**MEETING MINUTES**December 21, 2017

10:00-12:00 pm

**University Center (UCENT) Building, Room 822**411 N. Central Ave

Phoenix, AZ 85004

**Meeting Agenda:**

* Welcome, Introductions & Agenda Overview
* Update on OFY Staff Hiring Process
* OFY Communications, Branding, Website
* Action Team Updates, Configuration, and Leadership Recruitment
* Leadership Council Composition, Recruitment, Longevity, Bylaw Review Committee
* Grant Updates
* 2018 Meeting Dates and Announcements
* Adjourn Meeting

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| **Members present** |
| Sharlet Barnett, Mark Carr, Christopher Dickinson, Dr. Kristin Ferguson, Madge Haynes, Dr. Jonathan Koppell, Tina Luke, Donna McHenry, Ernest Rose, Cynthia Spell Tweh, Tim Valencia, Hon. Laura Pastor, Dr. Don Covey, Kim Owens, Raul Daniels, Marie Raymond |
| **Members present via conference call** |
| Harry Garewal, Tracey Pedrotti, Rick Miller  |
| **Guests** |
| Joey Taylor, Miguel Vieyra, Billie Brown, James Hoyt |
| **OFY staff present** |
| Kendelle Brown, Elija Flores, Kevin Katsuki, Judy Mwanzo |
| **Members absent** |
| Mary Alejandro, Dr. Althe Allen, Meghan Arrigo, Kerwin Brown, Hon. Heather Carter, Jaime Casap, Elizabeth Cole-Fay, Dr. Don Covey, Greg Donovan, Julia Estrada, Kimberly Flack, Dick Foreman, Hon. Steve Gallardo, Helen Gandara, Graciela Garcia-Candia, Dr. Beverly Hurley, Sang Hee Kim, Jason Kimmell, Randy Kimmens, Heather Krueger, Brad Kularis, Meghan McGilvra, Ken McKinley, Kristine Morris, Dustin Panoff, Beth Rosenberg, Kristopher Seydel, MaryEllen Sheppard, Eileen Sigmund, Michael Silver, Tracee Spire, Mayor Greg Stanton, Dr. Carolyn Warner, Terri Wogan-Calderon |

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| **Welcome, Introductions & Agenda Overview**Jonathan Koppell |
| *Meeting called at 10:05 a.m.** The Leadership Council opened the meeting with introductions.
* Opportunities for Youth is pleased to announce that an Executive Director has been hired. Please welcome James (Jim) Hoyt, the new OFY Executive Director! Jim can be reached by email at: jehoyt@asu.edu
* Miguel Vieyra, MSW, is the ASU School of Social Work’s new Associate Director for Community Engagement and Strategic Initiatives.
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|  **Update on OFY Staff Hiring Process**Jonathan Koppell, Kristin Ferguson |
| * Dr. Ferguson shared details with the Leadership Council for the following OFY job positions:**Business Engagement Specialist**
	+ Full-time position
	+ The job posting closed on Friday, December 22.
	+ Interviews will begin the week of January 22.

**Outreach Coordinator*** + Full-time position
	+ Job posting closed on Thursday, December 28.
	+ Interviews will begin in late January-early February.

**Outreach Interns*** + Part-time position (15 hours/week)
	+ There will be 11 interns, each assigned to an OFY Reengagement Center.
	+ Positions will be posted soon.

**Data Analyst*** + Part-time position
	+ Job posting to be announced soon.
* If you have a person in mind for any of these positions, or if you would like to be a part of the interviewing and screening process for potential candidates, please reach out to Dr. Ferguson (Kristin.Ferguson@asu.edu).
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|  **OFY Communications, Branding, Website**Jonathan Koppell, Kristin Ferguson |
| * Dr. Ferguson and Mr. Hoyt shared that one of OFY’s first priorities in 2018 is to work with the Leadership Council, Action Teams, and Youth Coalition (Community Action Team) on OFY branding to increase the visibility of the OFY initiative and its efforts.
* The Leadership Council engaged in a discussion regarding what members thought of when they hear the name “Opportunities for Youth”. Their responses included: “an initiative focused on youth”, “a youth employment program”, “both a movement and an organization”, “something aspirational for the youth to live for and grow to in the future”, “positive youth development”, and “youth resilience and assets”. This discussion led to interest among the members in having a logo that fully depicts “who/what we are” and “what we do”. One dilemma raised was that OFY must speak to two different audiences: 1) the youth themselves; and 2) employers and funders. Year Up offered their expertise in how to convey a message to different interest groups: To youth, Year Up talks about “closing the opportunity divide”; to employers, Year Up talks about “closing the skills’ gap”.
* The re-creation of the OFY logo was discussed:
	+ Logos from similar “OFY” initiatives were shared, such as the Hopi Opportunity Youth Initiative at the Hopi Foundation and Youth on the Rise from the United Way of Tucson and Southern Arizona. The original OFY logo (featured in the top right-hand corner of page 1 of these minutes) was developed at MCESA for OFY (when OY were 1-in-5).
	+ Young people are encouraged to participate in the creative process of OFY’s new logo. They will be invited to the next Leadership Council meeting (2/15/18) and bring forth ideas and design sketches.
* An overview of the OFY website ([www.opp4youth.org](http://www.opp4youth.org)) was provided:
	+ It was recommended that the OFY website should “demonstrate all of us” (i.e., the full Leadership Council members). One way to do this would be to create a tab on the website on which each of the Leadership Council membership organizations can be listed.
	+ Please review the website and provide any feedback on areas for improvement. Comments may be sent to Judy Mwanzo (Judy.Mwanzo@phoenix.gov)
* The following communications’ issues were discussed:
	+ Dr. Ferguson shared that OFY has a draft communications’ plan, which focuses on both internal communications (within OFY community) and external communications (with society, funders, employers, youth, etc.)
	+ Leadership Council members recommended various OFY taglines to complement the logo, such as “It’s worth it.”, “We’re worth it.”, or “I’m worth it.”
	+ Judy provided an overview of the push notification apps (e.g., <https://www.remind.com/>) that OFY uses to engage with youth for OFY-related activities.
	+ The Leadership Council shared insights on how youth should be engaged, especially in a technologically advanced world (e.g., communicating with youth through online gaming).
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| **Action Team Updates, Configuration, & Leadership Recruitment**Kevin Katsuki, Kristin Ferguson, Action Team Chairs |
| * The Action Team Chairs shared the following updates:**Reengagement Action Team (Chairs: Tim Valencia and Sharlet Barnett)**Mr. Valencia provided overview updates to the OFY website, on which members of the Reengagement Center Action Team may access Action Team-related documents. The documents may be located by clicking on the “Reengagement Centers” tab on the website’s homepage. Please be sure to check it out at [www.opp4youth.org](http://www.opp4youth.org) .The next Reengagement Action Team meeting will be on January 4, 2018 at the ACYR (649 N. 6th Avenue) from 2:00pm-4:00pm.

The Reengagement Center Action Team will be holding a capacity-building training on Wednesday, January 31, 2018 to train 100 Reengagement Center staff (i.e., employment specialists, clinicians, case managers, and direct supervisors) in the Individual Placement and Support (IPS) model of supported employment ([www.ipsworks.org](http://www.ipsworks.org)). For more information on the IPS training, please contact Kristin Ferguson at Kristin.Ferguson@asu.edu **Education Momentum Action Team (Chair: Ernest Rose)**Mr. Rose provided a recap of the Education Momentum Action Team’s activities, which have included the first and second Education Summit in 2016. Now, the Action Team is looking to create its own quality standards for creating a pipeline of reengaged youth into educational opportunities and pathways. A draft will be created before the next meeting. An MSW student research assistant from the ASU School of Social Work will work with the Education Momentum Action Team from January-May 2018 to help the action team develop and apply their quality standards to educational institutions serving Opportunity Youth.The next Education Momentum Action Team meeting will be scheduled between late January to early February. Mr. Rose will provide further meeting details and the OFY backbone staff will distribute the information to the action team members.**Positive Youth Development Action Team (Former Chair: Donna McHenry)**The Positive Youth Development Action Team will have two vacant Chair positions open. If you are interested in becoming a chair or have someone in mind that you think would be a great fit to lead, please reach out to Kevin Katsuki, OFY Action Team Coordinator.**Career Connections Action Team (Chairs: Randy Kimmens & TBD)**Mr. Katsuki informed that the Career Connections Action Team has one Chair position open for Mr. Foreman’s replacement. If you are interested in becoming a chair or have someone in mind that you think would be a great fit to lead, please reach out to Kevin Katsuki. |

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| **Leadership Council Composition, Recruitment, Longevity, & Bylaw Review Committee**Kristin Ferguson |
|  * In terms of the Leadership Council composition and recruitment, OFY will begin to engage and recruit new members, including community leaders from rural communities in Maricopa County. OFY will utilize existing heat maps developed in 2016-2017 by the Maricopa Association of Governments (MAG) to identify areas of membership gaps.
* The current OFY Bylaws document (attached here) will be undergoing further revision to create a clear governance framework for OFY. If any Leadership Council members are interested in participating in the Bylaws Subcommittee – please reach out to Mr. Hoyt at jehoyt@asu.edu
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| **Grant Updates**Kristin Ferguson |
| * ASU OFY was awarded the Department of Education’s Performance Partnership Pilots for Disconnected Youth (P3) grant, for our project entitled Manufacturing Apprenticeship Program (MAP). The MAP program will begin on January 1, 2018 and involve various OFY Community Partners, including the Maricopa County Human Services Department, Maricopa County Regional School District, Hope College and Career Readiness Academy, and GateWay Community College. For more information on the P3 award, please contact Dr. Ferguson at Kristin.Ferguson@asu.edu.
* Dr. Ferguson will step down from her role as the Interim OFY Executive Director now that Mr. Hoyt is serving as Executive Director. Dr. Ferguson will continue to engage with OFY as the Director of the ASU Center for Human Capital and Workforce Development, a new center within the College of Public Service and Community Solutions. OFY will continue to be an initiative of the College and the Center.
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| **2018 Meeting Dates & Announcements**Jonathan Koppell |
| * Dr. Koppell briefly discussed the Leadership Council meeting schedule for 2018. Meetings will continue to be held bi-monthly in the ASU UCENT building from 10:00 AM to 12:00 PM. Please add the following Leadership Council meeting dates to your 2018 calendar:

*February 15 – UCENT 822**April 19 – UCENT 822**June 21 – UCENT 822**August 16 – UCENT 822**October 18 – UCENT 822**December 20 – UCENT 822** The Action Team Chair will be meeting bi-monthly at the UCENT building from 10:00 AM to 12:00 PM. The meeting dates for the Action Team Chairs are as follows:

*January 18 – UCENT Room 580March 15 – UCENT Room 480May 17 – UCENT Room 480July 19 – UCENT Room 480September 20 – UCENT Room 480November 15 – Location TBD** Announcements with regards to Tamela and the Franks family:
	+ A memory book has been created for those who wish to send condolences and comments for the Franks family. If you wish to include your comments in the book, please email them to Kendelle Brown by January 31, 2018 at Kendelle.Brown@phoenix.gov and your comments will be added to the book.
	+ The memory book will be available at the OFY backbone staff office in Phoenix City Hall until the end of January 2018 and OFY Backbone staff will be circulating the book at the next OFY Reengagement meeting.
	+ Tamela Franks’ son, Jordan, will participate in the Year Up Graduation Ceremony on Thursday, January 4, 2018. Below are the ceremony details from Year Up Founding Executive Director, Kim Owens:

Jordan Franks, Tamela’s son, will be graduating on January 4th.  Ceremony begins at 6pm, should you wish to join and support. Additionally, as partners in this work I invite you to be my guest at the pre-ceremony reception at 5pm. This is by invitation only and will include business, philanthropic and community leaders who invest in our program. You’ll also meet Year Up mentor, supervisor and community partner of the year.  Details and direction on how to RSVP is below, and please don’t hesitate to reach out if I can answer any questions.**Year Up Arizona Class Five Commencement Ceremony**Thursday, Jan., 4, 2018Pre-Commencement Cocktail Hour: 5:00pmCommencement Ceremony: 6:00pm (*with dessert reception to follow)***Orpheum Theatre**203 W. Adams Street, Phoenix, AZ 8500 *Kindly RSVP by Thursday, December 28  for the Pre-party Cocktail Hour and/or Graduation Ceremony by emailing Lindsey Roberts at* *Lindsey@yearup.org**.* Warm regards and happy holidays to all!  **Kim Owens**Founding Executive Director **Year Up -** Arizona1245 E Buckeye Road, #A-167Phoenix, Arizona 85034O:  602.483.1442M:  480.773.4262[http://www.yearup.org](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.yearup.org_&d=DwMF-g&c=l45AxH-kUV29SRQusp9vYR0n1GycN4_2jInuKy6zbqQ&r=7Ztj8i583ko7vXi073fkDAOgXzDwUAAUK2GEFgwSC9o&m=M1Ln4bkDxclrbiOufPPgjAjKjbVw_8PHIMRU0gN4SR0&s=V3ZzpFN_iHNM5dj18hd1ek0bJZ6BH9LtiYeRCG4RqOs&e=)[http://www.facebook.com/yearup](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.facebook.com_yearup&d=DwMF-g&c=l45AxH-kUV29SRQusp9vYR0n1GycN4_2jInuKy6zbqQ&r=7Ztj8i583ko7vXi073fkDAOgXzDwUAAUK2GEFgwSC9o&m=M1Ln4bkDxclrbiOufPPgjAjKjbVw_8PHIMRU0gN4SR0&s=uEII_URnT2zO0hdGtO1QNLII_215ln64Mlz2aR0hGto&e=)[http://www.twitter.com/yearup](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.twitter.com_yearup&d=DwMF-g&c=l45AxH-kUV29SRQusp9vYR0n1GycN4_2jInuKy6zbqQ&r=7Ztj8i583ko7vXi073fkDAOgXzDwUAAUK2GEFgwSC9o&m=M1Ln4bkDxclrbiOufPPgjAjKjbVw_8PHIMRU0gN4SR0&s=R0X1vy1cTHPe7oYnY31ZKMaWuDsy5pZaPhc7q3cWlbQ&e=) |

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| **Adjourn Meeting** Jonathan Koppell |
| *Meeting adjourned at 11:40 a.m.**Opportunities for Youth wishes a happy new year to you and your families!* |