**Meeting Minutes**

**February 15, 2018**

**10:00 A.M. - 12:00 P.M.**

**UCENT Room 822**

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| **Members Present** |
| Sharlet Barnett, Mark Carr, Dr. Don Covey, Christopher Dickinson, Harry Garewal, Sheryl Hart, Madge Haynes, Randy Kimmens, Tina Luke, Donna McHenry, Kim Owens, Dustin Panoff, Tracy Pedrotti, Kristopher Seydel, MaryEllen Sheppard, Cynthia Spell-Tweh, Tracee Spire, Tim Valencia |

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| **Guests** |
| Felix Moran, Nicole Porter, Howard Steer |

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| **Backbone Staff Present** |
| Kendelle Brown, Dr. Kristin Ferguson-Colvin, James Hoyt, Dr. Jonathan Koppell, Judy Mwanzo |

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| **Welcome, Introductions & Agenda Overview** |
| * Dean Koppell opens up the meeting by thanking the members for continuing to support the initiative through all the transitions. |

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| **Update on OFY Staff Hiring Process** |
| * Jim shared details with the Leadership Council for the following OFY job positions: * **Business Engagement Specialist**   + OFY made a verbal offer to Howard Steer, currently going through the hiring processes, should know within the week when he will come on board.   + Howard introduced himself to the members, has worked with youth in the past at the City of Phoenix, Valley Metro and through his church involvement. He is passionate about youth well-being and excited to bring employers into the fold. * **Youth Outreach Coordinator**   + OFY has found two candidates to fulfill this position and have made verbal offers. Hopefully the position will be filled by March 1st. * **Outreach Interns**   + Position is now closed.   + Jim sent out an email to Reengagement Centers to finalize who they referred. Prepare for interview process especially if you referred someone.   + Hopefully will bring them on during the first week of March. During the first week they will be trained and will visit the RCs. Jim will reach out to find a good time to go and meet with RCs.   + For safety concerns, they will be working in pairs. * **Administrative Coordinator**   + Full-time position, is currently posted.   + If any of the members know of someone please refer them to Jim (jehoyt@asu.edu) or Kristin (Kristin.Ferguson@asu.edu).   + Kristin will send out job description with instructions on how to apply to Leadership Council. * **Data Analyst**   + Kristin discussed position, looking for someone with GIS capabilities to analyze existing heat maps and create new maps. * If you have a person in mind for any of the open positions, or if you would like to be a part of the interviewing and screening process for potential candidates, please reach out to Jim ([jehoyt@asu.edu](mailto:jehoyt@asu.edu)) or Kristin ([Kristin.Ferguson@asu.edu](mailto:Kristin.Ferguson@asu.edu)). |

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| **OFY Communications, Branding, Logo, Website** |
| * Jim brought up the issue of OFY’s URL: [www.opp4youth.org](http://www.opp4youth.org). When the website is included in an email, many servers categorize the email as spam, possibly because of “4”. These emails then do not leave the ASU server nor arrive at their intended recipients. Currently the IT Department at ASU is looking into it but should we open up the discussion on changing the URL? Some suggestions are changing it to [www.ofy.org](http://www.ofy.org) or [www.opportunitiesforyouth.org](http://www.opportunitiesforyouth.org). If you have a URL suggestion or comment please email Jim ([jehoyt@asu.edu](mailto:jehoyt@asu.edu)) or Judy ([judy.mwanzo@phoenix.gov](mailto:judy.mwanzo@phoenix.gov)). * **OY Testimonial Videos**   + Paul Atkinson from ASU Communications Department, is helping Judy with producing six short videos over the next couple of months to build our branding. Videos will highlight former opportunity youth, the individuals will share their story and how they are able to be successful. OFY is shooting the first video this upcoming weekend, once it is ready Jim will send it to LC members.   + After the video is filmed, MSW students will lead a focus group with opportunity youth to see what spoke to them and what didn’t. OFY wants to make sure the videos really speak to the youth and will want them to reengage. * **OFY Logo**   + Judy introduced herself and Felix, and discussed the focus group they held with youth to create a logo. During the focus group, Judy presented what OFY is, shared our Mission and Goals, discussed the different stakeholders, and what a logo is. After the presentation they sat and drew for the remaining time.   + The sketches were presented and Judy and Felix explained their meanings (sketches are included in the attached PowerPoint).   + Tobi’s first sketches were phonetic. Variations of Opportunities 4 You(th) were drawn in several ways. His initial thought was using the number 4, for creativity and brevity, as well as the word You in Youth being prominent. By his understanding, he wanted youth to take ownership of the opportunities OFY has to offer, to recognize they are the key stakeholder.   + While sketching Felix thought “what does the word opportunity mean?” His sketches represent: planting a seed with the youth, a cactus blooming within itself. Opportunity youth have love for their community and want to grow up to be something great. Seeing yourself as a hero for your community, something the community is lacking. Discussed a design not shown – Phoenix bird designed with two hands, inspired by the quote “you have seen my descent but now watch me rise”.   + The hand and briefcase drawing represents the many hands involved – but it also signifies the youth’s hand. The briefcase represents the different opportunities OFY offers. The hand reaching for the briefcase signifies that OY are hungry for a pathway to their own success and fulfillment.   + LC members discussed their thoughts on the logos. Members mentioned that knowing the story of the logos helped them grasp the idea of what they were supposed to be representing; members discussed how colors are something to consider, and to be aware of cultural competencies. Some members were more inspired by the “word logo” more while others were more inspired by the “image logo”. Is there a way to blend both words and pictures in the logo?   + Discussions continued to whom the logo is supposed to communicate; the youth, the funders, or the employers? Ideally, the logo would work for multiple populations. Kim Owens from Year Up offered their logo as an example. Their logo is the same regardless of population, but the way they convey a message to different interest groups both orally and through their website is different: To youth, Year Up talks about “closing the opportunity divide”; to employers, Year Up talks about “closing the skills’ gap”.   + Kristin discussed how getting the youth’s sketches and ideas can be the first step and then the second step can be hiring a graphic designer to use the sketches as inspiration to create a logo. We have funding from one of our funding partners to pay for this.   + Dean Koppell discussed having the LC members gather youth and create focus groups of young people and we’ll bring the effort to them. Mark Carr mentioned the City of Phoenix offers a two- week youth work readiness program and we could use them to get feedback to provide input on what that logo could look like. He will provide OFY with a schedule of when the sessions meet. Kristin commented that OFY wants to be the bridge between youth voices and adult voices, we will be bringing youth to the LC in the form of our Youth Community Action Team. The youth don’t need to attend the focus group, if you simply know of someone who could sketch something have them follow-up with Judy ([judy.mwanzo@phoenix.org](mailto:judy.mwanzo@phoenix.org)).   + Jim announced that within the next month, we would like to finalize whatever direction we’re going in for the logo. We also want to make sure thatgoing forward we want to get youth’s opinion on job fairs. We want to be strategic in the outreach that we do to make sure the youth feel comfortable and can be successful.   **Tagline**   + Team discussed the possibility of a tagline or motto, “we’re worth it”, “worth it”. Brought up the issue of designing a logo that doesn’t fit with the tagline so we should come up with the tagline first. Or, we could develop the logo first and then identify a tagline consistent with that logo. |

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| **Action Team Updates** |
| * **Reengagement Center Action Team**   + Tim Valencia discussed that he and Sharlet are still going out to sites to discuss how data is collected, what issues there are, and what barriers exist. They’re focusing on the quality standards, looking at how they can better serve the RCs. RCs are in the process of developing a toolkit on how to use the quality standards; how to conduct a quality assessment and what the goals/objectives are.   + Sharlet Barnett discussed collaborating with Collective STEP for Youth, which is housed in the Maricopa County Department of Health. They are focused on capacity-building, collaboration and fostering a network. Their goals are to create an online hub of resources, provide professional development for youth-serving organizations. There is a potential opportunity to submit a joint grant to support the work of both OFY and Collective Step so that we can integrate services.   + Tracy Pedrotti discussed how this is an opportunity to align our efforts which means we could help those aged 10-24 and have a more integrated continuum of care.   + Team discussed how this could take preventative measures and lower the rate of opportunity youth.   + Team discussed needing a plan to provide help for youth with disabilities or those who are involved with the Juvenile Justice System. * **Education Momentum Action Team**   + Christopher Dickinson discussed how EM is looking to restart and rebrand. Going over what strategies they’ll implement. Unfortunately, Greg Donovan may not be unable to co-chair much longer. They are working on creating Standards of Practice similar to the RC Action Team. Alissa Heyer, an ASU MSW student is helping with this process. * **Career Connections Action Team**    + Randy Kimmens discussed how they’re looking at what will be the highest/most in demand jobs within the next five years. Looking at a model they use at Maricopa; connects students with employer’s right at the beginning of their education instead of at the end of the program. Team is hoping to use this model with opportunity youth that come through OFY. * **Youth Empowerment and Leadership Action Team**   + Jim discussed how they want to identify people in the community that work in the field of youth development and ask them to join the action team.   + Mark Carr discussed how they’re still in the early stages of development. Youth Empowerment stretches across all the action teams, so as they start to develop a framework, they want to connect with the action teams to ensure all bases are covered as they move forward. * Dean Koppell asked to please reach out if you know of other groups who are doing this same work and we can get in touch with them and work together. * Kristin noted that the Community Action Team (CAT), or Youth Coalition and the communications’ strategy were projects that could naturally fit in this Action Team. * Team brought up Data Action Team that was discussed at December’s meeting. If any LC members are interested in serving on this Action Team or subcommittee, please reach out to Kristin ([Kristin.Ferguson@asu.edu](mailto:Kristin.Ferguson@asu.edu)). |

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| **OFY Strategic Plan**  **Quality Standards for Leadership Council Recruitment, Professional Development and Growth** |
| * **OFY Strategic Plan**   + Jim discussed if there was a strategic plan designed for the LC. MaryEllen Sheppard brought up that the former Executive Committee went through a strategic planning process last year. Dean Koppell says he has the document and will share it with Jim who will recirculate it to the LC.   + Kristin can strategically grant write for what the LC wants to accomplish instead of being directed by the funders and what they want. * **Leadership Council Recruitment**   + Team discussed who should be asked to join the LC. DES Vocational Rehab, Ability 360, Boys & Girls Club, One-in-Ten, Be a Leader, Terros Health, Arizona Legal Women and Youth Services (ALWAYS), AGUILA Youth Leadership Institute, Goodwill, My Brother’s Keeper, and Fresh Start Women's Foundation were a few names that surfaced.   + Donna McHenry mentioned she can provide a contact to represent the Juvenile Justice System.   + Kristin discussed bringing the Youth Community Action Team members as a part of the Leadership Council. |

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| **Grant Updates** |
| * Bank of America – Social Entrepreneurship Training/Financial Literacy/Small Business Development with Opportunity Youth in RCs with Hustle PHX. * Grant under review with the National Institute for Mental Health – study comparing vocational and nonvocational outcomes from social enterprises and supported employment with Opportunity Youth. * National Youth Alliance for Boys & Men of Color - $20,000 grant to develop and implement a Justice Reinvestment Campaign for youth with criminal justice histories. |

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| **2018 Meeting Dates (Over), Announcements** |
| Future Leadership Council Meeting Schedule for 2018:   * Third Thursday of the month from 10am-12 noon   + April 19   + June 21   + August 16   + October 18   + December 20 * Team discussed holding the meetings in other locations, possibly a “member spotlight” where different members would hold the meetings at their organizations. Kim Owens from Year Up will check to see if it’s possible to host next meeting (April 19) at Year Up and let Jim know. * Until a new location is picked the meetings will still be held at UCENT Room 822.   Announcements   * Christopher Dickinson announced there is a Zip Code Project Meeting happening February 27th from 5:00 P.M. – 6:30 P.M. He will send information to Jim to send out to LC members. * Don Covey discussed that it would be a good idea for Jim to email those on the LC list and introduce himself so that they know the LC is still active and things are progressing. * Randy Kimmens suggested having a dashboard of accomplishment for the next meeting (what deliverables are we meeting) and having a system map of those involved in the Leadership Council.   Action Team Chairs Meeting Schedule for 2018:   * Third Thursday of the month from 10am-12 noon in UCENT (Room numbers below)   + March 15 – room 480   + May 17 – room 480   + July 19 – room 480   + September 20 – room 480   + November 15 – room TBD |

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| **Next Steps** |
| * Kim Owens will reach out to Jim on whether or not Year Up will be able to host the next LC meeting. * Donna McHenry will provide a contact for Juvenile Justice System to Jim or Kristin. * LC Members   + If you know of youth who would like to participate in designing the OFY Logo please have them reach out to Judy Mwanzo ([judy.mwanzo@phoenix.gov](mailto:judy.mwanzo@phoenix.gov)).   + Be prepared to discuss Leadership Council Strategic Plan at next meeting.   + If you have any thoughts of who should be recruited to the Leadership Council please email recommendations to Jim ([jehoyt@asu.edu](mailto:jehoyt@asu.edu)) or Kristin ([Kristin.Ferguson@asu.edu](mailto:Kristin.Ferguson@asu.edu)). * Judy will send out flier regarding OFY Logo Contest. * Kendelle will reach out to Dan Hunting to see if he has the different disabilities percentages from the PUMS Data. * Randy Kimmens will send Jim the list of potential employers of who to get involved in Career Connections Action Team. |