your resolution drafting and policy research.
- We will visit your committees and help develop plans for community engagement and planning off-site events.
- We will help you keep track of the outreach you are already doing and support you in keeping up with your overall outreach goals.
- We will offer guidelines around the social media plan, preparing for site visits, and other aspects of this master-plan!

**"I'd like to know more about the overall outreach plan."**

That's awesome! We'd love to give you details. Get in touch with Adele to see a copy of our overall plan or discuss more ideas!

**QUESTIONS?**