

Community Leadership Action Team Meeting Notes

April 24, 2019



Present: Deidre McCullers, Dalia Place, Clif. Lavenhouse, Kristin Feierabend, MaDeja Leverett, Melvin Jackson, Tamisha Thomas, Karen Samson-Goodman, Verna Best

Overarching Goal: Equip Southeast Raleigh residents with the knowledge and skills to lead positive community change.

Notes

Meeting started at 12:01pm

Review of March 27, 2019 Notes

- Clif motioned to approve the notes as is; Deidre seconded. Minutes approved as is.

Update on organizational survey / open discussion

- We have received 19 responses to the organizational survey developed by our action team.
 - MaDeja has scheduled calls with other organizations on the list. Personalizing emails or calls has garnered greater response.
 - **Action Step:** Clif and Tamisha will ask the members of the Grassroots Nonprofit Leadership Academy (GNLA) to complete the survey.
- **Action Step:** Tamisha is going to create a facebook group for our action team and the GNLA members.
 - **Action Step:** Deidre will ask the other action teams (Training for Upward Mobility and Racial Equity & Social Justice) if they are willing/interested in having facebook groups set up.
- Clif reminded us about the purpose of our action team—we are figuring out how we can identify and support community leaders. What do we do after we identify existing leaders or those that have a dream of becoming that next leader? How do we put something together to enable them to do that—either via a platform we sponsor or a communication effort to let them know there are resources available for them to get started?
- Deidre noted that we should be mindful that this is an ongoing process that will take time, effort and dedicated people. The Meet & Greets were great. We talked about doing a youth one next. The surveys are being personalized. It would be good to actually go to the organizations' sites and meet with them. We could then tap into other potential leaders who are part of their organizations. It's going to take time, but we're moving in the right direction.
- Tamisha offered to help create a two-minute video that profiles grassroots community leaders, potentially starting with the organizations in the Grassroots Nonprofit Leadership Academy. She has a relationship with Raleigh TV network.
- Deidre noted that the video should be distributed via the internet in addition to Raleigh TV for individuals who don't have cable. She also noted that livestream videos direct from the community are often better received by community members than polished productions from a news room.
- Tamisha said she has a mobile filming unit so the videos could be filmed in the community.

- Clif said that by creating the video ourselves, we have an opportunity to control the message and what it looks like. We can feature community leaders out in the community.
- Deidre asked if there are funds to support video development.
 - Southeast Raleigh Promise and County may be able to contribute funds, but we could also look to other funders. It would be helpful to have a budget outlined that we can take to funders.

100-Day Planning

What worked in the last 100-day plan?

- We did some of what we said we would do!
- We held 2 Meet & Greets
 - Second one built on the success of the first
 - We have started to explore ideas for what to do next
 - Tamisha found board members to support her organization
 - We had an agenda that prompted conversation
 - Community leaders had a platform to present
- We have received 19 surveys

It would have been better if...

- The organizations on our survey list had been invited to the Meet & Greets
- We added some missing organizations to our list (Single Moms, etc.)
- More surveys were completed
- We had a paper survey at the Meet & Greets for attendees to share feedback on the event
- More CAC chairpeople attended
- We made personal invites to the Meet & Greets (and also the survey) so that the invitation comes from someone they know
- More branding of who we are and how we can support existing and potential leaders
- We host a Meet & Greet with youth
 - Need to clarify our role → not providing a “program” but convening them
 - Develop a list of organizations serving youth and work through them rather than starting a new youth group
 - Could convene youth program leaders in addition to the youth themselves
 - Define the age group → maybe start younger than 14?
 - Share video after the event, maybe via YouthThrive or others?

Next 100 Days

1. Host a targeted Meet & Greet → make personalized invitations to specific people or organizations
 - Who: Target youth ages 12-18 (but open to all ages)
 - When: June 25, 6-8pm
 - Where: Youth program site?
 - How many: Minimum of 10 youth
 - Include incentives for participation
 - **Action steps:**
 - Develop budget (Clif)
 - Develop program outline and any follow-up we want to do after the event (Clif)

- Identify location
 - Get incentives
2. Develop our "brand"- be able to say who we are and how we support existing/new leaders
 3. Host a targeted Meet & Greet with adults (make personal invitations)
 4. Build interest among the Grassroots Nonprofit Leadership participants
 - Create facebook group
 - Determine how we can support them and vice versa

Adjourn: The meeting ended at 1:33pm

Next Meeting: May 22nd, 2019 @ Pathways Center (900 S. Wilmington St.)

All Action Team agendas and minutes are available online at

<http://www.wakegov.com/humanservices/locations/crosby/Pages/Crosby-Garfield- CAG.aspx>

Images of notes from the meeting:

What worked?

- 2 Meet + Greets
 - 2nd built on 1st
 - explored ideas for how to build on these
- Found board members to support my mission
- Agenda that prompted conversation
- Community leaders had platform to present
- Have gotten some surveys done

Better if...

- Orgs on our list had been invited
- list is missing some groups
- Need more survey results
- Paper survey at end of meet + greet to evaluate the event
- CAC chairpeople attend
- personal invites to meet + greets (and surveys) → invite comes from someone they know
- More branding of who we are
 - existing + potential leaders

- * Want to host youth meet + greet (and STEM opportunity?)
 - ↳ need to clarify our role
 - ↳ connect to existing groups of youth vs. starting new group
 - build list
 - could convene youth program leaders + youth
 - define the age group → maybe start younger than 14
 - Share video after event
 - via Youth Thrive + others

Next 100

Targeted meet + greet → personal invites to specific people

- when → June
- where → youth location
- how many - minimum of 10
- who - youth ages ~12-18 (but open)
- incentives * filming info should go out with invite

Action steps:

- Develop budget - branding / who we are
- Create program + follow-up - incentives
- Location - Nonprofit group - facebook, applying what they learn

* 100 Days - another Meet + Greet with adults