

Community Outreach and Civic Engagement Plan

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Overall Goals

- Make our work visible!
- Create community partnerships that build the Youth Commission's strategic effectiveness
- Keep our policy program community-informed and responsive to the unmet needs of youth in SF.
- Educate and build capacity of local youth to speak up about issues effecting them.
- Expand opportunities for youth engagement in public process and local government.
- Make Youth Commission a key site for updates and insight about local youth issues.

Overview of Types of Outreach



Outreach related to general YC work

- Targeted outreach during the resolution writing: prioritizing one contact with effected groups
- Targeted outreach about upcoming agenda items
- Asking for agenda items from community
- Meetings with appointing officials
- 3 Off-site full YC meetings by July
- Committee community engagement plans

Web and Media:

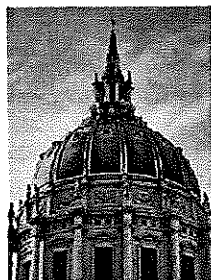
YOU'RE A SOCIAL MEDIA SPECIALIST?
NOW, I'M A SOCIAL MEDIA SPECIALIST TOO!



- 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 and engagement with 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



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!



So, where do YOU come in?

- Committee community engagement plans and off-site events
- Site visits to CBO's in your district. Everyone do one by the year's end!
- Attend neighborhood forums and district townhalls. At least one!
- Keep up with your appointing officer 😊

“Awesome! I’m so excited about outreach! How else can I take the lead on this?”

- Brainstorm ideas for off-site events!
- Post on YC social media sites and invite friends!
- Volunteer for speaking events! 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 in social media!
- Outreach in your own school!
- Help plan summits and events!

“What kind of support will the outreach team offer?”

- Coordination and scheduling off-site visits and meetings. We can also attend with you!
- Help preparing and setting goals for site visits and meetings.
- Outreach to community members who can inform your resolutions.
- Support of committee community engagement plans.
- Support setting goals and keeping track of your work.
- Guideline for a using social media, preparing for site visits, and other aspects of this plan!

Communications: Staying updated

- EC updates during committee and full YC meetings
- Outreach opportunity updates to committees
- Weekly internal update
- Track sheet and activity logs
- Individual check-ins with us!



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

That's awesome! Let us know and we will give you a copy of the full plan! ☺

QUESTIONS, ANYONE?

